



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2025.** Please include this submission form as the first page of your 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: Chesterfield
Program Title: CCPS in the Know ongoing video series
Program Category: Communications

CONTACT INFORMATION

Name: Jenny O'Quinn
Title: Director, Creative and Media Services
Department: Department of Creative and Media Services
Telephone: (804) 348-8057 Website: <https://www.oneccps.org/>
Email: jenny_oquinn@ccpsnet.net

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Lisa High
Title: Chesterfield Co Public Schools Deputy Superintendent
Signature:

Executive Summary:

In fall 2024, Chesterfield County Public Schools launched an ongoing video series, CCPS in the Know, designed to provide families, staff and community members with quick-but-helpful insights into central Virginia's largest school system. The series covers a wide range of essential topics, including school safety, mental health resources, school meal programs and how to stay informed about school operations. Each video is concise, engaging and accessible on multiple platforms ensuring that the community remains well-informed about important aspects of CCPS. This initiative enhances communication and transparency while fostering stronger engagement with students, families and staff. All videos are available via a public playlist at bit.ly/knowCCPS.

Problem or need addressed by the program:

Effective communication is crucial in a large and diverse school district like CCPS, where families and staff need reliable, up-to-date information on a variety of topics. With over 64,000 students and 67 schools, CCPS recognized the need for an easily accessible and engaging platform to share information about key updates, resources, and policies. Traditional communication methods, such as emails and printed materials, sometimes go unnoticed or may not effectively engage all community members. By launching CCPS in the Know, the division addressed this challenge with short, informative videos that provide clear guidance on important school-related topics. This approach ensures equitable access to information.

Program Description:

CCPS in the Know was developed as a proactive communication initiative to inform, engage, and support the school community. The program aims to:

- Provide clear, concise, and accessible information on key school-related topics.

CCPS In the Know ongoing video series
(Communications Category)

- Increase engagement and trust between CCPS and its families, staff, and community members.
- Enhance transparency by addressing frequently asked questions and concerns.

The planning process began in early 2024, with the Creative and Media Services Department identifying topics based on feedback from families, school administrators, and staff. The series officially launched in July 2024 with an introductory video explaining the purpose of CCPS in the Know.

Creative and Media Services team members collaborate with other school division staff members who are subject matter experts to develop scripts on timely and important topics.

New videos are released biweekly and cover timely and relevant topics such as:

- School safety measures and emergency preparedness
- Mental health resources, including suicide prevention initiatives
- How to apply for jobs within CCPS
- Understanding school meal programs and free/reduced lunch eligibility
- How to engage in the school budget process and provide feedback
- Volunteering opportunities and how families can support schools

Videos are hosted on the CCPS YouTube page and shared on the school division's website and via social media, email newsletters and internal staff communications.

Program Cost:

The CCPS in the Know video series was developed using existing resources within the Creative and Media Services Department, minimizing costs. Production is handled in-house using district-owned equipment and software, eliminating the need for outsourcing. The primary costs include staff time for scriptwriting, filming and editing, which are incorporated into existing communication operations. A Google form designed to collect topic suggestions is shared through regular communications to families, staff and the community. A county replicating this program would need minimal financial investment, provided they have a basic video production setup and a designated team for content creation.

Results/Success of the Program:

CCPS In the Know has successfully met its objectives by enhancing communication and engagement within the school community. Key outcomes include:

- High engagement rates: Videos receive thousands of views across platforms, with positive feedback from families and staff
- Positive feedback: Social media comments and anecdotal feedback indicate appreciation for the clarity and convenience of the videos.

By providing timely and relevant information in an engaging format, CCPS In the Know works to strengthen community trust and participation in school initiatives. Here are data points regarding engagement:

CCPS In the Know ongoing video series
(Communications Category)

Episode	Date posted to social	FB views/engagement	IG views/engagement
Intro to CCPS in the Know	7/30/24	6,498 plays/ 76 reactions / 3 comments	7,450 plays/ 80 Likes / 1 comment
School meals	8/13/24	3,540 plays/ 15 reactions / 1 comment	5,613 plays/ 86 likes / 16 comments
Connect with schools	8/27/24	2,388 plays / 3 reactions / 2 shares	3,060 plays / 32 Likes
988 Suicide Prevention	9/10/24	1,877 plays / 6 reactions / 4 shares / 2 comments	4,882 plays / 37 Likes / 1 comment
CCPS App	9/24/24	2,919 plays / 2 reactions	2,528 plays / 15 likes
Problem Solving	10/8/24	2,132 plays/ 4 reactions/ 2 comments	4,345 plays/ 17 likes
Bullying	10/22/24	3,550 plays/ 15 reactions/ 6 comments	4,411 views/36 likes/ 4 comments
College and Career Readiness	11/5/24	2,395 plays/ 7 reactions/ 3 shares	2,415 views/ 26 likes / 1 share
School Safety	11/19/24	2,961 views/ 9 reactions/ 2 comments	2,394 views/ 34 likes/ 2 shares
Mental Health	12/3/24	2,714 views/ 17 likes/ 1 comments/ 0 shares	2,529 views/ 3 likes/ 1 share
How to apply for a job	12/17/24	4,052 views/ 17 likes/ 12 comments/ 2 shares	4,079 views/ 36 likes/ 0 comments/ 0 shares

CCPS In the Know ongoing video series
(Communications Category)

Inclement weather closings	12/31/24	36,803 views/ 116 reactions / 41 comments/ 18 shares	22,650/ 204 likes / 26 comments/ 54 shares
Budget Season	1/28/25	4,359 views /13 reactions/ 1 comment/ 2 shares	15,177 /134 likes / 4 comments/ 5 shares
How to submit a Game Changer award	2/11/25	15,947 views / 67 reactions/ 0 comment/ 15 shares	30,009 views /357 likes / 38 comments/ 25 shares/ 8 saves
Become a volunteer	2/25/25	2,518 views / 6 reactions/ 1 share	11,685 views / 132 likes / 10 comments/ 1 shares / 2 saves

Worthiness of Award:

CCPS In the Know exemplifies an innovative and effective approach to school communication, ensuring that all stakeholders have access to critical information. The program's success in increasing transparency, accessibility and engagement makes it a model initiative for other school divisions nationwide. By leveraging digital media to connect with the community, CCPS has set a standard for proactive communication. This initiative aligns with NACo's mission to support effective governance and should be recognized for its contribution to improving communication and engagement in local government operations.

Supplemental Materials:

- [CCPS In the Know logotype](#) (produced by in-house graphic designer)
- [CCPS In the Know playlist](#)