

The Classroom 60 video series was created to showcase the outstanding curriculum and technology investments in our district. We aimed to highlight our incredible teachers and give our community an up-close look at the dynamic learning happening in our classrooms. In just 60 seconds, each video reveals how these investments are enhancing student learning across various subjects and grade levels. We believe that the short video format is an effective communication tool because the format captures our viewers attention and sparks their interest while also making it convenient to watch on mobile devices and across several platforms. You can find these engaging videos on the districts YouTube channel, across our social media, in our digital community newsletters, on our district cable channel and in various presentations such as the one our superintendent gave at the State of the Township Community Breakfast. In the last five years, Waterford School District invested over \$4 million in new curriculum and \$12.1 million in technology. These purchases were funded through a \$150 million bond measure the community approved in 2020. Our school district students, staff and the broader community needed to know about the investments so 1. they could promote this positive news; 2. They would be aware of where taxpayer bond dollars were being used. We had shared this information in many formats - on brochures, in speeches and on our website - but we felt something was missing. When we went into our classrooms and witnessed the new learning taking place, it was hard to describe in writing how dramatically the new tools helped our students and teachers. We decided the best way to share these amazing new investments with our audience was to create a video series that would allow viewers to get a sneak peek into the dynamic learning in our classrooms. In just 60 seconds, each video reveals how these investments enhance learning and teaching across various subjects and grade levels. We believe the short video format is an effective communication tool because the format captures our viewers attention and sparks their interest while also making it convenient to watch on mobile devices and across several platforms. These engaging videos can be found on the districts YouTube channel, across our social media platforms, in our digital community newsletters, on our district cable channel and in various community presentations. We have seen tremendous engagement in this series. The Classroom 60 series has some of our highest views this year with over 500 views per video. We have also seen

our YouTube subscribers grow to over 1,200. Additionally, Classroom 60 video posts on Facebook consistently rank at the top of our posts for engagement. The entire series can be found on our YouTube Channel @WSDNews.