



Higley Unified School District Get to Know Video Campaign 2019

Problem statement: District Leadership approached the Public Relations team in September 2019 to seek a set of videos to share with Town Leadership and Business Partners during annual meetings the following month.

Research: With the short deadline, the team researched available footage and crafted the various topics sought by District Leadership.

Planning: With the list of available footage, the department planned out the additional pick-up shots needed to complete each topic's video. The team chose eight topics: an overall Higley Schools video, Athletic Programs, Career & Technical Education, Focused Academics, K-12 Music Instruction, Performing & Fine Arts, World Language Education & Portrait of A Graduate.

Implementation: In addition to visiting existing campuses for video footage, the PR multimedia specialist visited the local JTED (East Valley Institute of Technology) to get video of Higley students in technical classes. The District's PR Coordinator wrote all the scripts for the videos and the PR Specialist and multimedia specialist recorded the audio. The PR team created a new "Get to Know" webpage to house the videos, in addition to adding a category on the District's YouTube station. Videos can be found at <https://www.youtube.com/playlist?list=PLzGFHahRK9-2FUMg5DJ7VpEUOWKmY8FzF>

Evaluation: The videos were well received by the Town of Gilbert. In fact, the videos and discussion of them dominated the annual meeting. The Business Partners expressed their surprise at the number of programs available in the District, information they learned through the videos. The team used the videos on social media, as well as shortened segments for social media advertising. Since launching the videos, the webpage has had 11,142 visits with 15,585 page views.

Social posts

- March 2019 Get to know Higley: 829 reach; 17 engagements
- January 2019: Get to know World Languages: 658 reach; 12 engagements
- January 2019: get to know K-12 Music Instruction: 2335 reach; 217 engagement
- December 2018: Get to know: Career and Technical education: 889 reach; 15 engagements
- December 2018: Get to know Higley: 1,709 Reach; 60 engagements
- November 2018: Get to know Focused Academics: 875 reach; 26 engagements
- November 2018: Get to know Performing & Fine Arts: 852 reach; 28 engagements
- November 2018: Get to know Career and Technical education: 702 reach; 10 engagements
- October 2018: Get to know Higley: 690 reach; 18 engagement

Social advertising:

- November 2018 Open enrollment ad/Get to know Higley: 1,079 10-second views; 5,216 reach
- November 2018 Get to know: Dual Language: 935 10-second views; 4,581 reach
- October 2018 Get to know: CTE: 1,279 10-second views; 7,394 reach
- February 2019 enrollment ad: 143 clicks

Website Traffic (Get to Know page)

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| • November 2018: 947 | • March 2019: 308 |
| • December 2018: 2835 | • April 2019: 782 |
| • January 2019: 3802 (enrollment season) | • May 2019: 682 |
| • February 2019: 888 | • June 2019: 218 |