

2015 NSPRA National School Communication Awards
DuPage High School District 88
Golden Achievement – “The State of District 88” video segment

Research

At DuPage High School District 88, our mission is to work for the continuous improvement of student achievement. As part of that mission, we’re continuously looking for new opportunities to communicate with our stakeholders. We have a weekly electronic newsletter, a website and Facebook and Twitter accounts, but we wanted to provide a platform that would be more engaging for our audience.

In December 2014, we were approached by our local cable station, Addison Community Television (ACTV), to film an ongoing video segment about District 88. We were thrilled at the chance to partner with ACTV and fulfill our goal. We knew the video segment would allow us to share our message and story in a visual manner and would give our administrators another avenue to share information with our parents/guardians, students and community members.

Analysis

The District 88 administrative team met to discuss the logistics of the video segment, including how often the show would air, topics to highlight and how the program would flow. We determined the segment would be filmed every other month (starting in January 2015) and would feature student and staff successes, as well as pertinent information about the district.

Each month, the team would review the upcoming topic(s) to finalize the segment. The Director of Community Relations would then create a script, which would be reviewed a week before filming. A banner displaying the District 88 logo was created as a backdrop for the program, and the team named the show “The State of District 88.”

Communication/Implementation

The first episode of “The State of District 88” was filmed on Jan. 27, 2015. It featured two District 88 student-athletes and showcased their successes. The second installment of the segment featured District 88 administrators discussing the new state assessment, called the Partnership for Assessment of Readiness for College and Careers (PARCC) exam.

The second episode was filmed on March 24, 2015. It featured six District 88 students and showcased their successes in the classroom, in athletics, in music and in extracurricular activities. The second installment of the segment featured District 88 Superintendent Dr. Scott Helton and the superintendents of the elementary school districts that feed into District 88 discussing a new education initiative called Vision 20/20.

To inform District 88 stakeholders about this new video segment, several articles were published in the district’s electronic newsletter, on the district’s Facebook and Twitter accounts and in local newspapers. A link to each episode also was posted on the district’s website and social media.

We wanted to make sure the videos were accessible to both high schools that comprise District 88 (Addison Trail High School in Addison and Willowbrook High School in Villa Park), so we also partnered with Villa Park’s public access, education and government channel (TV VP Style) to broadcast the show. In Addison, “The State of District 88” can be viewed on Comcast Cable Channel 6, AT&T U-Verse Channel 99, or online at www.addisonadvantage.org and on YouTube at [“Village Addison.”](#) In Villa Park, segments air at 9 p.m. every day of the week, and

shows can be viewed on Comcast Cable Channel 6, AT&T U-Verse Channel 99 and online at www.tvvpstyle.com/watch.

Evaluation

Although only two episodes of “The State of District 88” have aired so far, the response has been very positive. Stakeholders frequently tell us they enjoy seeing the faces of our students on TV and hearing about their accomplishments. The videos have received several “likes” on Facebook, and awareness about the segment is increasing.

The program is filmed in the ACTV studio, and a future recommendation is to try and film some of the segments “on site” to highlight the high schools. We also are looking to improve the format of the show to make it more conversational, rather than scripted. A third “next step” is to feature a wider range of students, to showcase the diversity of District 88.

View “The State of District 88” video segments:

1. Filmed on Jan. 27, 2015: <https://dupage88.net/site/public/videos/?item=98>
2. Filmed on March 24, 2015: <https://dupage88.net/site/public/videos/?item=105>

Supplemental materials:

1. Village of Villa Park newsletter, “Village Matters” (Summer Issue 2015): <https://dupage88.net/site/public/files/?item=2161>
2. District 88 Newsletter (published March 27, 2015): <https://dupage88.net/site/public/files/?item=2160>
3. Suburban Life Media column (published Jan. 26, 2015): <http://tinyurl.com/kfx4cut>