



## FAMILY ENGAGEMENT MONTH 2016 VIDEO CONTEST SUBMISSION GUIDELINES

### CAMPAIGNING FOR PARENT AND FAMILY ENGAGEMENT

In conjunction with this election season, the Georgia Department of Education's (GaDOE) Parent Engagement Program welcomes all Title I schools and districts to creatively brand, market, and establish a special promotional video campaign for their Parent and Family Engagement Program to encourage active involvement and highlight student academic achievement and stakeholder engagement.

1. Think about an **“engagement need”** or **“area(s) of focus”** which your school is striving to engage parents and the community. For example, does your school want to increase parent participation in the spring input meeting to revise your Title I documents? The engagement need is higher attendance at the parent input meeting. Does your school have an annual online parent survey that needs a higher rate of response? The engagement need is a greater number of parents submitting responses to the school's annual online parent survey.
2. Choose one or two of the engagement needs from the following Title I compliance requirements:
  - *Annual Title I Meeting*
  - *Annual Review/Input Meeting*
  - *Annual Parent Survey*
  - *School-Parent Compact (Shared Responsibilities for Student Success)*
  - *Building Parent Capacity in Understanding Student Curriculum and Assessments*
  - *Building School Staff Capacity (e.g., Parents' assistance in Professional Development for School Staff)*
  - *Building Parent Capacity for Involvement (e.g., Transitional Meetings for Kindergarten, Middle School, and High School)*
  - *Academic Parent-Teacher Teams (APTT)*
  - *Other*
3. Establish a featured message centered on your school's identified engagement need and its impact on student learning. For example, based on your engagement need of higher attendance at a parent input meeting, your featured message could be on the importance of parent input on student academic achievement.

4. Come up with your campaign slogan or tagline. A slogan is basically a statement that describes what your campaign is all about. Slogans make it easier for your stakeholders to remember the featured message. Attempt to accurately describe your message in as few words as possible. The most memorable slogans are concise and to the point. For example, *Building for the Future* or *Academic Excellence* or *Our Children, Our Community, Our Future*.
5. Include a “call-to-action” in your video. Make sure your campaign has a compelling call-to-action. A call-to-action is a phrase intended to encourage your parents to simply take action. It should be clear, concise, and persuasive. Be sure to include any specific dates/times/location information into the video presentation to inform parents of how they can participate to meet the engagement need.
6. For bonus points, have a consistent look in your branding and marketing. Capture your campaign slogan/tagline, message, and theme by utilizing consistent colors and design in any additional marketing materials. Multiple advertising methods for consideration are text messages, websites, social media, phone messaging scripts, printing material (posters, flyers, and newsletters), etc.

### ***ELIGIBILITY AND SCORING***

- A. Videos will receive points for involving multiple school/district staff members, parents, or students.
- B. Videos may be collaborated and submitted as a district, combination of schools (zone), or as an individual school.
- C. Videos must be submitted no later than 12:00 p.m., November 14, 2016. Videos submitted after the deadline will not be posted online or be eligible for scoring.
- D. Videos must be uploaded to a video hosting service (YouTube, Vimeo, Google Video, etc.) and submitted at <http://bit.ly/campaignvideosubmission>.
- E. A selection committee of three GaDOE staff will review each submission based on the scoring rubric. Scores from the committee will be combined with a maximum possible score of 45. (See scoring rubric.)
- F. Videos receiving a combined score of less than 15 points will not be posted online.
- G. Videos must be clearly visible and audible to viewers. Videos that cannot be clearly seen or heard for more than 30 seconds of combined time, or that score less than 4 combined points for clarity, will not be posted online.
- H. Videos must be no longer than two (2) minutes in length. Videos that exceed 2 two minutes will not be posted online or be eligible for scoring.
- I. The Georgia Department of Education will launch the competition by posting the videos on the Parent Engagement Program’s Facebook page. Likes and views will only be counted from the Parent Engagement Program’s Facebook page. Views and likes on “shared” posts will not count. Videos will receive up to three (3) bonus points based on the number of votes (likes) earned on the Parent Engagement Program’s Facebook page at 4:00 p.m. on December 5, 2016.
- J. Facebook monitors videos for improper use of copyrighted music and removes videos in violation of their policies. Videos removed by Facebook will be disqualified from the contest.
- K. Up to three videos will be selected. The winning schools will be notified by December 14, 2016 and featured at the statewide Georgia Compensatory Educational Leaders (GCEL) Conference scheduled for February 6-8, 2017 in Savannah, GA. (If applicable, travel expenses will be the responsibility of the winning schools.)
- L. These winning schools (up to three schools) will be visited by State School Superintendent Richard Woods tentatively starting in January 2017 to recognize the school’s academically-focused parent engagement practices.
- M. Videos must be the original work of the person/school submitting the video. Each participant grants the Georgia Department of Education (GaDOE) the right to take and publish images and/or video taken of participants in the video, as well as names and likeness, for use in print, online, and video-

based education materials, as well as any other publications. Participants authorize the GaDOE to copyright, use, and publish the same in print and/or electronically. Participants further acknowledge that no financial compensation will be provided of any type associated with the production of these videos or participation in company marketing materials or other GaDOE publications. Participants acknowledge and agree that publication of said video confers no rights of ownership or royalties whatsoever. Upon submission of a video, all contest participants agree to be bound by these official rules.

N. The contest deadline may be extended by the GaDOE.

O. The GaDOE reserves the right to determine a video entry is ineligible due to controversial or offensive content.

## Video Contest Scoring Rubric

School Name: \_\_\_\_\_ District Name: \_\_\_\_\_

**Engagement Need:** \_\_\_\_\_

**Slogan/tagline:** \_\_\_\_\_

**Deadline:** The video was submitted by 12 p.m. on November 14, 2016.

**Length:** The video meets the two minute time limit. Length: \_\_\_\_\_

Categories	3 points	2 points	1 point	0 points	Score
<b>Visual/Auditory Clarity</b>	100% of video can be clearly seen and heard	75% of video can be clearly seen and heard	50% of video can be clearly seen and heard	Less than 50% of video can be clearly seen and heard	
<b>Featured Message</b>	The video significantly establishes a featured message	The video establishes a featured message	The video somewhat establishes a featured message	The video does not establish a featured message	
<b>Invitation to "A Call-to-Action"</b>	The video significantly invites parents to participate in their child's education	The video invites parents to participate in their child's education	The video somewhat invites parents to participate in their child's education	The video does not invite parents to participate	
<b>Impact on Student Learning</b>	The "call to action" could have a significantly positive impact on student learning	The "call to action" could have a positive impact on student learning	The "call to action" could have a somewhat positive impact on student learning	The "call to action" would not impact student learning	
<b>School Staff, Parents, &amp; Students</b>	The video features more than five members of the school staff, parents, and/or students	The video features four to five members of the school staff, parent, and/or students	The video features two to three members of the school staff, parents, and/or students	The video includes one member of the school staff, parent, or a student	

				<b>Score for Posting Video Link Online</b>	
<b>Bonus Points</b>	<b>3 points</b>	<b>2 points</b>	<b>1 point</b>	<b>0 points</b>	<b>Score</b>
<b>Social Media Likes at 4:00 pm on December 5th</b>	The video has over 75 likes	The video has between 26 and 74 likes	The video has between 1 and 25 likes	The video has 0 likes	
<b>Visual Identity (Branding and Marketing)</b> <b>Multiple Advertising Methods</b> <i>(text messages, websites, social media, phone messaging scripts, printing material such as posters, flyers, and newsletters, etc.)</i>	The video provides significant visual identity and includes 4 or more additional methods of advertising.	The video provides visual identity and 2-3 additional methods of advertising.	The video somewhat provides visual identity and 1 additional method of advertising.	The video does not include visual identity or additional methods of advertising.	
				<b>Total Score</b>	
<b>Comments:</b>					
<b>GaDOE Judge's Name:</b>					
<b>Date:</b>					