

The audience for the On the Road with Dr. Hansen series is broad: students, staff, community, lawmakers, business owners, and other educational partners. This video series helps connect the ideas and goals of the Vision for the Future strategic plan to action steps we are taking to realize those goals. This series serves three main purposes: 1. Use strategic storytelling to explain how we are keeping promises in our strategic plan; 2: Provide a vehicle for our Superintendent to regularly communicate with the community; and 3: Enhance transparency about our district processes as we build engagement and trust. In this series, Dr. Hansen visits with staff and students across the district and discusses programs and initiatives pertinent to the five Focus Area Goals of the Vision for the Future: Achievement and Innovation, Systems of Support, Community and Employee Relations, Leadership and Building Human Capital and Organizational Stability and Fiscal Solvency. Student voice has been critical to the success of this campaign. We also work hard to balance stories among the five focus areas and to include elementary and secondary sites in our topics. Strategic plans often are in binders on shelves collecting dust. We knew that in order to keep our plan meaningful and moving forward, we needed community and staff buy-in. We use strategic storytelling to show how our Focus Area Goals are being implemented in classrooms and impacting students. We had several key messages in mind for this series. One of those was to remind families of the Focus Area Goals of our Vision for the Future. We also wanted to share that we are keeping our promises to the community by implementing action steps that thoughtfully and intentionally align with the strategic plan. In addition, we wanted to emphasize that Dr. Hansen and our executive leadership team are hands-on leaders who care deeply about student success. Finally, we include the voices of staff and students to highlight the importance of a whole-school, whole-district, whole-community approach to success. This video series has been very successful, with 39,837 total views between August 2024 and February 2025. Those included 34,056 on Instagram, 5,344 on Facebook, and 437 views on YouTube. The webpage that houses the video series received a total of 373 visits. Our most popular video was in January when Dr. Hansen cared for and rode a horse while highlighting our CTE programs. Because hands-on activities are most popular with our audience, we plan to include more of those segments in the future.