

RADNOR TOWNSHIP SCHOOL DISTRICT PRESENTS...

RADFLIX

CONVOGATION 2023-24

PENSRA GOLD MEDALLION AWARD ENTRY
SPECIAL COMMUNICATION PROJECT/CAMPAIGN

SUBMITTED BY:
RADNOR TOWNSHIP SCHOOL DISTRICT
COMMUNICATIONS DEPARTMENT

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Public School District • 3,600 Students • Communications Department (3 x Full-time Staff)
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SYNOPSIS

The convocation event at Radnor Township School District serves as a pivotal occasion for welcoming back faculty and staff to a new school year, instilling motivation, and fostering inspiration in their professional endeavors. This gathering plays a crucial role in unifying the educational community, creating a shared sense of purpose, and setting a positive tone for the upcoming academic year.

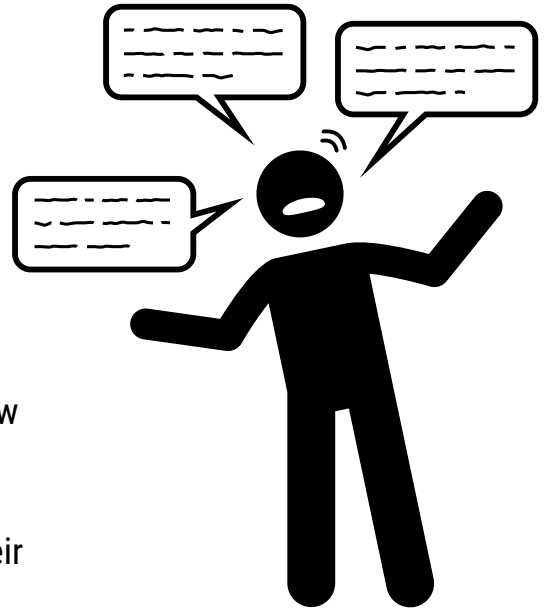
The event provides a platform for district leaders and administrators to convey a collective vision and articulate the district's goals and aspirations. It serves as an opportunity to recognize and appreciate the hard work and dedication of the faculty and staff, acknowledging their vital role in shaping the educational experience for students.

In years past, attendance at the RTSD event has been lackluster. To address this poor attendance, we had to reevaluate our approach to the event. Our goal for the 2023-24 kickoff was to provide a more inspirational event that recognized professionalism, celebrated years of service milestones, and showcased achievement in a fun and enthusiastic way. By emphasizing the impact of their work on the lives of students and the community, the event reinforced a sense of purpose and commitment among faculty and staff.

The 2023-24 Convocation theme was Radflix and used graphics and video along with scripted live action to present a program that was enthusiastically received. In essence, this year's convocation event at Radnor Township School District served as a crucial annual event, promoting unity, motivation, and inspiration among faculty and staff. It set the stage for a successful and fulfilling academic year, creating a positive ripple effect that enhances the overall educational experience for everyone involved.



RESEARCH



To better understand the reasons behind the consistently low attendance at the RTSD Convocation over several years, the Communications Department conducted informal research among faculty and staff members to gather insights into their perceptions of the event.

The findings of these conversations highlighted several key issues contributing to the poor attendance. Staff expressed that the Convocation was characterized by a lack of engagement, with an overall sense that the event, though officially under two hours, felt considerably longer. This perception was largely attributed to portions of the program dragging on longer than necessary.

Further probing identified a prevailing sentiment that the event leaned heavily towards a lecture or professional development format, rather than fostering a motivational atmosphere. Presentations by multiple speakers were identified as a significant factor contributing to this perception, detracting from the intended celebratory and inspiring nature of the convocation.

Additionally, many felt that there was a disproportionate focus on classroom teachers, leaving other staff members feeling undervalued. This imbalance in recognition contributed to a sense of disconnection among the diverse staff members.

Finally, respondents pointed out that certain segments of the convocation felt disorganized, creating a less-than-ideal experience for attendees. These disorganized elements further contributed to a less engaging and motivational atmosphere.

In light of these findings, the Communications Department took the opportunity to reevaluate and revamp the RTSD convocation to address these concerns. Implementing changes such as refining the program's structure, ensuring a balanced representation of all staff members, and enhancing the overall organization of the event could play a pivotal role in revitalizing attendance and reinvigorating the convocation as a truly impactful and inspiring occasion for all participants.

Radnor Township School District's Convocation program consists of specific elements, including recognizing new staff, awarding staff who have reached years of service milestones, speaker remarks, the "Golden Ticket" raffle, student performance, and the ringing in of the new school year.

PLANNING



OBJECTIVE

The objective of the 2023-24 Radnor Township School District Convocation program was to conceptualize and execute an exceptional back-to-school event that fostered a sense of engagement, positivity, and inspiration, ensuring that our staff began the new school year on a positive and inspired note.

CHALLENGES OF PAST CONVOCATIONS

- ❑ Event was felt more like a lecture than a motivational program
- ❑ Event was geared to specific groups rather than the whole staff
- ❑ Event was disorganized
- ❑ Event was dry and uninspired
- ❑ Event lacked continuity from one segment to the next
- ❑ Event felt much longer than it was

Modeled after Netflix, the Communications team developed a program with the theme Radflix. Within this theme we developed a plan for each segment that addressed past challenges to achieve our objective of a positive, fun, motivating event.

Planning included recruiting staff and students; coordinating lighting, sound, and audio/visual in the auditorium; coordinating schedules to record footage for videos; sourcing and securing props; and producing professional video and graphics.



STRATEGIZING THE REBOOT

PROGRAM OPEN

Challenge:

Student band played on stage as staff entered the auditorium until someone stepped up to the microphone.

New Approach:

Keep doors closed until start time. Use lighting and music cues to indicate the start of the program.

START OF PROGRAM: RADFLIX HOMEPAGE

Challenge:

First of several back-to-back speakers begins the event.

New Approach:

Open with a video that incorporates humor, professional knowledge, and well-known employees to set the tone of the program.

SHOW 1: BATTLE OF THE BUILDINGS

Challenge:

Staff were not engaged in activities.

New Approach:

Provide an interactive opportunity for a diverse group of employees to work together as a team to win a trivia game showcasing teamwork while having fun. A well-liked paraprofessional will act as emcee for the game and act as a host throughout the event for continuity.

SHOW 2: SCHOOLCENTER

Challenge:

Individual staff achievements were not recognized.

New Approach:

Recognize the professional excellence of employees from different departments across the district. Coordinate and record employees in action before the end of the 22-23 school year to include in a Top Ten video in the manner of SportsCenter.

SHOW 3: THE DRAFT

Challenge:

Disorganized introduction of new hires. Names were read from a list and staff stood up at their seat in the audience. These new hires were seated throughout the auditorium so that it was difficult to keep track of who was being introduced.

New Approach:

New faces in the district will be welcomed on stage individually like new draft picks with each principal introducing the new faces. New faces will be seated in a reserved section close to the side stage. New staff will line up in order in the hall before being introduced. Rookies receive baseball caps with the Radnor "R". Employees will be notified in advance.

SHOW 4: THE RADDIES

Challenge:

Disorganized recognition of years of service. Often the employees would be out of order which caused confusion when handing out certificates and led to awkward moments of silence during the segment.

New Approach:

Celebrate Years of Service milestones by inviting staff on stage grouped in 10, 20, and 30 years. Each employee will receive a specific-colored lanyard indicating their years of service. Special recognition for one 50-year employee. Certificates will be sent after the program.

SHOW 5: THE BATCHELOR

Challenge:

By using pre-printed names of all employees rather than raffle tickets, some winners were not present to receive their Golden Ticket. Without the benefit of an emcee, audience members did not always know who the winner was. Winners were presented with a small Golden Ticket card.

New Approach:

The event emcee will assist Superintendent Ken Batchelor as he bestows a "Golden Ticket" on winning staff through a numbered raffle ticket distributed at the start of Convocation. As The Batchelor selects a winner, the emcee solicits information about the winner and introduces them to the audience. Winners are presented with a comically large souvenir Golden Ticket.

SHOW 6: SAVED BY THE BELL

Challenge:

Band students would perform a version of their set. It was very informal and oftentimes went on longer than necessary.

New Approach:

Write original lyrics around our district initiative of Belonging. Recruit students and produce a choreographed musical number to close the event celebrating our students' talents and sending off our staff on a positive note.

IMPLEMENTATION

PRE-EVENT PRODUCTION & PROMOTION

- Created the faux streaming service Radflix to introduce each show. The homepage included avatars for each school, humorous title cards for various shows available on the channel that were specific to Radnor, and the specific shows played during the event.
- Developed original trivia game show “Battle of the Buildings” which was hosted by one of our talented elementary school paraprofessionals, and included Radnor-themed trivia questions.
- Designed sets and developed detailed scripts and audio/visual/stage cues cheat sheet for “Battle of the Buildings”, “School Center”, “The Raddies”, “The Batchelor”, and “Saved By the Bell”
- Created a trailer sent to all employees via email
- Created opening title sequence for School Center
- Created videos of each “Top Ten” featured employee
- Wrote original lyrics incorporating the Belonging district initiative to be sung by student singers
- Created video graphics as transitions between shows
- Created graphics to introduce each new show as it was “selected” from the “Radflix” Top Five Today menu
- Recruited students in Stage Crew to help with set changes, lighting, microphones and sound/song cues.
- Created a Save the Date flyer
- Created and mailed a postcard to specific staff groups (i.e. 10-month employees) to make sure all staff knew they were invited and encouraged to attend
- Email to all staff from the Superintendent including the [trailer/teaser video](#)



RADFLIX

Click on the
PLAY button!

PLAY

[https://youtu.be/
Vs4jVET2Z9U](https://youtu.be/Vs4jVET2Z9U)

EVALUATION



The 2023-24 Convocation event held at Radnor Township School District received overwhelmingly positive feedback from numerous faculty and staff, with many expressing that it was the best they had ever attended throughout their years working in Radnor. The event left a lasting impression by fostering an atmosphere that made attendees laugh, cheer, and reflect on the positive aspects of their work within RTSD. Participants appreciated the thoughtful acknowledgment of the hard work put in by employees, providing a morale boost as they embarked on a new school year. The event set a remarkably positive tone for the start of the academic year, leaving faculty and staff eagerly anticipating the 2024-25 convocation. We expect and look forward to a well-attended event next year!

A SMALL SAMPLING OF FEEDBACK:

FROM: Jennifer Becker (Teacher)
SUBJECT: Convocation - WooHoo!

Ladies,

1. I hope I am sending this to the right people!
2. I am so glad that you were acknowledged for your efforts regarding Convocation this morning.
3. Under no conditions did I want today to be today... I was not ready to set the earlier alarm, but you made me smile and laugh and think about all the good things happening in RTSD. This was by far the best Convocation I have witnessed, and I've been attending since 1999. THANK YOU so very much for making this morning amazing for all of us. Your work was genius!

Let's have a great year!

FROM: Nancy Young (Principal)
SUBJECT: Thank You

Good morning, ladies.

I hope you wake up this morning, enjoying the feeling of helping so many people, like John and me, open schools on a positive, collaborative note. Not only did your Convocation design and efforts promote unity and fun, but it also helped my people feel ready, excited, and willing to try something new.

Our staff described the event as the best Convocation ever. You also helped break down a wall between central administration and our building, which has been a long standing barrier. I mean, to hear Dan say TWORK is really all it took, but nonetheless, it was FANTASTIC.



FROM: Tronya Boylan (Principal)
SUBJECT: Thank you!

Staff can't stop talking about how great Convocation was and I agree!

FROM: Dan Bechtold
SUBJECT: Convocation

Dear Theji, Nikki and Megan,

This morning was simply outstanding! The three of you did a fantastic job of putting together a program that set a positive and refreshing tone for the year.


Congratulations on pulling off the best convocation I can remember in my time here!!!

With much respect and appreciation,

Dan Bechtold
Assistant to the Superintendent

FROM: Laura Pat (Teacher)
SUBJECT: AMAZING!

And the award goes to.....



All of you!!

Monday's Convocation was incredible! Thank you for all of your work to make it a fun and positive way to start the school year! You all are so creative!

FROM: Amy Roseland (Teacher)
SUBJECT: Convocation

Hi Theji-

Just wanted to let you know that you and your team knocked it out of the park today!! So creative and fun and inspiring! Thank you for a great first day back. Best convocation in 25 years!

SUPPLEMENTAL MATERIAL

COMING SOON!

RADFLIX



CONVOCAATION

JOIN US ON AUGUST 28 IN THE RADNOR HIGH SCHOOL AUDITORIUM AS WE RING IN THE START OF THE 2023-2024 SCHOOL YEAR!

WELLNESS FAIR • 7:30 A.M.
CONVOCAATION • 9:30 A.M.

SAVE THE DATE MORE DETAILS TO FOLLOW



Radflix posters were hung in staff areas in all district buildings in June so staff would Save the Date as they headed into summer break

Radflix postcards were mailed to specific groups of support staff who may not be checking email during the summer



RADFLIX



YOU'RE INVITED

JOIN US ON AUGUST 28 IN THE RADNOR HIGH SCHOOL AUDITORIUM AS WE RING IN THE START OF THE 2023-2024 SCHOOL YEAR!

JOIN US CONVOCAATION 2023-24

RADFLIX

WELLNESS FAIR
STARTS AT 7:30 A.M.

CONVOCAATION
STARTS AT 9:30 A.M.

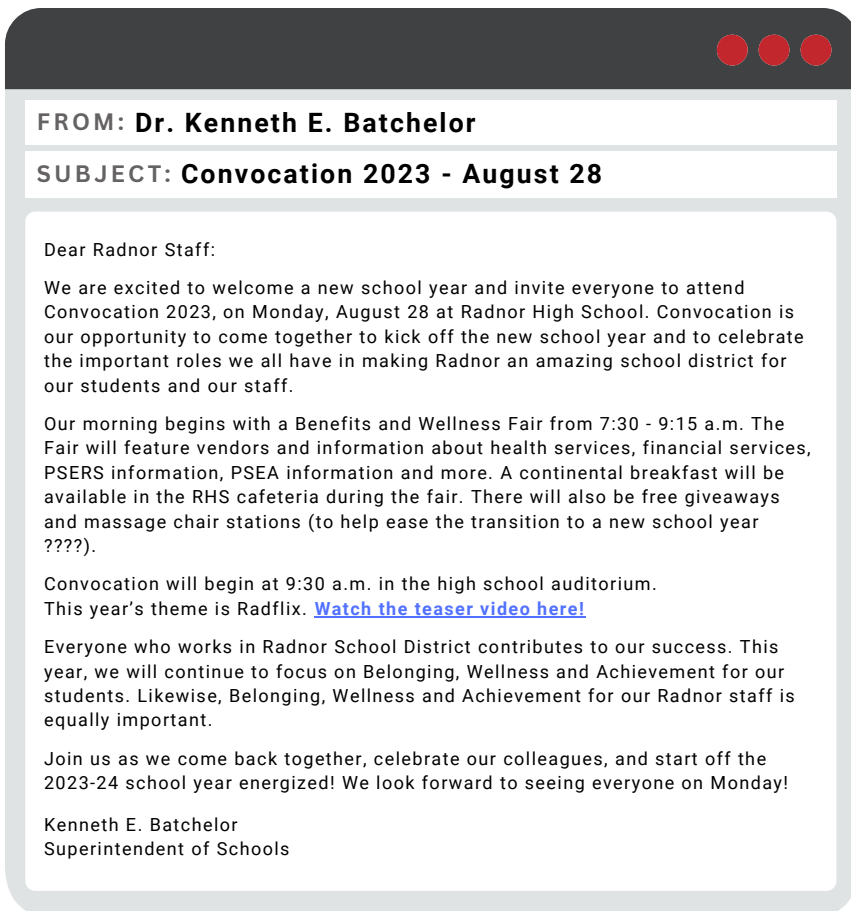
CHECK YOUR RTSD EMAIL
FOR MORE INFORMATION!
WE HOPE TO SEE YOU THERE!



PLEASE DELIVER TO
PENSRA
455 BOOT ROAD
DOWNTOWN, PA 19335

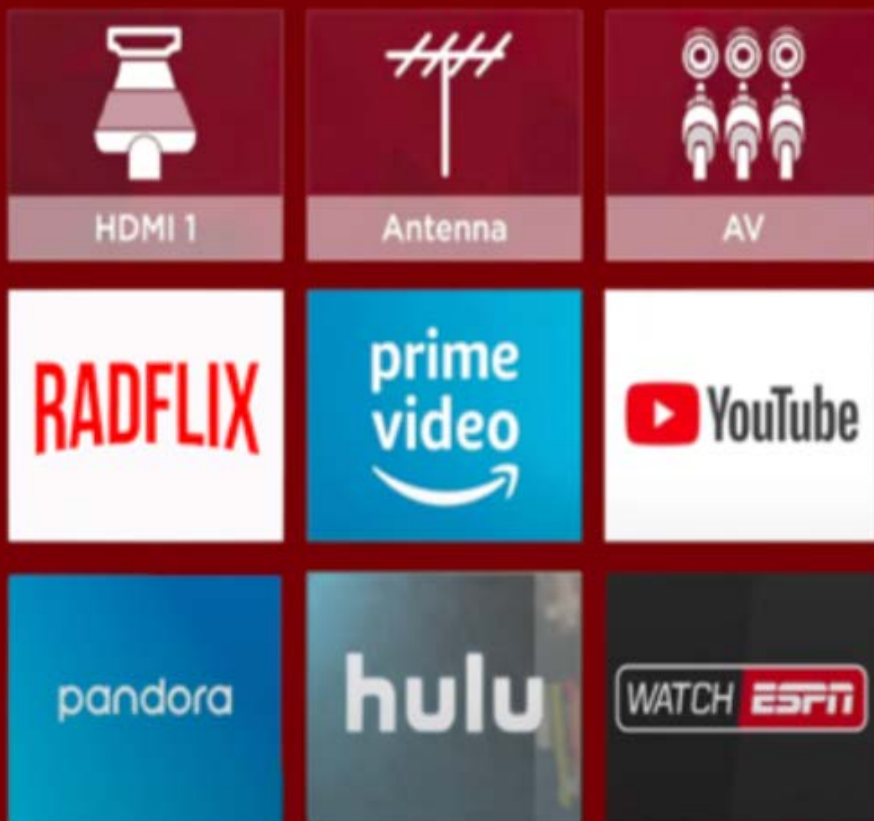


www.youtube.com/watch?v=1H7W800YGQU



Radflix teaser video was included in the event reminder email the Superintendent sends every year to staff

RTSD • CONVOCAATION TV



SmartTV Menu with Scrolling Photo Slideshow

was on-screen as staff entered the auditorium.

This photo slideshow showing summer work and classes was a highlight of past convocations and this is how we updated and “Radflix”-ed it. When it was time to begin the event, the lights dimmed out, the music in the auditorium changed, and the on-screen mouse selected the Radflix icon.

[See the SmartTV Menu Photo Slideshow in action!](#)

Who's watching?



Manage Profiles

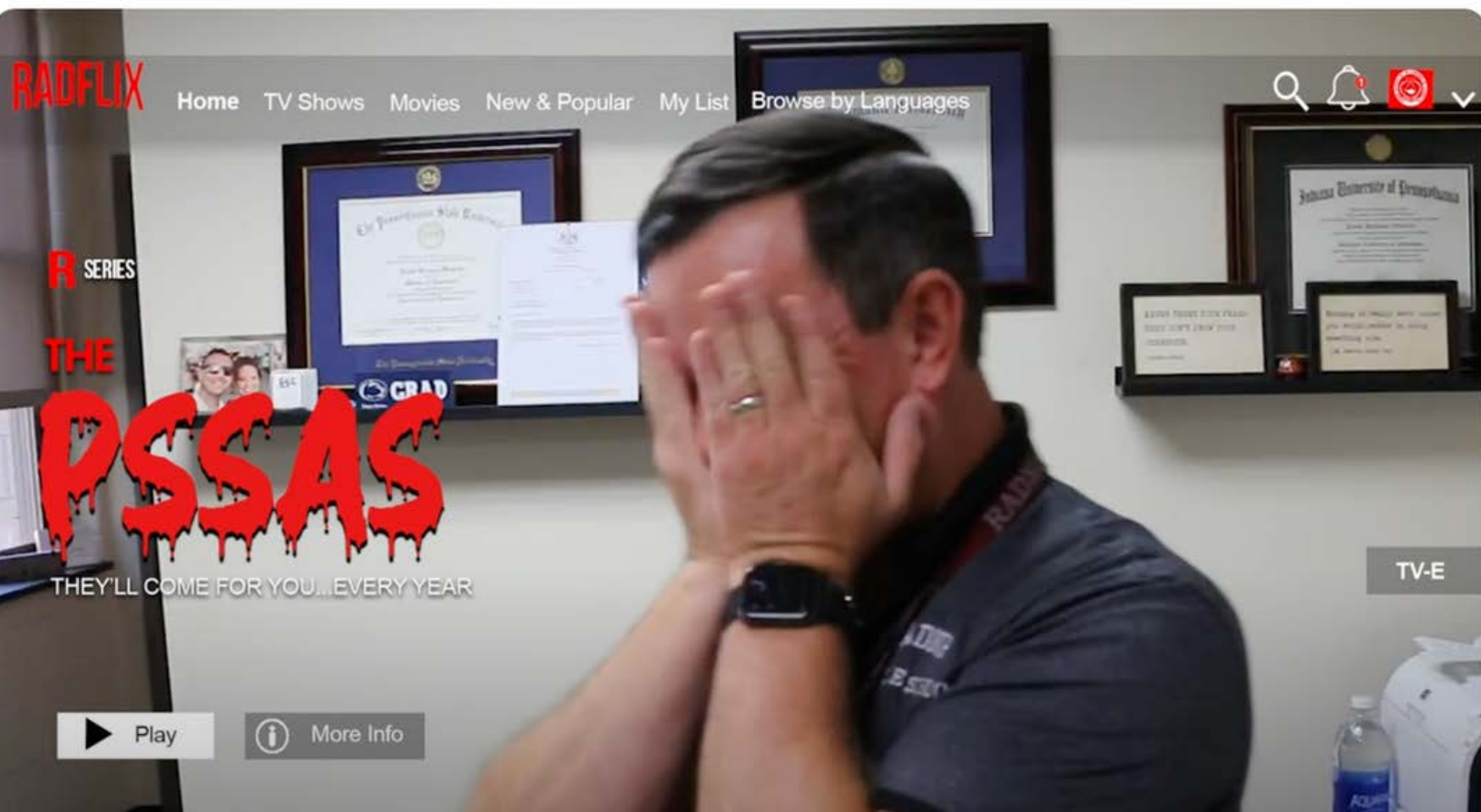


Radflix Account Profiles were created for each district building, and one for all of RTSD. The images chosen represented a well-known aspect of that building.



Radflix "Show" Trailer autoplays once the profile is selected, bringing to life a "Radflix original" show and capturing audience attention within the first 5 minutes of the event! [Watch here!](#)

<https://www.youtube.com/watch?v=KedzDZOo32k>





Radflix "Shows" and Categories included parody shows poking light fun at various district initiatives and personnel. These Radnor-specific inside jokes provided laughs and a sense of belonging.

Continue Watching



All staff participated in a district-wide book study.

Trending Now



One of our elementary school principals is named Ferguson.

New Releases



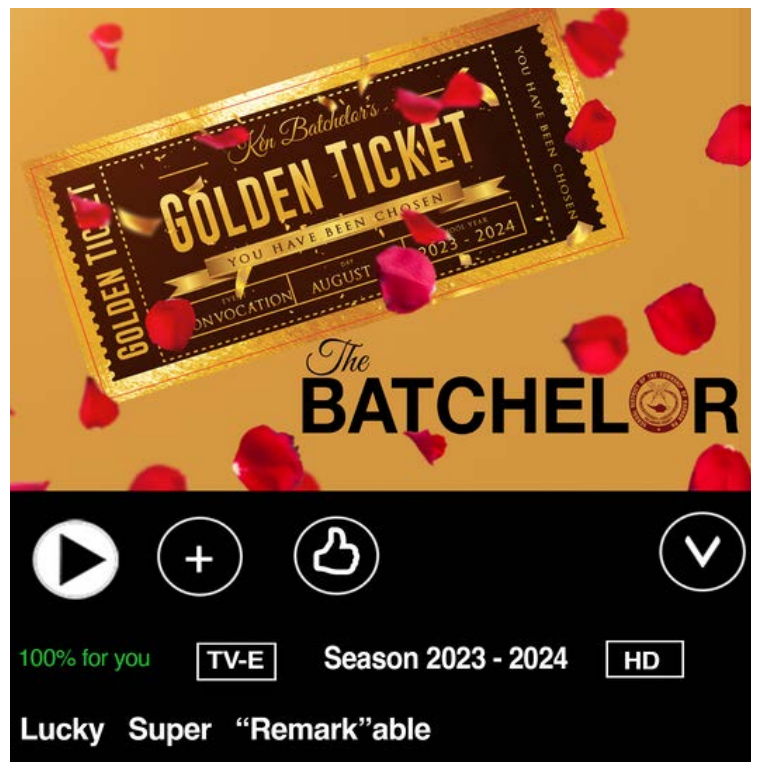
Our Director of Technology is a big fan of Windows!

The Top Five Shows for Convocation

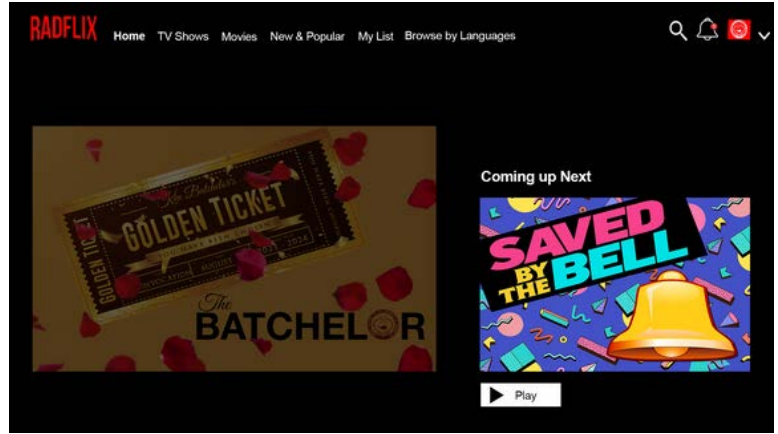


Most Popular





Radflix Transitions & Graphics with Show Details served as transitions between segments and introduced each new show as it was selected from the “Radflix” Top Five Today menu. These transitions were essential to providing enough time for people, lighting, mics, stage props, etc. to transition from one show to the next without disrupting the event flow.



On-screen Radflix Graphics were utilized throughout the event to support the on-stage show with visuals and program information.



Belonging Begins with Me
#RadnorProud



RTSD THEME SONG

Belonging Begins with Me
RHS Band & Meistersingers

I've got a new view on my life
I listen and empathize
I've deepened my understanding
I know together we'll rise

I show up (show up)
I am down (I'm down)
With dignity, yeah, I'm about it.

Open up
Look around
Gotta connect in ways that will bond us

Belonging begins with me
Belonging begins with me
Belonging begins with me

10
YEARS OF SERVICE

- Megan Anderson
- Payson Burt
- Erin Casey
- Christopher Cavalli
- Vera Correa-Meyer
- Bonnie Cotter
- James Daywalt
- Darcy DiGiacomo
- Diane Mastrangelo
- Christopher McVoy
- Stephanie Querze
- Stephen Smolen
- Meghan Tomescu
- Karen Trozzo
- Ariel Vitug
- Fabian Wallace

RTSD THEME SONG

Belonging Begins with Me
RHS Band & Meistersingers

Belonging begins with me
Belonging begins with me
Belonging begins with me

Belonging begins...
It begins...
Belonging begins...
with... me.....

Feel included
Validated
Gonna tell ya
This feels really good

Let's apply what we learned in the book
Let's go be one, Radnor!
Sing, Sing, Sing, Sing

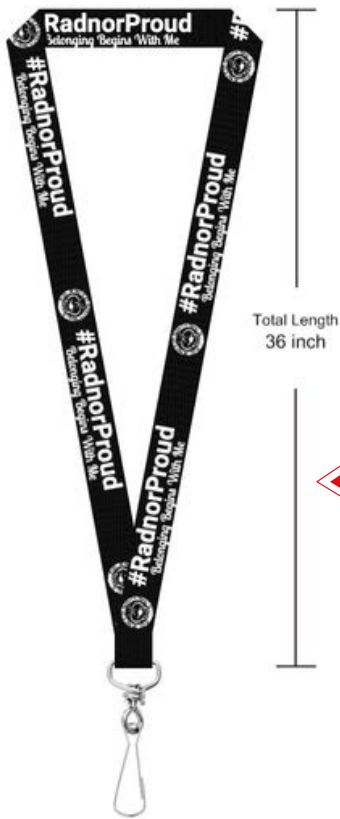
Open up
It's time now (it's time now)
Introduce yourself and go befriend them

Won't let you
feel alone
Understand someone new and accept them

50
YEARS OF SERVICE



**On-screen Radflix
Graphics continued**



◀ **Belonging Lanyards**
 a black and white Radnor/Belonging lanyard was given to all attendees when they entered the auditorium.

Name Tags were created for each game show contestant on-stage during “Battle of the Buildings” ▶



Years of Service Lanyards ▶

The staff recognized for Years of Service milestones received the traditional Years of Service pin attached to an additional lanyard that was in a color specific to their milestone year (red for 10, gray for 20 and white with red lettering for 30). The lanyards in exclusive colors helps to celebrate their milestone work anniversary all year long!



◀ **Radnor “R” Logo Hats** were given to new staff members when announced during the “RTSD Draft”. What better way to welcome someone to your team than with some team branded gear?



Golden Raffle Tickets

were printed on perforated paper with two sets of 700 unique ticket numbers. One set was given to staff upon entering and a corresponding second set was folded and added to the raffle bowl during the event.



Winning Golden Tickets

Oversized golden tickets were printed on glossy foam board and given to five winners immediately.

