

The series of Shaker High School Physical Education videos was a long-time dream of our districts Supervisor of Secondary Physical Education, Health and Athletics. As one of the newer departments in the North Colonie Central School District, the Communications team was able to help make Mr. Stadtlanders vision a reality. With a tremendous amount of planning, we were able to schedule, film, produce and edit videos on all eight of our physical education electives for students at Shaker High School. The main purpose of this series was for use in our newly digitized course catalog. We wanted to take the online version one step further and bring your typical written course description to life using interviews and video. Nowadays, teenagers and young adults are absorbing more and more content online, on their phones and other devices. This visual medium was a way to meet these students where they are and to capture their attention with the use of fast-paced shots and short, but informational soundbites about each physical education elective. In addition to getting a chance to see these classes in action, it also allows viewers to hear from instructors and students about each class. The videos have been embedded with its corresponding course description in our digital course catalog. Now, when choosing their courses for future semesters, students can watch the videos to guide them in selecting courses that align with their interests and goals. They can also serve as a vital resource for teachers and counselors as they guide students in selecting those courses. These videos were also uploaded to our district YouTube channel. The physical education teachers who instruct these courses have been thrilled with the results of these videos. The most tangible outcome achieved is helping our colleagues accomplish a project that up until recently, wasnt possible without employing someone outside of the district to do it. Now, our department is being utilized to help complete large scale communications projects like this one. Since the release of the physical education elective videos, other teachers and administrators around the district have reached out to ask for assistance with similar projects as well.