

ASPRAtions 2019
Publications and Electronic Media Awards: Video (produced internally)
Our Promise to You video - Mesa Public Schools

In a district the size of Mesa Public Schools, 82 schools and 64,000 students within 200 square miles, reaching all parents can be a challenge. To greet parents at the beginning of the 2018-19 school year, new Superintendent Ember Conley starred in a video to share the district's promise, vision and goals, along with help from a few students at Longfellow Elementary. Scripted by the district's Communications & Engagement department, with production by the district's video team, the video was recorded on a hot August morning. The video was posted to YouTube, with a link sent to all district leadership with direction to show it at open house and curriculum night events throughout August 2018. Additionally, it was sent to all 9,000 employees via Dr. Conley's Igniting Excellence internal newsletter on Sept. 10, 2018. As of July 11, 2019, the video has 2,442 views on YouTube.

<https://www.youtube.com/watch?v=R6wVRpdzull>



Aired at open house and Curriculum Night events at all district schools
Shared via Dr. Conley's Igniting Excellence staff newsfeed Sept. 10, 2018:
<http://www.mpsaz.org/superintendent/staff/articles/82231/>