Dear Judges,
Since becoming the main public relations specialist for the Marcellus Central School District last school year, the plan has always been to get more positive engagements by spreading good news on all social media channels. An integral part of the plan has been implementing a weekly Staff Spotlight video. Each and every week of the school year, we post a short, easily-shareable video on Facebook, Twitter and the newly-launched Instagram. It gets the staff member’s face in front of the public, it shows how they interact with students, and it helps the staff member explain what they do in their job.

It shows a kindergarten teacher is much more than a glorified daycare worker and that a principal does so much more than punish bad behavior, as well as explain what exactly the day-to-day looks like for someone like a Technology Integration Specialist. It can help introduce new staff members, get recognition for longtime employees, or share the news that someone has taken over a new role in the district. Most importantly, the final part of each video asks the subject what they love about Marcellus — and that’s when the staff member turns the spotlight outward. They sometimes talk about the benefits of living in a small, tight-knit community or returning home to teach, but often times they talk about the support of the administration and their colleagues, as well as the students and their parents.

The results have been overwhelmingly positive, with some of the videos getting more than 1,000 views and more than 100 likes across the district’s social media channels. While the numbers have been great, what’s even better is the comments from former students, parents, other teachers and members of the community uplifting not only the staff member featured in the spotlight, but the district in general. This video series has spread positivity in almost all reaches of the district — from the teachers and administrators to the support staff and district as a whole. Even some of our more camera-shy staff members look forward to being a part of it.

Thanks for your consideration,
Jeremy Houghtaling
Public Relations Specialist
CITI BOCES

Kindergarten Teacher Anita Pawlewicz
https://www.facebook.com/MarcellusCSD/videos/322911903092884/

High School Science Teacher Mark Sunheimer
https://www.facebook.com/MarcellusCSD/videos/3133019947021839/

Director of Special Education Kara Lux
https://www.facebook.com/MarcellusCSD/videos/563341878221784/

5th Grade Teacher Megan Guercio
https://www.facebook.com/MarcellusCSD/videos/2730851563880896/

Teachers Aide Melissa Robb
https://www.facebook.com/MarcellusCSD/videos/239119148369715/

Assistant Principal Michael Morgan
https://www.facebook.com/MarcellusCSD/videos/197271872903075/