



## **Pittsford Central School District**

75 Barker Road, Pittsford, NY 14534  
pittsfordschools.org

### **Nancy Chaput-Wayman, APR**

Director of Communication

nancy\_wayman@pittsford.monroe.edu | (585) 267-1031

### **Type of School/Organization:**

K-12 School District

Nine schools | 5,600 students

### **Additional Communication Staff:**

Laurie Everhart, Communication Specialist

Elyse Jones, Communication Specialist

### **2023 NSPRA Gold Medallion Award Entry**

"I Am Pittsford Schools"

Special Communication Project/Campaign



## **SYNOPSIS**

Pittsford Central School District (PCSD) is a nationally ranked school district in Upstate NY that provides a comprehensive education to its students while offering rich opportunities for extracurricular involvement and personal growth. The District employs more than 1,150 staff members, serving nearly 6,000 students in nine school buildings covering 30 square miles.

As one of the highest ranked school districts in NYS with its two high schools consistently ranked number one and two among public schools in Rochester, NY, public scrutiny is equally high. The District often finds itself at the center of education stories, most recently around the topic of diversity and inclusivity in schools. These stories didn't always reflect the true face of the District.

During a stakeholder summer retreat, a District-level equity goal was created to launch a campaign that demonstrates the true diversity of its student body by highlighting the many areas of diversity, including race, religion, culture, ability, gender identity, and background. Using this directive as a launching point, the Communication Team determined that an effective strategy would be to create an “I Am Pittsford Schools” video that shares authentic student voices and experiences to cut through the undercurrent of negativity and allow community members to hear directly from students. The project goal was to increase awareness of the diversity and inclusivity of Pittsford's student body.

Production of the video included filming student interviews, B-roll at school activities, writing and filming the superintendent's opening and closing statements, then editing an initial draft video. The draft video was brought before a focus group of community members, staff, and students for feedback, which was taken into consideration for the final product and campaign.

The video launched with a series of supporting social media posts featuring students who had been interviewed and ran from December 5, 2022, through January 7, 2023. Stickers and buttons were provided to staff and students as part of the internal promotion at the District office and in our school buildings.

The campaign exceeded expectations with the “I Am Pittsford Schools” video receiving a total of 2,519 views and no negative reactions or comments.

**Link to Video:**  
[youtu.be/RckOodoFGBU](https://youtu.be/RckOodoFGBU)



## RESEARCH

Informal content analysis of news articles, social media comments, letters to school leadership, and community member feedback during listening circles identified the need, based on negative sentiment, to better communicate that Pittsford Central School District is an inclusive and diverse community. PCSD appointed a Coordinator of Equity and Inclusivity during the 2021-2022 academic school year to collaborate with students, teachers, and administrators to further promote the District’s diversity, equity, and inclusion initiative. His knowledge and input helped shape the video’s direction.



While actual negative incidents involving racial or cultural issues are statistically very low in Pittsford Schools, the inflated attention from social media and news coverage created a negative overall impression that inclusivity or sensitivity to, and appreciation of, diversity among students and staff is lacking. As a top-performing school district, PCSD is on the radar of local news media, and reporters capitalized on the increased readership that results from stories about PCSD and perceived racism.

Because PCSD is a public school district, the sharing of information involving minors, including behavioral issues and consequences, is legally restricted. Parental discourse on social media sites demonstrates a high level of emotional response to issues involving student behavior, especially when there is an alleged racial component. There is also a general distrust in the legally restricted public responses of the District. While the actual number of participants in these online conversations is small, the reach is broad which perpetuated a cycle of negativity that overshadowed the tremendous amount of positive inclusive actions and attitudes among students and staff.

For inspiration on creating an effective video, similar diversity/inclusion videos were reviewed from K-12 schools, higher educational institutions and national corporations. To ensure the video accurately reflected and represent the diversity of the student body, we analyzed the demographic makeup of enrolled students.

During the planning process we revisited the research phases through a series of focus groups moderated by a third party. Participants included teachers, administrators, high school students, and various community members. They were solicited for their reactions and feedback from the initial video draft.

The focus groups were asked questions about their initial impressions of Pittsford Schools as it relates to diversity, both before and after they watched the video. They were also asked if they learned anything new after watching the video, and what words they would use to describe the video, among other questions. Their responses and opinions were instrumental in influencing the final version of the video.



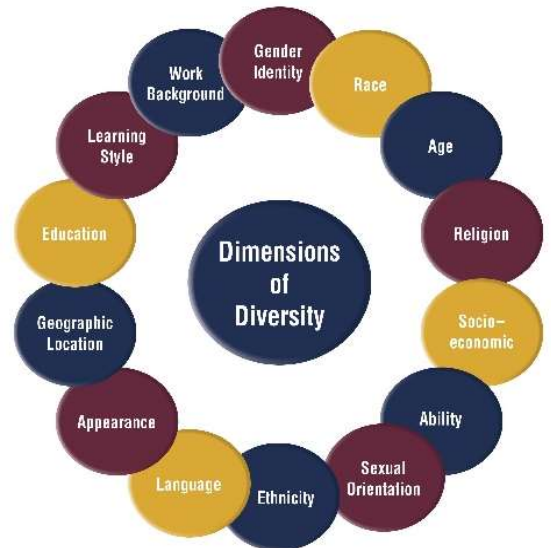
## PLANNING

**The objective** of the “I Am Pittsford Schools” video was to educate and inform our **audience of stakeholder groups**, including PCSD students, families, community members, and staff about the true diversity of the District’s student body, and demonstrate the inclusive attitudes and actions of its students and staff. By disseminating **key messages** of diversity and inclusion via video, our target audiences could hear directly from students as they shared their unique stories and opinions to reinforce the idea that Pittsford Schools, while not perfect, is dedicated to continuous improvement in creating a welcoming and affirming environment for all. Since research showed a certain level of distrust among stakeholders regarding the District’s public responses on issues involving inclusivity, the Communication Team determined the best way to demonstrate authentic inclusivity and diversity would be to use authentic student voices and experiences.

In preparing for the video creation, the Communication Team created a comprehensive production schedule, identified B-roll footage needed, wrote scripts for the opening and closing of the video for the Superintendent, storyboarded the video outline, and scheduled and conducted interviews.

When planning for student interviews, the Loden’s **Diversity Wheel** (*right*) was used as a reference to ensure the video reflected the various dimensions of diversity found in PCSD’s student body. Thirty-four students, recommended by principals and staff members, participated in taped interviews for this project across all nine Pittsford Schools from grades 1-12 and represented different ages, genders, gender identities, races, religions, abilities, and backgrounds. Permissions were obtained from parents/guardians for all students involved in the project.

Diversity Wheel adapted from the Loden Model



Non-leading questions were developed, and students were asked:

- What do people in your school do to make you feel included?
- How do you include others?
- What does your school mean to you?

Our overall **goals** were to:

- Increase awareness about, and appreciation for, the diversity and inclusivity of Pittsford’s student body.
- Reach audiences through an average of 50 video views a day through the duration of the campaign.
- Decrease the number of news articles, social media comments, and letters to school leadership with negative sentiment around inclusivity and diversity at Pittsford Schools.





## IMPLEMENTATION

**Strategy:** The Communication Team developed the slogan “I Am Pittsford Schools” as an easily identifiable, impactful, and unifying message that serves as a reminder that the whole of Pittsford Schools is made up of unique and diverse individuals who are valued and celebrated. The “I Am Pittsford Schools” message was both spoken by students in the video and visually represented through a **logo** (*right*) that a team member designed. This logo was used in the video, in all related electronic and printed materials, on buttons and stickers for students and staff to wear, and incorporated into a website banner on the Pittsford Schools’ website for the duration of the campaign from December 5, 2022, through January 7, 2023.



Filming and editing were conducted over five weeks, with interviews taking place at all nine district schools. Student interviews and dialogue in the video helped identify some of the non-visual elements of diversity. For example, students spoke of various inclusive clubs and activities, and some students said “I Am Pittsford Schools” in Turkish, Spanish, and American Sign Language.

To ensure a visual representation of the many dimensions of diversity in Pittsford Schools, B-roll footage included Unified Bowling, an English Language Learners’ ice cream social, homecoming football game, play rehearsal, international flags hanging in the cafeteria, student interactions in class and clubs, and students of all ages in various settings.

A soft internal preview to employees was done three days before the official public launch through mass email with a direct link to view the video in advance. On December 5, 2022, the video was publicly published on YouTube and embedded in a District News article on the school’s website featuring “I Am Pittsford Schools” as the primary homepage banner. Facebook and Twitter headers were changed to use “I Am Pittsford Schools” graphics.

While the final number of student video testimonials was narrowed down to 18 due to time constraints, photos and quotes from 31 students were created as supplemental social media posts (*right*) and posted in conjunction of the video rollout. These posts linked to the video throughout the campaign and used the hashtag #IAmPittsfordSchools on the District’s Facebook page and 11 school and athletics Twitter accounts. Student photos/quotes were also printed, framed, and displayed in the District’s main conference/board room and the Superintendent’s office.





In addition to web and social media, publicity for the video included an article in the Superintendent’s monthly e-Newsletter, PTSA e-Newsletters, Pittsford Town’s e-News, and the District’s quarterly printed newsletter. “I Am Pittsford Schools” branded stickers and buttons were purchased and distributed to staff and students to wear during the week-long launch. A poster with a QR code to the video was posted in the Transportation Department building to reach bus drivers. Schools included the video in their morning announcements in classrooms and on video monitors in cafeterias/common areas. The video also aired on TV-12 community television channel, and on a loop at an Inclusive Schools Week event.

**The budget** was \$6,000. This included contracts with BOCES Video Production (filming and editing), McDougall Communications (focus group facilitation), Varsity Media (recording focus group), food/beverages (focus group), promotional items for staff and students, photo frames and prints for school displays and participating students.

## EVALUATION

### Viewership and Engagement Goals were Exceeded

- “I Am Pittsford Schools” video had a total of 2,519 views over 34 days. While only eight of the 34 days had true daily views of 50 or more, the **average daily views of 74 exceeded our goal by 48%**. (Source: YouTube Analytics).
- “I Am Pittsford Schools” was the **#1 video viewed in 2022** on the Pittsford Schools YouTube channel, and **#7 overall** out of 866 total videos published since 2015 (lifetime PCSD use of YouTube). (Source: YouTube Analytics).
- Social media posts received:
  - **Facebook:** 14,522 impressions, 546 reactions (100% positive), and an engagement rate of 34% which is a **644% increase** to the overall average engagement rate for the 2022 year, and a **149% increase** to the overall average engagement rate for the prior 6 months on Facebook. (Source: Meta Business Suite).
  - **Twitter:** 11,559 impressions, 36 reactions (100% positive), 3.65% engagement rate compared to a PCSD average Twitter engagement rate of 3.05% and an industry average of 0.05%. (Source: Hootsuite).
- The article on the District homepage with the embedded video received 879 unique page views. (Source: Google Analytics)
- The article in the Superintendent’s e-Newsletter, sent to approximately 11,480 email addresses, had an **open rate of 60%** compared to the education industry average of 37.5%. There were 191 click-throughs, with a **6% click rate** compared to the education industry average of 1.6% (Source: Constant Contact).



While it is too short a period of time to accurately determine whether the long-term goal has been met to decrease the number of news articles, social media comments, and letters to school leadership with negative sentiment around inclusivity and diversity, no negative criticisms have been posted to the video or related social media posts since the launch of the campaign in December, and numerous comments have been made in support of the video and students.

Beautiful, open their minds during the early years!

These kids are absolutely amazing

Diversity enriches us all. Inclusion unites us all. 🥰

This quote by [REDACTED] reminds me of SHS in the 90's ♡

What a wonderfully done tribute to Pittsford School System! You are blessed to have such a great school for your boys.

That was our class!

I know! I said the exact same sentence about us to everyone through the years!

Powerful!!

Due to the success of the “I Am Pittsford Schools” video, a follow-up video is in-development to expand upon the diversity and inclusion at PCSD by incorporating teachers and staff along with student voices. This second video will debut in the 2023-2024 school year.

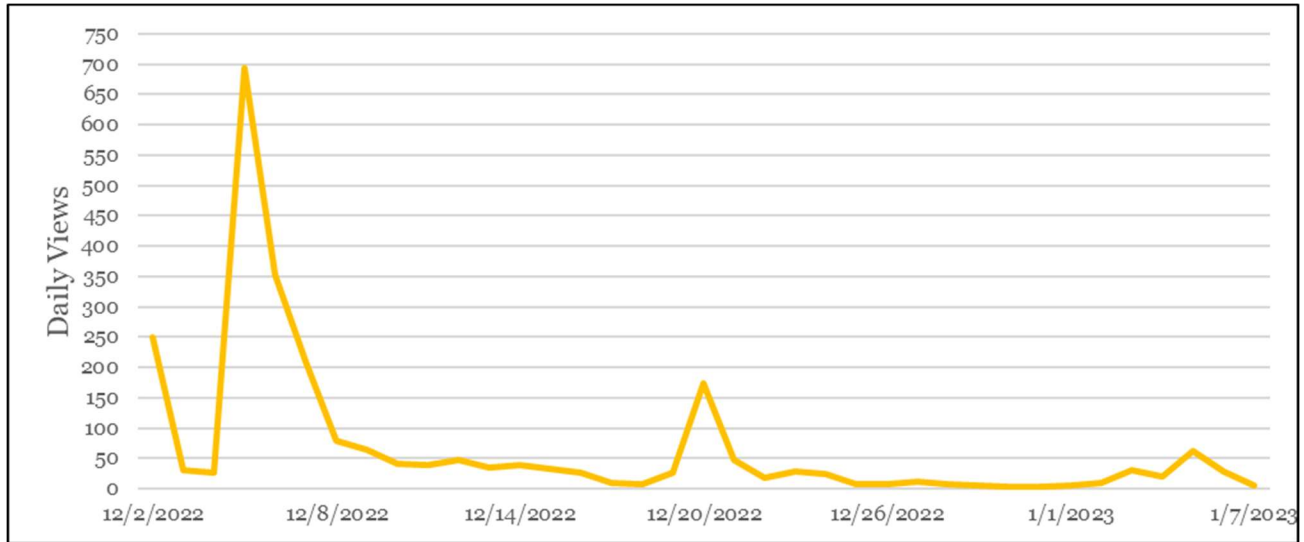


## SUPPORTING MATERIALS

### Campaign Analytics

#### YouTube Video

**Video Length:** 5 minutes, 9 seconds



<b>Total Views (12/2/22-1/7/23)</b> <b>2,519</b>	<b>Average Views</b> <b>74.08/day</b>
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- Total views during soft internal preview (12/2-12/4/22): 308
- Total views on official public launch date (12/5/22): 695

#### Viewer Age:

- 18-24 = 19.0%
- 35-44 = 39.9%
- 45-54 = 41.1%

#### Viewer Gender:

- Female = 77.4%
- Male = 22.6%

**Returning viewers = 330**

**Average view duration = 3:10**

#### Summary of Traffic Sources:

- External = 57.8% (1,456)
  - Pittsfordschools.org = 47.8%
  - Facebook = 31.3%
  - Twitter = 6.6%
  - YouTube = 3.3%
  - Gmail = 1.7%
  - Google = 1.3%
  - WhatsApp = 1.1%
- Direct = 30.3% (762)
- YouTube search = 5.5% (138)
- Browse features = 3.9% (98)
- Channel pages = 1.8% (45)

#### Device Types:

- Computer = 47.7%
- Mobile Phone = 47.2%
- Tablet = 4.1%
- TV = 1.0%





**“I Am Pittsford Schools” video ranked #1 among all PCSD videos in 2022 and #7 since 2015 (lifetime PCSD use of YouTube)**

**Top Videos of 2022 (218 new videos published during this time)**

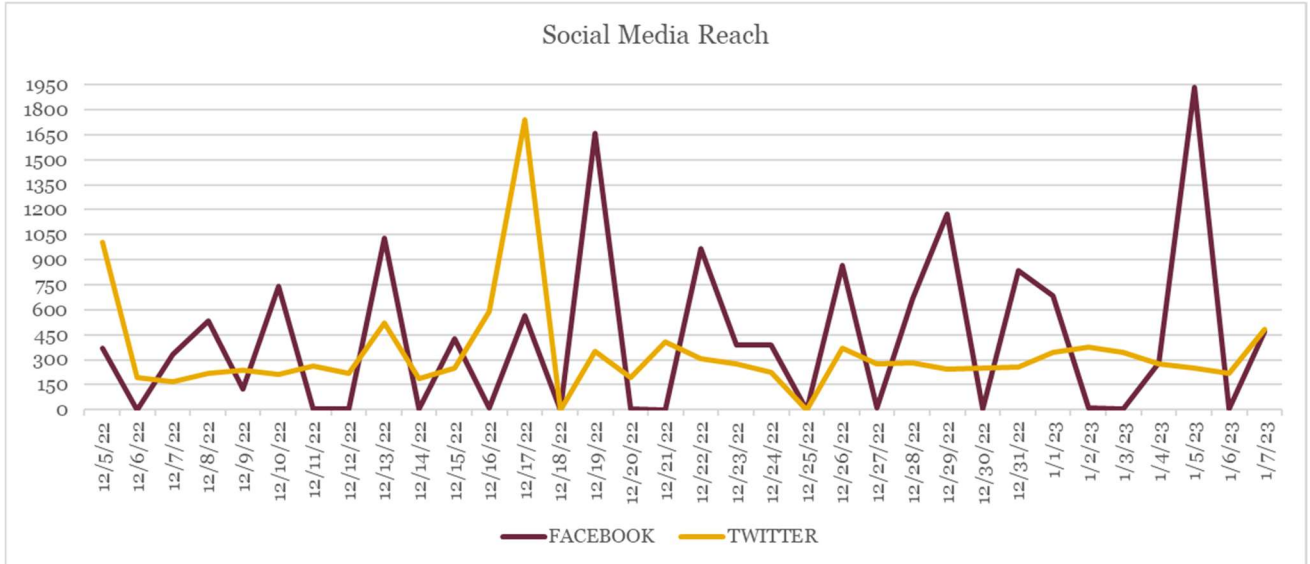
#	Title	Launch Date	2022 Views
1	<b>I Am Pittsford Schools</b>	<b>12/5/22</b>	<b>2,356</b>
2	Dial 4 – Kindergarten Screening Process	8/3/17	1,826
3	Pittsford Board of Education Meeting – January 25, 2022	1/26/22	1,374
4	Pittsford vs. Victor High School Varsity Men’s Basketball	1/20/22	1,319
5	Meet the Pittsford School Board Candidates Night	5/6/22	1,231
6	Section V Class AA Girls Basketball Semifinal #1: Penfield v. Fairport	3/3/22	1,180
7	Pittsford Sutherland Class of 2022 Graduation	6/22/22	1,161
8	Section V Class AA Girls Basketball Semifinal #2: Victor v. Bishop Kearney	3/3/22	1,129
9	Pittsford Sutherland vs Eastridge High School Boys Varsity Basketball	2/8/22	1,091
10	Pittsford vs. Webster-Thomas Varsity Men’s Basketball	1/27/22	942

**Top Videos Lifetime since 2015 (866 published videos)**

#	Title	Launch Date	2022 Views
1	Dial 4 – Kindergarten Screening Process	8/3/17	10,238
2	Last Day of School – Mendon Center Elementary School	6/20/18	6,991
3	Remote Attendance Student Tutorial	10/27/20	3,072
4	Pittsford Mendon Class of 2020 Graduation	7/28/20	3,027
5	Pittsford vs. Leadership Academy H Varsity Men’s Basketball	3/11/21	2,904
6	Pittsford Sutherland Class of 2021 Graduation	6/19/21	2,779
7	<b>I Am Pittsford Schools</b>	<b>12/5/22</b>	<b>2,522</b>
8	Pittsford Sutherland Class of 2020 Graduation	7/29/20	2,445
9	2020 Graduation Parade for Pittsford Mendon and Sutherland HS	6/9/20	2,443
10	Barker Blend	1/29/20	2,314



**Social Media**



Platform	No. of Posts	Reach	Reactions	Link Clicks	Comments	Shares
<b>Facebook</b>	31	14,522	583	163	70	15
<b>Twitter</b>	40	11,559	36	383	2	28



**Pittsford Central School District**  
Published by Hootsuite · December 5, 2022 ·

"I Am Pittsford Schools" is the theme of a new video that highlights the diversity of backgrounds and unique stories that make up the student body of Pittsford Schools. Students of different ages, abilities, gender identities and backgrounds share, in their own voice, what makes Pittsford students both unique and part of a community that strives to be kind and inclusive.

"Honoring diversity and inclusivity is paramount to achieving the District's mission to inspire and prepare our students to be their best, do their best and make a difference in the lives of others," said Superintendent Pero. By hearing directly from students, viewers of the video have the opportunity to experience life in Pittsford Schools through the students who are working to achieve respect and equity for all.

[#IAmPittsfordSchools](#) [#InclusiveSchoolsWeek](#)



**Pittsford Schools @PCSDSchools** · Dec 5, 2022

Hear from our students about what Pittsford Schools means to them in a new video that highlights the diversity of backgrounds and unique stories that make up the student body of Pittsford Schools.

[#IAmPittsfordSchools](#)

VIDEO: [youtu.be/RCKOodofGBU](https://youtu.be/RCKOodofGBU)



**“I Am Pittsford Schools”**  
2023 NSPRA National Communication Award Entry



**Images posted with links to the “I am Pittsford Schools” video from 12/5/22 – 1/7/23**



“I value the different cultures we have here. We have our friend groups but we can all come together and have a good time, and I like that about us.”



“Middle schools are more inclusive thanks to things like clubs and GSA. It’s easier to meet new people and make new friends.”



“I’m from Spain... when I moved here and was making friends... they made me feel included in school.”



“The teachers and the principals really are so inclusive. They want to make a change, and that’s why I’m all for it. Instead of hearing one side, they’re trying to hear both sides and they’re trying to build a better structure than what it use to be.”



“I make others feel included by talking to them and playing with my friends, and just being friendly to everyone.”



“It makes others feel great when they work together.”



“I am me. You are you. Together we are Pittsford Schools.”



“I think the Pittsford teachers are just trained so well and they are just incredible. They make kids feel included, and they make kids feel happy and safe, and I think that’s so important.”





**“I Am Pittsford Schools”**  
2023 NSPRA National Communication Award Entry



“I sometimes ask friends what they want to do, since I know that if I just chose a random game they wouldn’t feel too great.”



**I AM**  
Pittsford Schools

A young girl with dark hair, wearing a white patterned shirt, smiling against a blue and purple background.

“I’m trying my best in school and in the District to make things equal for everyone, and just make sure when people come to Pittsford Schools, they come out of here with a great experience.”



**I AM**  
Pittsford Schools

A young boy with glasses, wearing a blue collared shirt, looking directly at the camera against a blue and purple background.

“I include other kids... if someone wants to ask if they can play, I just say ‘yes.’”



**I AM**  
Pittsford Schools

A young boy with short brown hair, wearing a grey t-shirt, looking slightly to the side against a blue and purple background.

“I’ve been a part of a few different clubs, and I think those are a really good opportunity to meet new people.”



**I AM**  
Pittsford Schools

A young woman with long dark hair, wearing a maroon hoodie, smiling against a blue and purple background.

“Be cool, be kind, and be happy.”



**I AM**  
Pittsford Schools

A young boy with short brown hair, wearing a blue t-shirt, giving a thumbs up against a blue and purple background.

“I work at Teen Leaders helping teens feel like they’re themselves and feel comfortable. It does so much for them.”



**I AM**  
Pittsford Schools

A young woman with long dark hair and glasses, wearing a white collared shirt, smiling against a blue and purple background.

“I play lacrosse and field hockey. I’m also president of psychology club and I’m a LINK leader... those things help me build a strong connection to my community and meet new people.”



**I AM**  
Pittsford Schools

A young woman with long blonde hair, wearing a dark blue hoodie with 'KNIGHTS' written on it, smiling against a blue and purple background.

“Some stuff that was hard for me was my first day of school because I was a little bit nervous, but when I met new friends they helped me through everything.”



**I AM**  
Pittsford Schools

A young girl with dark hair, wearing a pink jacket, smiling against a blue and purple background.

**“I Am Pittsford Schools”**  
2023 NSPRA National Communication Award Entry



“I have lots of friends who are really good people... They’re willing to go out of their way just to help someone, even by getting out of their comfort zone just to help someone.”




**I AM**  
Pittsford Schools

“It just makes it so much better when you invite people, and it feels so much better when you do that.”



**I AM**  
Pittsford Schools

“People who talk to me always have a smile on their face and I just love that.”



**I AM**  
Pittsford Schools

“I try to include the most people I can in my plans, so I don’t exclude anyone.”



**I AM**  
Pittsford Schools

“I had a friend... and she didn’t really have anyone to play with one day. I asked her if she wanted to play with us the next day, and now we play with her every day.”



**I AM**  
Pittsford Schools

“I want to be a lawyer when I grow up because I don’t want anything to be unfair.”




**I AM**  
Pittsford Schools

“I think everyone just wants to do their best every single day, and in school everyone tries to help each other and support each other. If anyone is struggling in class, like there’s a million different people you can ask for help.”



**I AM**  
Pittsford Schools

“I was going to city schools before sixth grade... I’m happy to be here because there are so many wonderful people here.”



**I AM**  
Pittsford Schools



**“I Am Pittsford Schools”**  
2023 NSPRA National Communication Award Entry



“What Pittsford Schools means to me is to be inclusive... and to work forward and better... we do make mistakes but learn from the mistakes and move forward.”

**I AM**  
Pittsford Schools



“My friends include me and that makes me feel good.”

**I AM**  
Pittsford Schools



“My school is great because lots of different people are from a lot of different places, and even though they are from different places than me, they still make me feel really happy.”

**I AM**  
Pittsford Schools



“Smiling at people in the hallway. Encouraging you when you do well and being there for you when you don’t do well, makes me feel included”

**I AM**  
Pittsford Schools



“We’re actually part of Best Buddies, which is one of the most important clubs to spread inclusion and positivity.”

**I AM**  
Pittsford Schools



“My school has amazing teachers. They are really kind.”

**I AM**  
Pittsford Schools



**“I Am Pittsford Schools”**  
2023 NSPRA National Communication Award Entry



**Graphic Library of Images Created by Pittsford Schools’ Communication Team Members**

**Logo used in electronic and print images  
as well as for stickers, buttons and notepads**

**Website Banner – includes images of students interviewed for video campaign**



**Background created for social media post images/quotes**



**Poster displayed with baskets of buttons at schools  
and administrative building main entrances**



**Sample social media post that linked to the video**





## **“I Am Pittsford Schools” Video Production Plan**

**Project Name:** “I am Pittsford Schools” (Inclusion Video – Diversity Wheel)

**Length:** Approx. 3-5 minutes

**Tone:** Sharing student voice: positive, uplifting and fun

**Music:** Upbeat

### **Concept/Key Messages:**

1. This video idea is the result of the Equity summer retreat and included as a District Equity Goal.
2. The video will include a montage showing who we (PCSD) are and that we are an inclusive community.
3. The video will highlight the various areas of the Diversity Wheel (see below).
4. The video will demonstrate diversity through interviews (a student’s unique stories), visuals/video of activities (Unified Sports, Diversity Club meetings, etc.) and graphics (Diversity Wheel, Important Diversity Data Points, etc.).
5. Closed captioning will be used, and the use of multiple languages will be explored.
6. A publicity campaign will be built around this video to share out the many facets to the PCSD and its unique diversity.

### **Goals:**

- Increase awareness about, and appreciation for, the diversity and inclusivity of Pittsford’s student body.
- Reach audiences through an average of 50 video views a day through the duration of the campaign.
- Decrease the number of news articles, social media comments, and letters to school leadership with negative sentiment around inclusivity and diversity at Pittsford Schools.

### **Parental Permissions:**

The Communication Office will get names of students being videotaped from Vincent and contact parents for approval. Videographer will collect student names on provided form after videotaping and interviews.

### **Contacts:**

- Nancy Wayman, Director of Communication (o) 267-1031 or (c) 737-4997
- Vincent French, Diversity and Equity Coordinator (o) 267-3065 or (c) 687-8793
- Elyse Jones, Communication Specialist (o) 267-3324 or (c) 519-7724
- Laurie Everhart, Communication Specialist (o) 267-3839 or (c) 474-0592



**Video Production Schedule:**

Date	Time	Location	Task/Agenda	Notes
<b>September 14</b>	11:00 am	Nancy's office	<b>Kick off meeting</b> <ul style="list-style-type: none"> <li>Review Diversity Wheel</li> <li>Determine which items to cover and how</li> </ul>	Nancy, Vincent, Elyse, Caroline, Laurie
Sept. SSAT Meeting			First meeting with SSAT	
September 22			Student Club Fair	Will determine SSTA members
September 23	9:30 am	Nancy's Office	<ul style="list-style-type: none"> <li>Storyboard</li> <li>Identify students for interviews</li> </ul>	Team
September 26			Plan approval: Mike, Shana	Vincent, Nancy
September 27	11:00 am	Nancy's Office	<ul style="list-style-type: none"> <li>Determine video transitions</li> <li>Artwork</li> <li>Branding</li> </ul>	Team
September 29	Noon	SHS Football Field	Capture senior class during group photo shouting tagline.	Elyse and Aaron
	6:00 pm	CRMS Commons	<ul style="list-style-type: none"> <li>ELL Ice Cream Social</li> <li>B-roll of flags in commons.</li> </ul>	Elyse and Tony
September 30	7:35 am	MHS Library	Urban-Suburban Breakfast	Elyse and Tony
October 6	10:30 am	Nancy's Office	<ul style="list-style-type: none"> <li>Develop Comm Plan</li> <li>Focus Group details (who, questions, where, etc.)</li> </ul>	Team
	11:30 am	TBD	Interviews and B-roll	Elyse and Tony
October 13	10:00 am	Nancy's Office		Team
	11:00 am	TBD	Interviews and B-roll	Elyse and Tony
Fri. Oct. 14	4 – 5 p.m.	MHS	<ul style="list-style-type: none"> <li>B-Roll of Varsity Field Hockey athletes on the field, students in the stands</li> <li>Interview with team captains from MHS/SHS</li> </ul>	Elyse and Tony
	7 – 9 p.m.	SHS	<ul style="list-style-type: none"> <li>B-Roll at Homecoming Football game, athletes on the field, students in the stands</li> <li>Interview with students</li> </ul>	Elyse and Tony
October 20	10:00 am	Nancy's Office	Planning meeting	Team
	11:00 am	Schools	Interviews and b-roll	Elyse and Tony
	1:30 pm	Mike Pero's Office	Superintendent filming and VO	Elyse and Tony



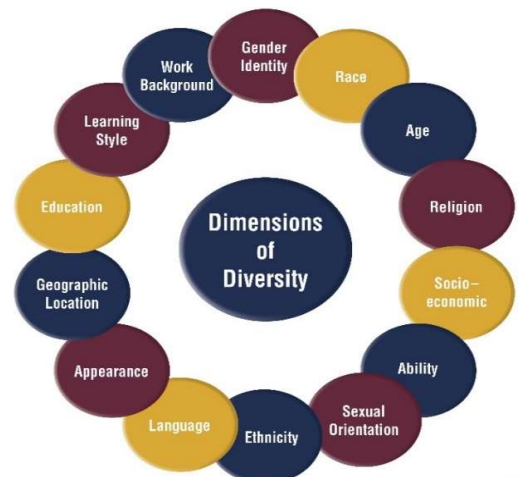


Date	Time	Location	Task/Agenda	Notes
Week of October 26			Send clips to individual students in video for their review	
October 26	10:00 am	Nancy’s Office		Team
Fri. Oct. 28	7 – 9 pm	CRMS	B-roll at Gr. 6 Fun Night	Elyse and Tony
Oct. 28 (during dress rehearsal)	3 pm	SHS aud.	B-roll of Student performers on stage for drama club.	Elyse and Tony
November 3	9:30 am	Nancy’s Office	Comm. Plan Review	Team
November 4			Editing	
November 9	9:30 am	Nancy’s Office	Complete first draft to be shown during focus groups	Team
<b>November 10</b>	3:30-8 pm		<b>Focus Groups</b> 1) Students 2) Admin/Staff 3) Community	Live feed from focus groups to the Communication Office for real-time viewing/notetaking. Record focus groups for more in-depth review/guidance of video editing.
November 14	2:30 pm	Nancy’s Office		Team
November 16			Editing	
November 17	3 pm	Fairport Lanes	Unified Bowling Culminating Event	
<b>November 18</b>	11 am	Nancy’s Office	<b>Video Review</b>	Comm. Team Meeting SSAT Meeting
November 21-25			Thanksgiving Week	
November 28			Roll out video comm. plan	SHS Super Fans and Mendon Madness
November 29	9 am	Nancy’s Office	Final Edits/Approvals	Team
<b>December 2</b>			<b>Internal Video Launch</b>	
<b>December 5</b>			<b>Public Video Launch</b>	
December 5-9			Inclusive Schools Week	

## INTERVIEWS AND BACKGROUND

### Dimensions of Diversity based on the Loden Model

- Gender Identity
- Race
- Age
- Religion
- Socio-economic
- Ability
- Sexual Orientation
- Ethnicity
- Language
- Appearance
- Geographic Location
- Education
- Learning Style
- Work Background





**“I Am Pittsford Schools”**  
*2023 NSPRA National Communication Award Entry*



Diversity Wheel Trait	Concept	Contact	Interview
Gender Identity	What supports are you given?	Class advisor or President	
Race	Heritage (African)		Inclusivity Advisory Committee member
Age	Videotape students from grades 1-12 to include variety of ages		
Religion	Intersectionality. B-roll could capture images demonstrating diversity of religion via student attire and/or other visual representation of diversity of religions		
Socio-economic			
Ability	Unified Sports		
Sexual Orientation	GSA Club	SHS -Melissa Hill Dupont MHS – Sarah Nazarian	Gender Sexuality Assoc. member(s)
Ethnicity	Include various ethnicities		
Language	Students say “I am Pittsford Schools” in various languages		
Appearance	Cochlear implant, lightspeed geer or ASL use		
Geographic Location	Show various events, like Unified Bowling, Ice Cream Social for English as a Second Language Learners etc.		
Education	DEI in classrooms and curriculum. For example, MCE Classroom Community Circles		
Learning Style	Learning enhancements		
Work Background			



**B Roll Footage – Due 10/16**

What	Where	Why	Notes
Flag displays	CRMS cafeteria and ACE entrance	Representative of our students	
PCSD Football Fans and athletes on the field	PCSD Game	Coming together of student body	Friday night game or homecoming game
Unified Sports - Bowling	Fairport Lanes		
Sampling of religions page	Calendar	Demonstrating diversity	
ELL Ice cream social	Elementary School		
Urban-Suburban breakfast	MHS		
Student Diversity Council	MHS and SHS		SHS: Amy Marina MHS: Katie Curtis/Ann Muioa
Back to the Future	Archive footage from MCE '19/ACE '18		
2022 Graduation	Archive footage		
Bulletin boards and mosaic murals in hallways or classrooms (welcoming, colorful)	Various Schools		
Students interacting with classmates and teachers in their classrooms	Various Schools		
Students interacting with classmates and teachers in Science Labs	Various Schools		
Students interacting with classmates and teachers in the art room	Various Schools		
Students interacting with classmates and teachers in the music room	Various Schools		
Community Circles	MCE		
Students interacting in the cafeteria	Various Schools		
Kids playing on playground at recess	Elementary Schools		
Clubs with charters that align with a part of the diversity wheel	Middle and High Schools		
Drama students on stage performing	Middle or High School		

**Interview Questions:**

- Say and spell name
- Ice breaker questions
- What do people in your school do to make you feel included?
  - Can you give an example?
- How do you make others feel included?
- Can you share about a time when you helped someone to feel included?
- What is the biggest obstacle you’ve overcome?
- What makes you unique?
- What are your dreams?
- What does PCSD mean to you?



**Video Storyboard Outline**

VIDEO	AUDIO
B-Roll: Superintendent Pero in library setting with B-roll of students behind him	[Happy, upbeat music plays in background] [VO: Mike Pero] “Welcome to Pittsford Central School District. We are proud of our students’ achievements in academics, athletics, art and music...”
B-roll: Students in the classroom/science lab	[VO: Mike Pero] “Their success is the result of hard work, exceptional teachers and our commitment to making sure students feel included, supported and heard...”
B-roll: Athletes on the field during a Football game and/or Unified Bowling	[VO: Mike Pero] “Providing an equitable and inclusive environment is a priority for Pittsford Schools since it is the foundation needed for students to reach their goals...”
B-roll: Bulletin boards in hallways or classrooms with kind or inclusive displays (welcoming, celebrating)	[VO: Mike Pero] “We celebrate diversity of thought, race, religion, ability, gender identity and experiences...”
B-roll: Graduating seniors walking down elementary school hallways or montage of individual smiling students of various representation	[VO: Mike Pero] “Today you will hear from our students about what Pittsford Schools means to them and how they are part of a community that strives for continuous improvement.”
Interview: Student #1	Footage during these interviews will include the student being interviewed as well as B-roll of things that relate to what they are saying or serve to demonstrate diversity and inclusion. For example, B-roll could include students on the playground using the Buddy Bench, or students participating in clubs, or visuals of flags hung in the CRMS Commons that represent/honor diversity etc.
Interview: Student #2	
Interview Student #3	
Interview #4	
Interview#5	
Mike Pero in library with students in B-roll behind him	[VO: Mike Pero] “I hope what our students said inspired you, brought you a sense of pride but also served as a reminder that our work is not finished until EVERY student feels this same kind of belonging. It is the unique stories of our students that come together to create Pittsford Schools.”
*Student	[SOT] “I am Me. I am Pittsford Schools.”
*Student	[SOT] “I am Me. I am Pittsford Schools.”
*Student	[SOT] “I am Me. I am Pittsford Schools.”
SHS seniors or group of students	[SOT] “I am Me. I am Pittsford Schools.”
[Fade to logo on white]	[Music fades out]

\*Students are encouraged to use tagline in multiple languages, including ASL.