

One of our longstanding strategic goals is to understand and communicate the experiences and achievements, evidenced by excellence, among students, employees, and parents through various formats. Our superintendent has made it a priority to star in a weekly video series called "Eye on Excellence" to meet this goal. We publish at the same time every week on our YouTube channel and distributed the link to parents and staff through regular communications to those groups. The purpose of the series is to strengthen the trust our families have in teachers and administrators by showcasing excellence at work. We hunt for stories that demonstrate excellence among our employees and students. Each week we are able to spotlight an event, program, or accomplishment that shows significant evidence of excellence. The five submitted here are exemplars. Stories of excellence build trust in multiple ways: they remind parents that their children are surrounded by experts who care about them; they allow educators to articulate their excellent practices so others can follow suit; and they remind viewers that student wellbeing is the aim of our goals. The video series strengthens our communication practices across all levels of the district by helping educators articulate their practices in a way that resonates with our wider community of parents. We use a standard video brief to help us align each video with the theme of excellence and a sub-theme (opportunities for student achievement, social-emotional wellness, caring adults, etc). Our video series is a success. Wherever the superintendent goes, parents, teachers and students will comment that they saw that video and were impressed by the level of learning, teaching, or engagement. We also routinely get pitched additional ideas for videos, which shows that the video series reminds our educators that they demonstrate excellence in their own way and see value in telling the story publicly. Eye on Excellence has lifted morale and pushed our entire school district to elevate our practice.