



# **Strategic Use of Video for Communication**

**Community Learning Session  
Feb. 27, 2018**



- Launched YouTube channel on Sept. 14, 2017
- Videos have focused on board meeting recaps, school projects and programs, and district-wide initiatives
- More than 3,600 views for the 14 videos produced to date



*Strategic Use of Video  
in District 97*



## Objectives

- Channel and videos support the advancement of our vision and achievement of our goals around communication and community engagement
- Highlight school and district projects, programs and initiatives, while also helping to educate and inform people about the role they play/impact they have on student success and learning
- Striving to have at least one standalone video for every school by the end of the school year

- While the efforts to educate and inform have primarily been in the form of one-way communication, a few of the videos have been used during recent community conversations to aid/promote conversations/dialogue about specific topics (third grade math, co-teaching and IB)



3rd Grade Math Instruction 2017-18

296 views

1 0 SHARE ...



Co-Teaching in District 97

344 views

4 0 SHARE ...

*Strategic Use of Video  
in District 97*



## Goals for 2018-19

- Work with district groups or committees (cabinet, Ad Leadership, Ed Council, Board of Education, etc.) to create videos that offer a larger district or community perspective on our work
- Approach will likely mean doing fewer school-specific videos; however, return on investment in terms of showing consistency and unity across the district could be significant
- Shorter videos (30-60 seconds) for social media

## Cats and Dogs Homework Club at Beye Elementary School



*Strategic Use of Video  
in District 97*