Stanislaus County Office of Education
2021 Teacher of the Year Video
May 2021
Link to video – (split to four videos highlighting each of the four Teachers of the Year grade categories)
TK-3 video
https://stancoe.yuja.com/V/Video?v=3033130&node=10383080&a=279927444&autoplay=1
4-6 video
https://stancoe.yuja.com/V/Video?v=3033400&node=10383524&a=1597984894&autoplay=1
7-8 video
https://stancoe.yuja.com/V/Video?v=3033160&node=10383151&a=2102292276&autoplay=1
9-12 video
https://stancoe.yuja.com/V/Video?v=3033154&node=10383119&a=824482193&autoplay=1

Share the Research and purpose of the campaign.
The purpose of this video is a highlight of the 2021 Teacher of the Year Finalists at the awards ceremony in May 2021. Due to COVID-19 and protocols in place for May 2021, there could not be more than 100 people gathered indoors. The ceremony was held live at the Stanislaus County Office of Education’s Petersen Event Center for the 12 teachers of the Year finalist, principals, and Superintendents to honor the teachers in a meaningful way. SCOE partners with Modesto Rotary, and we wanted to include them in the best possible way. The Award Ceremony was live-streamed to 120 Rotarians gathered at their regular meeting location in the DoubleTree Hotel Ballroom. In addition, over 200 watched the live-stream event, and the video was shared with the community on social media after the event.

Share the planning process including target audience, objectives, and strategies. Research and planning go into the overall Teacher of the Year program, and the video is just one highlight. Research shows that video is an effective way to share information in a concise manner.

Target Audience: The target audience was those attending the Teacher of the Year Awards Ceremony this included the teachers being honored, Rotarians, school personnel, school board members, family of the 12 teachers. The video is shared on social media with the community after the event.

Size of organization: 108,000 students

Project total budget: $5,000