

The Building Understanding Through Experience Video Series is a core component of Loudoun County Public Schools Beyond Words: Building Understanding Through Experience initiative. This strategic video campaign enhances social-emotional learning (SEL) engagement by featuring business partners who share real-world insights on essential workplace skills aligned with SEL competencies. Designed to support life and career readiness, the series connects CASEL-aligned SEL skills—self-awareness, self-management, social awareness, relationship skills and responsible decision-making—to professional success. Through interviews with business leaders across industries, students see these competencies in action, reinforcing their role in workplace achievement and personal growth. The series is incorporated into K-12 advisory lessons and career exploration activities, providing a dynamic instructional tool that helps students visualize how SEL applies in real-world careers. The videos also engage educators, families and community partners in meaningful discussions about workforce readiness. The target audiences include: Primary audience: K-12 students who are building workplace readiness and SEL competencies. Secondary audience: Parents, guardians, educators and community partners invested in supporting student success. A multi-tiered distribution strategy ensures maximum impact. The videos are integrated into classroom instruction, newsletters and division-wide social media campaigns. LCPS collaborates with business and community partners to maintain relevance and sustainability, refining the series through quarterly evaluations and stakeholder feedback. To enhance instructional value, the series includes teacher and student resources such as reflection prompts and discussion guides. Additionally, high-impact storytelling techniques make the videos engaging and informative, helping students draw connections between classroom learning and workplace expectations. Outcomes achieved include: Increased SEL engagement: Students gain a clearer understanding of how social-emotional skills contribute to career success. Enhanced career readiness: Real-world insights from industry leaders help students develop workplace competencies. Stronger school-community partnerships: Business partners play an active role in shaping student learning experiences. Expanded reach and sustainability: A structured communications plan ensures continued integration across LCPS platforms. Future Growth Spring 2025 will introduce Phase 2,

expanding the series through additional video content, including: A compilation summary video featuring key takeaways from business leaders. Skill-focused mini-segments on communication, problem-solving, resilience and teamwork. Student perspective town hall discussions and social media clips to engage a wider audience. LCPS remains committed to bridging the gap between education and industry by equipping students with the social-emotional and career-ready skills necessary for lifelong success.