

VIDEO ENTRY SUMMARY

“We Are”

<https://kaltura.collierschools.com/tiny/5ydd7>

Collier County Public Schools (CCPS) produced “We Are” as a Proof of Brand (POB) video for viewing on our various online digital platforms. In the one-minute video, viewers grasped the scope of the immediate challenges of District-wide campus closures, followed by the District’s response: staff organizing laptop and Internet hot spot distribution, providing curbside meals for families, pivoting to online learning, etc. The video begins in black and white and then evolves into color to represent the hope building as the spring of 2020 progressed and learning continued.

“We Are” was posted to CCPS Facebook and Twitter channels on May 15, 2020, with the goal of spreading community awareness and instilling deeper pride in the our long-standing #CCPSFamily campaign. “We Are” includes several on-screen statements affirming what Collier County Public Schools stands for as the video progresses. The video culminates with the powerful statement: We are ALL in this Together. Online viewing analytics confirmed this video achieved desired outcomes. For example, on CCPS Facebook, “We Are” reached an estimated 7,500 people and more than 200 viewers engaged with the post in various ways (commenting, sharing, reacting). Additionally, the “We Are” video posted on CCPS Facebook and Twitter provided content via a live news feed on the District website (collierschools.com) and on our CCPS mobile app.

In a year of unprecedented challenges, “We Are” creatively represents the collective resiliency and forward-thinking approach of 7,000 employees and 48,000 students with Collier County Public Schools.