

Rendering Reveal Video

Waterloo Community Schools (IA)

,

The primary objective of our short video was to publicly announce the district's consideration of consolidating three separate high school campuses into one comprehensive facility. Over the past 15 years, discussions about this transformation had occurred privately, giving rise to rumors and misinformation. With this video, we aimed to open a transparent dialogue with the community, rallying stakeholders around a unified vision for secondary education in Waterloo. To represent this shared vision, we featured notable alumni-including a former NFL player and inspirational speaker-and respected community members from both the East and West sides of Waterloo. Their participation underscored the diverse yet unified support for the initiative, embodying our commitment to collaborative progress and open communication. We maintained our Bridging Futures campaign branding by using the Bridging Futures campaign logo at the beginning and end, making it easily identifiable as part of the One High School project. Listening to a diverse range of voices was key to our success. We knew that to create a video that truly resonated with our community, we had to start by hearing directly from the people we serve. Working closely with our superintendent, we organized focus groups that brought together parents, teachers, students, and community leaders. These sessions provided invaluable insights into pressing issues-academic achievement, athletics, extracurricular activities, and community unity-that our videos needed to address. One moment that stands out was when a group of community members shared their personal challenges and triumphs in an open, honest dialogue. This vulnerable conversation not only built trust but also revealed what the community truly envisioned for the future. We took this feedback and crafted our Renderings Reveal video, strategically juxtaposing current photos with new renderings to give voters a tangible glimpse of the changes ahead. The strategic selection of community members from diverse backgrounds added both credibility and emotional resonance to our project. Their authentic testimonials on academic success, sports participation, and community unity enriched the narrative and ensured that our video series reflected the true spirit of our community. By facilitating these conversations and embracing every insight, we were able to create a video that not only addressed

community concerns but also fostered a deep, personal connection with our audience. This approach has significantly enhanced our communication efforts and built widespread support for a unified vision of academic and community excellence. In short, by leveraging the insights from focused dialogue and engaging with our community partners, we demonstrated that effective communication-built on empathy, openness, and trust-can drive meaningful change. Our vote was successful with not only receiving the 50% + 1 vote but passing with a 61% majority! I would say this video was VERY successful!