

NSPRA Media Excellence Awards Submission - Video Series "Classroom Minute" Purpose The "Classroom Minute" video series highlights students and staff making a positive impact within our school and community. Each short video features a significant student or staff project, program, or community partnership, often sharing stories that families and the public may not have otherwise known about. These videos help promote the unique experiences our students have, reinforcing that our district is the top choice for families in the area. Where and When Its Being Used The video has been shared via eNewsletter, social media platforms (Facebook, Instagram, LinkedIn, Nextdoor, YouTube), district and school websites, and email marketing. It has also been presented to current and prospective students and families, as well as potential community partners. Target Audience The videos are aimed at our staff, families of current and prospective students, community members (including those without children or children of school age), and local educational partners. They are designed to inform and engage our community, showcasing the impact of our school programs and the people who make them happen. How Its Supporting Effective Communication Were committed to evolving our communication efforts by listening to feedback from staff and the community. This feedback shapes the content and delivery methods we use to highlight the stories that matter most. Through the "Classroom Minute" series, we showcase not just programs and practices but, more importantly, the people behind them. The series is a key part of our ongoing efforts to build and maintain relationships with our school community, strengthen community support, and ensure effective communication both internally and externally. Outcomes Achieved The "Classroom Minute" series has received positive feedback from families, staff, and the community. Viewers enjoy the variety of stories, short runtime, and engaging content. Social media engagement has been strong, with notable increases in followers especially on Facebook and Instagram. The reach of these videos typically surpasses other posts, with higher engagement rates in reactions, comments, shares, and view times. Since the series launched, we've seen significant growth in social media interaction, demonstrating the value and impact of these videos.