

To modernize and enhance the experience of New Employee Orientation, we developed an engaging animated video series using the animation platform Animaker. The series features the co-hosts of our districts weekly podcast, who bring a fresh and engaging approach to delivering key information. The videos are shared at various points during NEO to break up what can be a long day for new staff. Designed to replace the traditional PowerPoint-based orientation, these videos make onboarding more dynamic, enjoyable, and effective. The series is played during New Employee Orientation sessions, ensuring that staff members receive important district information in a format that is both entertaining and memorable. By incorporating humor, conversational delivery, and eye-catching animations, the videos maintain audience interest while conveying essential details about district policies, culture, and resources. The primary target audience for this series is newly hired employees across all departments. By making orientation content more engaging, the videos help new staff feel welcomed, informed, and connected to the districts mission. Additionally, the videos serve as a built-in marketing tool for the districts weekly podcast, introducing new employees to a valuable communication resource that keeps them informed and connected beyond their first days on the job. The results have been overwhelmingly positive. Feedback from new employees has highlighted the videos as a refreshing and enjoyable change from traditional orientation formats. Viewers appreciate the friendly tone and engaging style, which help make important information more digestible. Additionally, the series has contributed to increased awareness of the podcast, further strengthening internal communication efforts within the district. We track the scans of the podcast QR code and always see a bump when NEO is in session. By modernizing the onboarding experience, this video series supports Bethel School Districts commitment to effective and engaging communication, ensuring that new employees start their journey with a positive and informed perspective. These submissions have been hosted on YouTube for awards only as they are for internal use only.