One Amazing Story - Summary

Research
What problem(s) are we trying to solve?
- Uniting a two-high school district and our communities
- Sharing stories that go untold, are unique, don’t fit traditional accolades
- Improving and increasing messages that support the district’s mission: Education, Enrich, Empower
- Increasing awareness of Leyden; celebrating as a community

Data
- Student population: 68-percent hispanic
- 1,697 Spanish-speaking families; 150 Polish-speaking families; and more than 40 other languages spoken
- Parents/Guardians cite phones (texts, calls, mobility) as the best way to communicate; over emails, letters and other forms of communication
- Visual communication is preferred

Analysis
- With a majority of non-English speaking families and communities, our recommended outlet was video, specifically due to the responsive and relatively effective auto-translate features and visual content
- We sought out unique stories that represented our mission statement, and showcased a variety of diversity among students, staff, alumni, and even our parents/community members
- In order of priority: 1. Strong story; 2. Representative subject; 3. Connection to mission

Communication
- One video produced in-house, per month (started in April 2021)
- Film debut at our Board meeting, then playlist promoted throughout all district channels including a tollway billboard
- Story subject attends the meeting and engages in a Q&A with the Board and community

Evaluation
- Noteworthy utilization of subtitles, captions in translated languages
- Total Views: 4,864 | Total Likes: 126 | Total Translations: 339 Spanish/20 Polish/19 French
- Extremely positive informal feedback; increase in story ideas; engagement increase on all platforms

<table>
<thead>
<tr>
<th>Subject</th>
<th>Views</th>
<th>Likes</th>
<th>Identifiers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaitlyn - Baseball</td>
<td>1,113</td>
<td>19</td>
<td>Student; Female Athlete; Role model</td>
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<tr>
<td>Endy - Vaccines</td>
<td>584</td>
<td>20</td>
<td>Student; Eastern European; Careers</td>
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<td>Pascuala - Author</td>
<td>428</td>
<td>11</td>
<td>Parent; Mexican; Disabilities</td>
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<td>Vic - Theater</td>
<td>431</td>
<td>14</td>
<td>Dual Language; World Premiere; Retiring</td>
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<td>Dominican Republic service trip</td>
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<td>5</td>
<td>Supt; BOE; Video Specialist; Service;</td>
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<td>Paul - eBike</td>
<td>1,445</td>
<td>38</td>
<td>Students/Staff; Service; Autos; Disabilities</td>
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<tr>
<td>Jon - Arctic</td>
<td>617</td>
<td>19</td>
<td>Staff; Exotic; Retiring</td>
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One Amazing Story: Full Playlist

Tollway Billboard
Leyden continues One Amazing Story series
The video series launched last spring with the goal of sharing the stories of Leyden parents, students, staff and the community, one story at a time. These are meant to be stories that are unique, timely, interesting, and showcase something that might usually go unrecognized.

“The beauty of this series is that with each individual story, we are building the collective story of our Leyden community,” said Karen Geddeis, Director of Communications.

A new video debuts each month, at the Board of Education meeting, and then is posted and distributed throughout Leyden's communications channels including YouTube, social media, and publications. Subscribe on YouTube; scan the QR code to enjoy the following fall videos: