



ADMINISTRATOR RESOURCE

# USING VIDEOS TO BUILD SCHOOL COMMUNITY

*Top Tips and Tools to Use Videos in the School Community*

# ABOUT US

LCT-E Learning Solutions is a premier educational consulting firm with a mission to lead, create, and teach to empower schools to greater student achievement. We focus on professional development and programs that give teachers tools and strategies specifically designed to bridge cultural gaps in the classroom and build quality relationships with their students.

With 20 years of experience in the field, we are passionate about helping schools increase student achievement, enhance classroom instruction, support students from diverse backgrounds who are farthest behind, and prepare all students for successful futures. We do this by designing and delivering high impact:

1. Professional Development
2. Educational Programs
3. Coaching Services

As an authority in educational equity and educational technology we design programs that blend tried and tested techniques that help young minds thrive. We also incorporate a strategic mix of cultural competencies and educational technology integration into the work we do to ensure teachers know students' needs beyond the books. With our professional services, teachers have everything they require to build more trusting and productive relationships with students and create an environment for high academic performance.

Last but not least, LCT-E Learning Solutions answers the call for equity and excellence in teaching and learning. We show teachers how they can confidently and competently meet the social, emotional, academic, and cultural needs of their students.



*let's collaborate!*

## OUR CEO



*Michelle Singh*

*School Achievement Strategist*

Michelle Singh is an award-winning education consultant and author who helps educators bridge cultural gaps and build stronger relationships with their students.

As CEO of LCT-E Learning Solutions, Singh helps educators develop culturally responsive instructional methods that result in addressing the unique learning needs of students, specifically students from diverse cultural backgrounds. LCT-E also embraces digital tools for enhancing instructional dynamics and as an integral part of improving educational accessibility.

Long before Singh was an entrepreneur, she was a classroom teacher, district curriculum specialist, and adjunct professor. She currently holds several certifications including the National Board for Professional Teaching Standards.

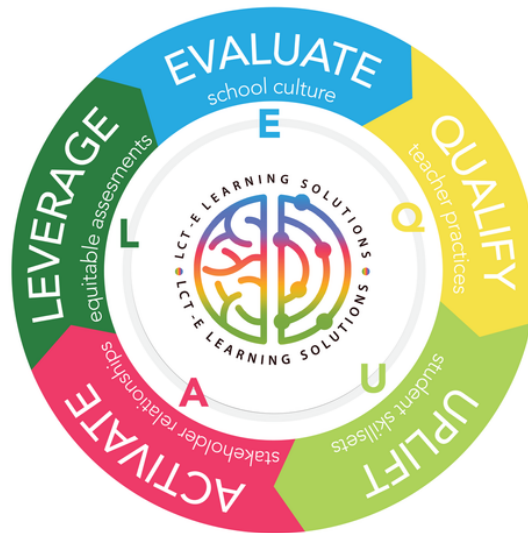
As a teacher, Singh met the demands of assessment benchmarks despite often lacking resources and tools to ensure all students' needs were accounted for. Singh's unique ability to understand the needs of students, parents, teachers, administrators, and district leaders is what sets LCT-E Learning Solutions apart and contributes to an improvement in performance as well as social and emotional health outcomes for the districts she serves. By helping districts prioritize diversity and inclusion, Singh helps transform classrooms into innovative spaces that promote a deeper appreciation for learning.

*Let's connect!*

WWW.LCTELEARNING.COM



# OUR SERVICES



## *The EQUAL Methodology*

LCT-E Learning Solutions developed the EQUAL methodology so that educators can teach with equity and excellence. EQUAL offers solid, tangible, practical examples, and solutions. Our priority is to equip educators with the evidence-based practices, ready-to-use teaching tips, examples, and resources they can implement right away in their schools and classrooms.

EQUAL is at the heart of all of our services below which is what makes them innovative and inclusive:

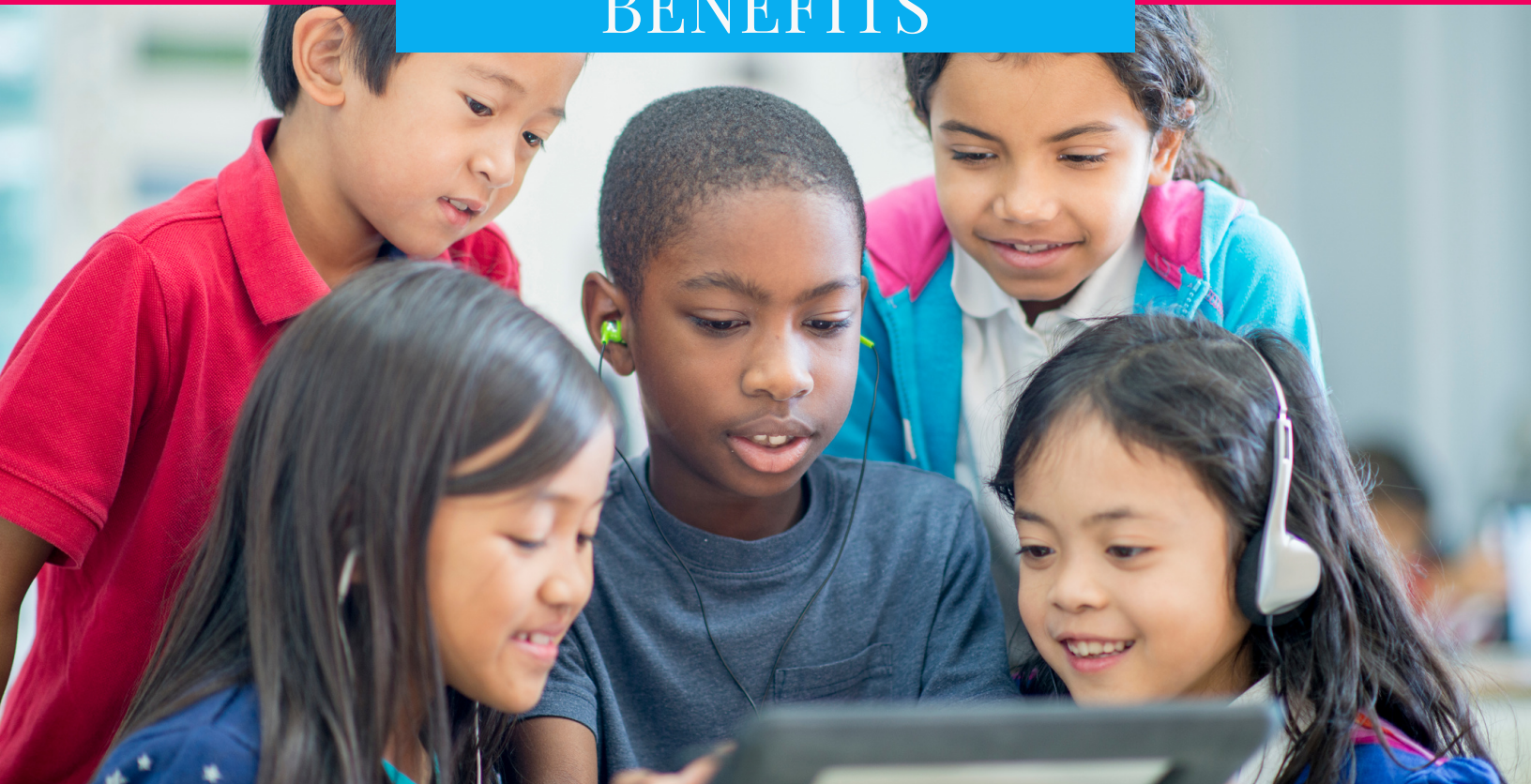
- Professional Development
- Educational Programs
- Coaching Services

The five tenets of the EQUAL METHODOLOGY that has served educators worldwide include:

1. School culture and climate
2. Teacher practices and pedagogy
3. Student skill set and mindset
4. Stakeholder relationships and partnerships
5. Equitable formative assessments

*Let's create together!*

# BENEFITS



## ACCESS, CONNECTION, EASE

Videos have many benefits in the school community that help administrators build community with their teachers, staff, students, parents, families, and other stakeholders. When administrators use videos, they provide access, connection, and ease to their viewers. In other words, administrators can use the ACE method when creating videos to build their school community.

- **Access** is all about multimodal and two-way communication. How are we using videos to respect and honor diversity and the various ways we receive and process information? It is also about the frequency in which we make information accessible and available.
- **Connection** is all about relationships. How are we connecting with our audience? What authenticity do we bring in our communication to help us better connect (humor, talent, fun, celebration, individuality, colors, props)? Videos allow us to be present for those watching and listening to us and for our authenticity to shine.
- **Ease** is just how it sounds. How easy is it for the viewers to access the video, see and understand the information, hear us speak, feel our presence, and be engaged with us and the content? This could be as easy as sharing a simple link, turning on transcriptions, using closed captions, and making sure the content is rich and relevant.



# IMPLEMENTATION



## THREE WAYS TO IMPLEMENT

01

Create **school announcements** with videos. These announcements can highlight the great work and contributions of students, teachers, community partners, and more. Share important updates about school and classroom events and feature special guests.

02

Design **video newsletters** that highlight teachers doing their best work in the classroom, school events, and student work. Administrators can include special features from teachers, students, staff, etc. for which they can submit to be included.

03

Send quick **video messages** to parents, families, and students. Administrators can text or email a link to the video for stakeholders to have a quick view and get information they need. Templates in platforms like Prezi can make video creation quick and easy.



# TECH TOOLS

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## VIDEO EDITOR

Windows Video Editor lets users quickly edit a video with music, narration, text, motion, filters, and 3D effects. Video Editor is the successor to Movie Maker on Windows, focusing on easy-to-use creative tools that enable users to create compelling videos. Windows Video Editor inspires its users to design, teach, and express themselves using video.

 [CLICK HERE TO LEARN MORE](#)

## POWERPOINT

PowerPoint has video editing tools built in. Video creators can use this familiar tool to curate their pictures, videos, and text to create videos. They can even add their audio (narration) using the Recording tab and dynamic design features to make professional-looking slides. Users can then export their videos into an MP4 video file and upload to YouTube to get a link.

 [CLICK HERE TO LEARN MORE](#)

## FLIPGRID

Flipgrid is a video platform that engages audiences in the content through video discussion topics. The Flipgrid camera called Flipgrid Shorts is available for teacher/admin users to design creative and fun videos under 10 minutes. Users can trim and rearrange clips, use the whiteboard, overlay pictures, apply filters, screen record, etc.

 [CLICK HERE TO LEARN MORE](#)

# CONNECT WITH US!

Email: [info@lctlearning.com](mailto:info@lctlearning.com)

Website: <https://lctlearning.com>

Facebook: @lctlearning

Instagram: @lctlearning

Twitter: @lctlearning

LinkedIn: @lctlearning

Pinterest: @lctlearning

YouTube: LCT-E Learning TV

Thank You!

