



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2021.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: County of Henrico
Program Title: EDFLIX Virtual Learning Experience
Program Category: Customer Service

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Brandon Hinton
Title: Deputy County Manager for Administration
Signature: 

Program Overview

Season 2 has Arrived

HENRICO EDFLIX

April 14 – June 15

12th grade students dive into the 6 C's of the Henrico Learner Profile, as part of #LifeReady learning – with special needs for our youngest learners and students with special needs! Big things are in store for students ready to meet challenges, earn standard and locally awarded verified credits, and engage in continued learning to prepare for the 2020-21 school year.

[Get Started](#)

The Global Citizen!

Your family and friends are staying home and you decide to teach them about global citizens in a creative way. **It's your job to research a famous person who shows they care about others' feelings and well-being or have helped others in some way.** After you learn about your person, **create a way to help others learn about your global citizen.**

Can you research a person who is a global citizen?

How can you help others learn about your global citizen?

Who's watching EDFLIX?

KG&1 2&3 4&5 6-12

HENRICO EDFLIX 4th & 5th Season 2 Episode 1 CHOICE BOARD

Directions: Select at least one new activity per content column to complete each choice board.

- Click on the choice title to open detailed guidance for each choice.
- Each choice focuses on Henrico Learner Profile (HLP) 6 C's - Learn more about the [HLP HERE](#)
- Return to the Choice Board by clicking [Return to Choice Board](#)

Language Arts	Math	Sci & S.S.	Lib, Art, Music, PE, S
Word Hunter Find examples of interesting words in a book that you are reading.	Going Shopping Use an advertisement to plan a party while keeping cost in mind.	What's the Temperature? Record, graph and analyze daily temperatures.	Richmond Stories from Richmond Kids Create an artifact to describe your new "normal" day.
Character III Design a room or home for a character from a book that you are reading.	Play DreamBox Play DreamBox to practice number sense and computation.	7 Letters or Less Create a personalized license plate for a Northeast state.	SPY... Colors! Create a daily journal of the colors around your home.
Book of Five Read a five-page book.	Cutting Rectangles Discover what shapes are hidden in rectangles.	Music Maker Explore sound and design your own instrument.	Shaver's Marvellous World of Music Enjoy exploring instruments and making music.

"Henrico Edflix" was Henrico County Public Schools' (HCPS) solution to an almost immediate shutdown of in-person learning across its 72 schools and program centers in response to the spread of the coronavirus.

Henrico Edflix, inspired by the popular Netflix platform, was a means to provide teachers, students, families and community members on-demand access to virtual learning opportunities. Edflix was accessible to students in all grade levels, emphasizing the knowledge, skills and attributes in the [Henrico Learner Profile](#), HCPS' blueprint for learning. Edflix offered distance learning in a fun, flexible format that used "choice boards," authentic assessments, teacher video segments, technical support and family engagement sessions.

Problem/Challenge/Situation Faced by Locality

Henrico County Public Schools had to prepare for an almost immediate shutdown of in-person learning. To protect our learners from the effects of COVID-19, the school division took steps to provide a safe and secure learning environment for our more than 50,000 students and more than 7,000 employees. Since we could not determine how long our 72 schools and programs would remain closed, HCPS had to develop a creative approach to provide virtual learning quickly. Although the school division is fortunate to have computers for all secondary students, there was very little cohesion and understanding of what 100% virtual learning would look like at a divisionwide scale. How would we develop and maintain a platform quickly that could reach all learners? How could we continue to offer instruction tailored to our commitment to “Life-Ready” skills and concepts such as communication, collaboration, critical thinking and creativity, quality character and global citizenship? How would we develop a structure to help students easily navigate and discover learning opportunities based on their grade level and experiences? How would we know if users would be using the platform?

How Program Fulfilled Awards Criteria

Edflix was a collaborative project across HCPS departments that focused on the whole student, providing academic support, authentic assessment, social-emotional learning and family connections. With an innovative format and structure, it encouraged student agency and choices in an anytime, anywhere setting. Because of the success of EdFlix, a similar format called “Wellness Wednesdays” is being used to continue learning during the parallel-hybrid learning scenario. Through this commitment to providing students with meaningful, life-ready learning experiences in a virtual environment, student learning can flourish as Henrico County Public Schools continues to provide innovative approaches for promoting lifelong learners.

How Program Was Carried Out

With schools closing because of the pandemic, Henrico County Public Schools leaders realized we needed to continue to offer learners opportunities to engage synchronously and asynchronously. The idea of dividing the learning into three educational “seasons” allowed us to adjust the return-to-school timeline if necessary. The seasons debuted on Edflix. Every two weeks, educational episodes were updated and “streamed” on this platform to ensure learning continuity. New episodes consisted of updated choice boards, that enabled students to choose among educational activities and authentic assessments.

Season 1: Virtual/Distance Learning (premiered March 13 - April 3, 2020)

Season 1 met teachers' and students' immediate needs by having specialists at the division level provide much-needed support and content to teachers who have had little-to-no experience teaching in a virtual classroom. HCPS content specialists created choice boards and authentic assessments in language arts, math, science, social studies, library and information, music, art and P.E. learners could exercise choices about which activities they wanted to complete. The goal was to tap into a model called “Deeper Learning” by making activities that could occur “anytime, anywhere,” were authentic and connected, were student-owned and were community-supported. By using the expertise of our content specialists, we were able to frontload the episodes and provide grade-level specific content to our classroom teachers so they could focus their attention on professional learning opportunities to help them become more proficient at virtual learning and parallel teaching.

Season 2: PreK-12 Life-Ready Learning (premiered April 14 - June 15, 2020)

Season 2 allowed Henrico to expand the Edflix platform into a more highly evolved digital platform. Season 2 episodes still contained choice boards and authentic tasks. Yet, Edflix expanded to include support for students who struggled academically, by providing them with a direct line of

support to classroom teachers who could assist them in real-time should they require any clarity about specific topics. New episodes in Season 2 had material for special education, English as a second language, and sign language support embedded in each episode. This was done by providing learners with voice-overs and extra support for each episode. Community feedback also prompted for the release of a Spanish Version of Edflix. As stated earlier, students had “voice and choice” over which activities they wanted to complete, but now they could receive teacher feedback and showcase their learning with other students.

Season 3: Summer Fun - Culminate and Celebrate (premiered July - August 2020)

Season 3 offered optional summer enrichment for students and families. This season was designed to continue fostering student agency. A primary goal was the reduction of the “summer slide,” where students’ knowledge erodes while they are out of school. Season 3 enabled students the option to practice and reinforce their content knowledge in core subjects. Students were now accessing digital tools and programs such as Dreambox and Smarty Ants that were embedded on the website and in the choice boards. Using the help of HCPS specialists in the areas of library services, fine arts, and health and P.E. during this time enabled the release of highly anticipated episodes. These featured book talks, music challenges, virtual field days, social-emotional well-being exercises, and family STEAM and art challenges. During this season, HCPS was able to complete the process of providing all HCPS students with their own laptops or devices. Now all students could fully embrace learner activities that focused on content learning, soft skills and student choices.

The HCPS Department of Teaching, Learning and Innovative collaborated closely with the departments of Operational Technology and School Quality to make sure we were able to meet our students' needs. Mobile Wi-Fi hotspots were made available to teachers and students who could not access reliable internet at home. Accommodations were made for all lessons so that

students could have directions read aloud in a prerecorded audio format. Sign language accommodations and a Spanish version of Edflix were made available to our learners. Printing options enabled schools and families to print hard copies of content when needed.

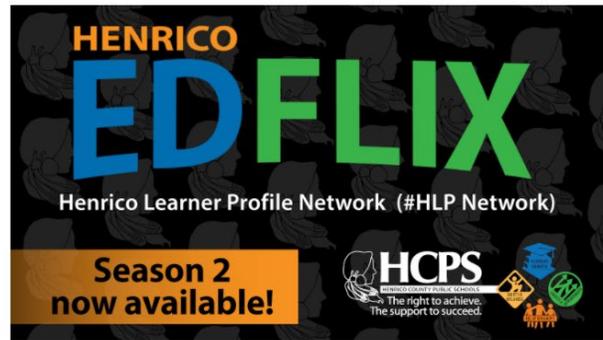
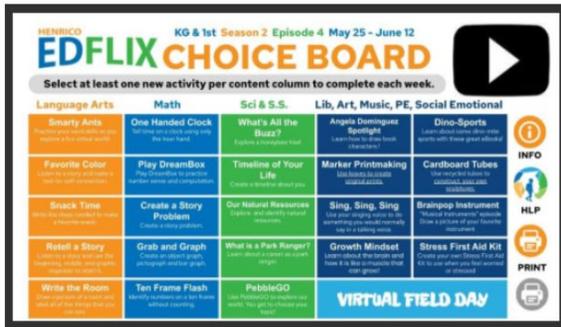
Financing and Staffing

The Edflix platform was built using Google Sites. This platform enabled us to seamlessly integrate the Google Workforce apps into the material's design and delivery. For example, Google Slides provided the choice boards for our learners, Google Docs housed the authentic assessments and teacher rubrics, Google Forms was used to collect student feedback, and Google Drive and YouTube for Education housed our video collections. HCPS uses the free version of Google Workforce, so the cost was not an issue and is provided free to our school division.

Henrico County Public Schools was able to take advantage of free e-learning opportunities provided by vendors in response to the pandemic as well as use federal CARES Act funding to help procure division-level resources for all schools. Many of these resources were incorporated into the choice board activities and provided equitable access for all learners.

Disclaimer: Even though the crux of this program came at no cost, the school division provided all students in grades 6-12 with a Dell laptop, all students in grades 1-5 with a Chromebook, and all students in kindergarten and pre-K with an iPad. HCPS also provided mobile Wi-Fi hot spots on an as-needed basis). Putting devices in the hands of all students dramatically contributes to the success of distance learning and an equitable foundation for all students.

Program Results

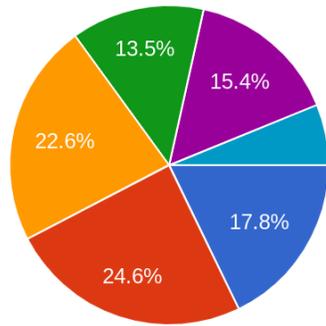


The success of Henrico County Public School's Edflix virtual learning experience is evident by the continuity of learning it provided for all learners in the midst of the coronavirus pandemic.

Communication and branding were key to the success of this program. All school stakeholders were informed of this initiative via SchoolMessenger (our messaging platform), social media, the HCPS website and news releases aimed at local media. When Edflix launched in March 2020, traffic to our landing page grew from 3,190 unique hits in February 2020 to 44,059 hits in March 2020. As students, parents, and guardians continued to access the platform, that number grew to 111,316 users for April 2020, a 3,390% increase in two months. During the summer months, we encouraged students to "check in" if they were taking advantage of the choice boards. More than 1,000 students checked in during this time.

Grade

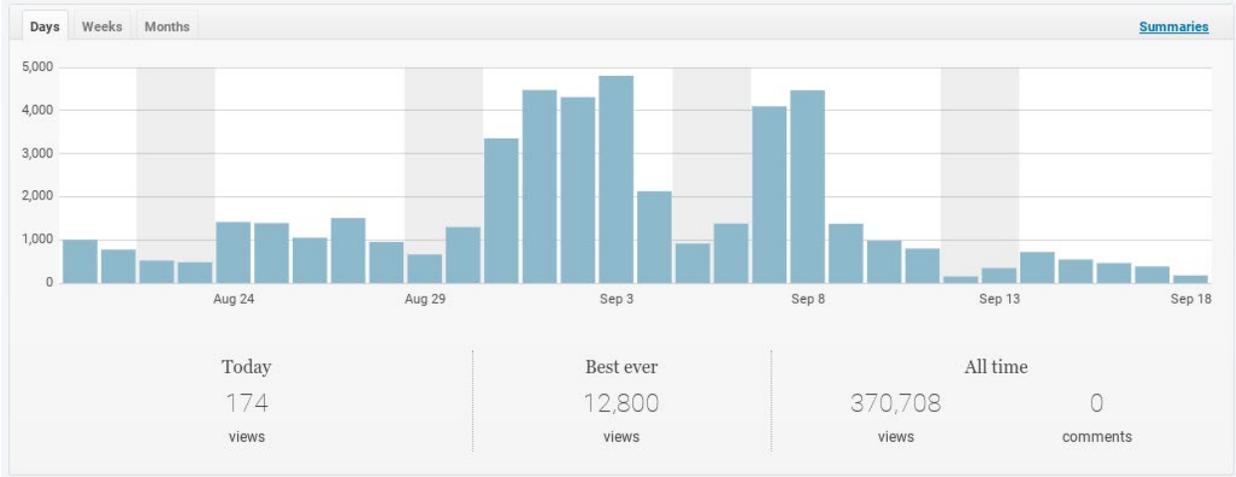
1,185 responses



- Rising 1st Grader
- Rising 2nd Grader
- Rising 3rd Grader
- Rising 4th Grader
- Rising 5th Grader
- Rising 6th Grader

September 18, 2020, 10:20 am

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Months and Years

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018							152	2,445	2,104	2,079	2,034	1,716	10,530
2019	2,601	2,329	3,009	2,041	3,323	3,148	1,617	8,918	10,990	5,253	2,956	1,919	48,104
2020	2,706	3,199	44,059	111,316	64,068	15,708	14,900	23,615	32,503				312,074

Average per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Overall
2018							22	79	70	67	68	55	66
2019	84	83	97	68	107	105	52	288	366	169	99	62	132
2020	87	110	1,421	3,711	2,067	524	481	762	1,902				1,195

Recent Weeks

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Average	Change
Aug 10	Aug 11	Aug 12	Aug 13	Aug 14	Aug 15	Aug 16			
704	519	476	517	318	212	217	2,963	423	
Aug 17	Aug 18	Aug 19	Aug 20	Aug 21	Aug 22	Aug 23			
767	729	947	1,001	775	519	479	5,217	745	+76.07%
Aug 24	Aug 25	Aug 26	Aug 27	Aug 28	Aug 29	Aug 30			
1,413	1,387	1,050	1,505	951	661	1,296	8,263	1,180	+58.39%
Aug 31	Sep 1	Sep 2	Sep 3	Sep 4	Sep 5	Sep 6			
3,354	4,477	4,311	4,806	2,129	913	1,376	21,366	3,052	+158.57%
Sep 7	Sep 8	Sep 9	Sep 10	Sep 11	Sep 12	Sep 13			
4,099	4,471	1,374	982	798	151	345	12,220	1,746	-42.81%
Sep 14	Sep 15	Sep 16	Sep 17	Sep 18					
717	545	461	383	165			2,271	527	-69.84%

Brief Summary

With schools closing because of the pandemic, Henrico County Public Schools needed to offer learners opportunities to engage in learning on a daily basis, both synchronously and asynchronously. The idea of dividing the learning into three educational “seasons” allowed us to adjust the return-to-school timeline if necessary.

The seasons debuted on Edflix. The first season began a week after schools were closed, lasted until spring break and was intended as a bridge until the path forward for schools for the remainder of the year became clearer. As the possibility of a longer closure became clear, the second season

launched the day after spring break and continued until the end of the school year in June. Season three was offered in July and August, offering a summer enrichment experience for students and families, as well as the option to practice and reinforce content knowledge in core subjects.

Within each season, educational episodes were updated and “streamed” on this platform to ensure learning continuity every two weeks. New episodes consisted of updated choice boards, that enabled students to choose among educational activities and authentic assessments.

This initiative represented a collaborative effort across many departments within the school division. The success of Henrico County Public School’s Edflix virtual learning experience is evident by the continuity of learning it provided for all learners in the midst of the coronavirus pandemic.

Communication and branding were key to the success of this program. When Edflix launched in March 2020, traffic to our landing page grew from 3,190 unique hits in February 2020 to 44,059 hits in March 2020. As students, parents, and guardians continued to access the platform, that number grew to 111,316 users for April 2020, a 3,390% increase in two months.

Edflix Virtual Learning Experience
Supplemental Materials



HCPS LifeReady On-Demand Learning

- [What is Edflix Season 2 Video](#)
- [Link to Edflix Website](#)
- [Link to Edflix \(En Español\)](#)
- [Media Coverage](#)