

VIDEO ENTRY SUMMARY

2020-2021 Opening of Schools

<https://kaltura.collierschools.com/tiny/q6imq>

Collier County Public Schools (CCPS) Superintendent, Dr. Kamela Patton, hosts an annual Opening of Schools event just before the start of each school year. This kick-off celebration provides Dr. Patton the opportunity to look back on the accomplishments of the previous year, share exciting upcoming initiatives, and provide inspiration for the new school year. The hour-long event is typically held in a high school auditorium and welcomes more than 300 school and district administrators.

Due to COVID-19 health and social distancing regulations and group size restrictions in place in August 2020, Dr. Patton made the difficult decision to change the format of her 2020-2021 Opening of Schools kick-off from in-person to virtual. The district's Communications Department produced an hour-long Opening of Schools video that was then streamed online as a virtual event on August 14, 2020, at 8:00am for school and district administrators to watch in their workspaces. The video allowed Dr. Patton the opportunity to effectively communicate her yearly welcome address. Dr. Patton shared with pride how Collier County Public Schools handled the onset of the COVID-19 pandemic and pivoted from in-person education to 100% virtual learning. She also provided a message of motivation to move forward in the new school year, understanding that everyone would be navigating through the unprecedented challenges, but confident that the CCPS Family would never give up.

While previous Opening of School events have been limited to school and district administrators, this year's innovative virtual format allowed the Superintendent to share her welcome message with a wider audience. After the initial virtual event, the 2020-2021 Opening of Schools video was made available on-demand to all 7,000 CCPS employees, as well as select district community and business partners.