

VIDEO PORTFOLIO

Megan Middleton
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Crowley ISD

I am submitting videos in four categories: **General Interest/Feature Story**, **Promotional/Marketing**, **Documentary** and **Training**. For the General Interest/Feature Story category, I am including multiple videos.

Category: General Interest/Feature Story

VIDEO 1: Elementary Teacher of the Year

•*Research*

To prepare, I read through the essay the teacher submitted to be considered for Elementary Teacher of the Year. As a resource teacher, Harris' class operates a little different than other classrooms, which we discovered in the research and planning phases.



[Click the photo to view the video.](#)

•*Planning*

We visited Harris' classroom ahead of shooting. This gave the students the chance to become familiar with us, which was important because of the special behavior and learning differences her students have. This also gave us the chance to scout out the room for the best place for lights and cameras. We also worked with her to make sure all her students had permission to be filmed. In addition, we coordinated with Harris to find a parent and a co-worker to interview.

•*Production*

We spent a class period filming Harris and her students working on a hands-on activity. After filming, we moved lights and cameras to the school library to interview Harris, several students and a parent. I returned to get additional footage of Harris conducting her afterschool programs as well, which showed more great interaction between her and students. I returned on a third day to interview one of the paraprofessional staff members who worked with Harris.

I filmed interviews and b-roll with the Panasonic Lumix DSLR GH4 and the DJI Osmo. I was able to use a new 42.5 mm, f/1.7 lens on the GH4 to shoot the interviews and achieve a shallower depth of field than I had with other lenses.

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•Post Production/Editing

My goal in editing was to show off Harris' dynamic personality and her passion for reaching and teaching students, particularly students who struggle academically. I also wanted to include comments from others, who could speak to how they have seen Harris make a difference in students' lives. I used Final Cut Pro X to edit this video. I used free, royalty-free music from YouTube's Audio Library.

•Presentation

This video was shared on Facebook and linked to in the Crowley ISD Connections online magazine.

Crowley ISD Connections Magazine



Elementary Teacher of the Year

Shontrice Harris, J.A. Hargrave Elementary School

Tell us about your role at J.A. Hargrave.

Harris: "I teach resource and 21st Century skills. My job is to ensure that my students are making the necessary gains and improvements to have success academically. We have smaller class sizes, so I can be flexible, and the students get the attention and help they really need."

Why do you teach?

Harris: "I became a teacher to impact kid's lives and to be sure that each one that I come in contact with is able to make a difference in this world and be productive citizens. There's a statement that I live by, and it's engraved on my heart, and it's that I have to become all things, to all of my students, to make the biggest impact, as much as possible, by any means necessary."

How would you explain your teaching style?

Harris: "I want to make sure that learning is engaging in my class and according to the students' learning style. I give them the tools and supports that I have. I use any technique that I've learned and that I know will help them to be successful and to learn the material."



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How do you encourage your students to learn?

Harris: "We are a community of learners. We want to hold each other accountable and ensure that the students are taking accountability for their own learning by following the rules and giving me their very best. Our classroom is a safe place and a safe place to make mistakes. One thing we like to say is that we are going to 'fall forward'. Even if it seems that we're falling and not getting it right, if you are falling and giving me your very best effort, we are 'falling forward' because we are going to grow."

What do you enjoy most about teaching?

Harris: "I enjoy seeing the children improve. Sometimes when you feel failure, or when you're being pulled out of class, it feels like you're being singled out. I wanted to change that feeling that when you're getting pulled out, this is the greatest time of your day, because you know you're going to be successful."

"The greatest joy for me is to see them be successful and get to a place where they are so confident with what they are learning that they compete with one another. The best feeling is when the training wheels come off and they know they've got it. From there, they start asking questions on their own, because they are thinking and that let's me know they are taking responsibility for their own learning."

Facebook Post



Crowley ISD

Published by Megan Middleton [?] · June 20 · 🌐

Shontrice Harris has a heart and a passion for reaching and teaching her students! Read more about our Elementary Teacher of the Year in the summer issue of Crowley ISD Connections magazine: bit.ly/2sAMCsx



Get More Likes, Comments and Shares

Boost this post for \$3 to reach up to 810 people.



Your video is popular with women between the ages 35-44

Boost Post

👍❤️👏 124

21 Comments 41 Shares



Like



Comment



Share

•Evaluation

One of the best parts of my job is getting to highlight amazing teachers and the creative ways they work daily to reach students. I believe this video accomplished that. It had more than 40 shares, more than 4,600 views and 124 reactions. Facebook comments offered congratulations and more evidence that Harris has made an impact as a teacher. One comment read, "You are amazing, Shontrice Harris! What a blessing you are to those kids and everyone around you..."

VIDEO 2: May Heartbeat Team Award (also General Interest/Feature category)

•*Research*

Each month, Crowley ISD takes nominations from employees for the Heartbeat Team Award, which honors any staff member who goes above and beyond. An intermediate school teacher was chosen as the recipient of the final award of the school year.



[Click the photo to view the video.](#)

•*Planning*

The Heartbeat Team Award committee plans a way to surprise the recipient with his or her supervisor and/or coworkers. We film the surprise and interview the recipient and his or her supervisor afterward. We often return on another day to film the recipient in action.

•*Production*

I used the Panasonic Lumix DSLR GH4 to record audio of the award presenter through a lavalier mic. I used the DJI Osmo to film the surprise. I also used the GH4 to interview the teacher and principal. The Osmo and GH4 were used to film footage of the teacher in action in his classroom.

•*Post Production/Editing*

My goal in editing was not only just to highlight a remarkable teacher but to capture the emotion this teacher expressed when discussing his job. I showed him getting choked up and pausing, then the video fading to black as a way to emphasize his emotion. I also chose slower, inspirational music as he began to passionately describe the impact teachers have.

I used Final Cut Pro X to edit this video and free, royalty-free music from YouTube's Audio Library.

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•Presentation

This video was shared on Facebook and linked to in the Crowley ISD Connections online magazine. We also showed this video, as we do all Heartbeat Team Award videos, at our monthly school board meeting. On Facebook, it reached about 13,000 people and was shared 65 times.

Facebook Post



CISD Connections Magazine



•Evaluation

This is one of my favorite videos simply because it is so easy to see this teacher's heart and passion for his job. You see he has been called to teach. He left higher education to teach at an intermediate school because he just loves what he does and believes in it that much.

His emotion captured the hearts of many audience members and trustees at our school board meeting where this was played. Trustees reached for tissues to dry their eyes, and the teacher received a rousing standing ovation from the entire room after the video ended. I loved that I got to play a small part in helping him receive that kind of recognition for the awesome work he does for students every single day.

Link to Board of Trustees meeting video to view the audience reaction (Reaction starts around 35 minutes into video):

https://www.youtube.com/watch?time_continue=2121&v=I5dUvkSwz0

VIDEO 3: Baseball Field Dedication (also General Interest/Feature category)

•*Research*

Crowley High School baseball alumni as well as the current coach and principal wanted to honor Mark Jones, the baseball coach from 1981-2010, by naming the CHS baseball field after him.



Click the photo to view the video.

•*Planning*

We planned to cover the dedication ceremony at Crowley High School on a Saturday morning, capturing audio, video and stills of the event.

•*Production*

I used the Panasonic Lumix DSLR GH4 camera and DJI Osmo to capture video of the event as well as extra shots of the baseball field and other details. I used a Rode shotgun mic to capture the speakers' audio, which was a challenge because of the wind that day. I used a lavalier mic to interview Jones after the event.

•*Post-Production/Editing*

It was important to me to take extra time to work on this piece. It became clear during the event that CHS baseball alumni loved Jones. Many were emotional in describing his impact on their lives. They spoke passionately about his character and integrity, not just as a coach but as a father and husband, and I wanted to do justice to his legacy. It was important to also show Jones' heartfelt and humble reaction to being honored.

I edited using Final Cut Pro X and used slower, inspirational music from YouTube's free, royalty-free Audio Library. I reduced the speed of an already slow upward pan of the baseball field shot, adding sound effects of a bat hitting a baseball and a crowd cheering. Sound bites from speakers begin to play as you see footage of the field and the unveiling of the sign with Jones' name. We also found old photos of Jones from yearbooks to include. Seeing photos of Jones from the past helped add a sense of history to the video, emphasizing Jones' long tenure.

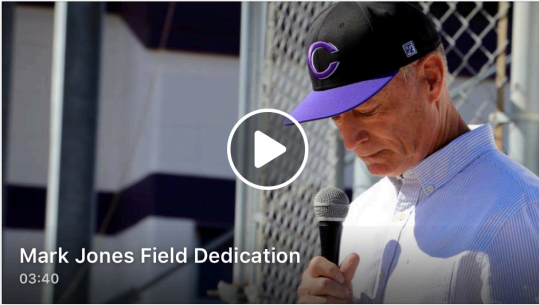
•*Presentation*

The video was posted on Facebook, where it received 19,500 views and reached more than 44,800 people. Our audience shared the video 195 times. It also was linked to in our Crowley ISD Connections online magazine.

Facebook Post

Crowley ISD
Published by Megan Middleton [?] · March 15 · 🌐

Relive the heartfelt dedication ceremony for the Crowley High School baseball field - named now for longtime baseball coach Mark Jones with this special video and story in the latest edition of Crowley ISD Connections magazine: <http://bit.ly/2msJ2eq>



Mark Jones Field Dedication
03:40

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$3 to reach up to 680 people.

👤 Your video is popular with **men between the ages 25-34** **Boost Post**

👍❤️👏👤 306 39 Comments 195 Shares **CISD**

👍 Like 💬 Comment ➦ Share

CISD Connections Magazine

Leaving a Legacy

CIS baseball program and alumni honor longtime coach with field dedication
Written by Jaime Handy



Alumni events are great for former students to connect, introduce their families and catch up by sharing old stories and memories of the past. To continue the celebration of Crowley High School's 50th anniversary, the baseball program started its annual alumni game with a special twist by honoring longtime head coach and teacher Mark Jones with a field dedication ceremony.

With more than 100 former players, teachers, administrators, family and friends in attendance, the team gathered to unveil a sign on the back of the press box to name the facility Mark Jones Field. Former players and coaches took turns speaking to the crowd about the legacy Coach Jones carved out during his time at CHS.

"I'm pretty much in awe that this happened and to look up and see my name up there," Jones said. "It's so overwhelming to hear the words that people have to say about you. I'm just so grateful to have been able to be here and work with these players and coaches. It's been a great part of my whole family's life."

Coach Jones led the baseball program and taught students at CHS from 1981-2010. He built a well-respected baseball program that advanced to the state tournament in DPH and amassed 15 1st-district titles.

To kick off the 50th anniversary, CHS recognized former football player Gary Reasons by naming the football field at Eagle Stadium in his honor this fall.



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•Evaluation

We were proud for Mark Jones to see this video, and we were so excited to share it with our Crowley ISD community, especially those who could not attend the ceremony. I believe it was a fitting tribute for such an impactful member of our CISD family. The Facebook comment section served as a place for continued congratulations and recognition from former students and players. The following are a few of those comments:

Joe Breshears I always cringed when I saw Crowley on Aledo's schedule, because I knew Coach Jones' team would be well-coached, fundamentally sound, and would not beat themselves. You had to earn a win over a Mark Jones Crowley team. With his teams there was more than just the technical. His players reflected the character and the temperament of their coach, in the way they played the game. You just knew there was something different about Coach Jones, from watching his teams go about their work. Even from the PA chair, I knew Mark Jones was something special, and I know this is a well-deserved honor for his years of service, pouring into the lives of young men. Congratulations, Coach!
Like · Reply · Message · 🗨️ 1 · March 17 at 10:04am

Tim McCune Congratulations to a truly great man! Loved the opportunities that I had through the years to compete against, see, and visit with Coach Jones. A great baseball coach but a better man. I'm a better man for having our paths cross. May God richly bless you and your family. This was an honor well deserved!
Like · Reply · Message · March 17 at 11:47am

Martin Brunegrat This is awesome!! I am so happy for Mark. Amazing man!! Thumbs up from Slovakia
Like · Reply · Message · 👍 1 · March 16 at 5:33am

Category: Promotional/Marketing

VIDEO: Let This Be The Year

•Research

We wanted to create a motivational video to show at the 2016 Employee Convocation to get teachers and staff excited for the coming school year. We asked for teachers, staff and students to participate.



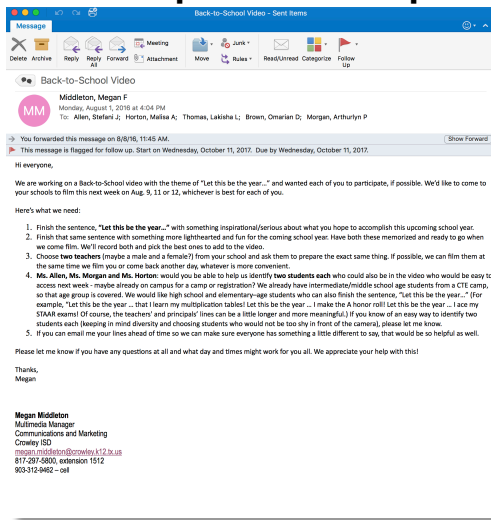
Click the photo to view the video.

•Planning

I asked various staff members to help round up a diverse group from across the district to finish the sentence, "Let This Be The Year..." We wanted staff and students to finish the sentence rather than it be scripted so the lines would be genuine and heartfelt. We asked them to send us the lines ahead of time to ensure we had a variety of goals to feature.

Filming in the summer can be a struggle because students are not readily available, but we used students from summer camps as well as ones that principals and other staff helped us round up during the summer. Teachers and other staff also were featured.

Email Request for Participants



•Production

Each line was filmed in a different location to make the video more visually interesting and appealing. I used a Panasonic Lumix DSLR GH4 camera and a lavalier mic to

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record the lines. I asked each person to deliver the lines a few times to get the very best version of it.

•*Post Production/Editing*

My goal in editing was to really inspire teachers and staff to make this the best school year yet. In addition to footage of each person delivering their “Let This Be The Year” line, we included footage from our CTE audio/video staff and students, including drone footage. The aerial footage provided the perfect book ends for the video and gave it an extra “wow” factor. I used Final Cut Pro X to edit the video and free, royalty-free music from YouTube’s Audio Library.

•*Presentation*

We showed this video at our 2016-17 Employee Convocation, attended by our 1,800 employees, and shared it on Facebook. It also was our featured video on our YouTube channel for most of the 2016-17 school year. We showed the video at other events as well, including our Realtors’ Breakfast and Faith-Based Partners Breakfast.



•*Evaluation*

“Let This Be The Year” became not only a popular video but the theme for the 2016-17 school year – frequently used in hashtags on social media, our district magazine and on campuses. On Facebook, the video was viewed more than 9,000 times, reached more than 24,700 people and shared 117 times. The genuine tone and inspirational message from students and staff helped give the video a wide appeal, and the message resonated throughout the school year.

Category 3: Documentary

Video: Crowley High School 50th Anniversary

•Research

Crowley High School planned a special open house for the 50th anniversary of the school. We decided a video would be a great way to not only promote the event but tell the story of what Crowley High School was like when it opened.



[Click the photo to view the video.](#)

•Planning

As part of the planning process, we reached out to local Crowley High School alumni, particularly those we knew attended CHS the first year it opened. We found three, including a married couple who met at CHS, who agreed to be interviewed on camera. We discussed plans for the video and scheduled a time to conduct interviews at CHS. We also wanted to feature our Crowley High principal, who is a graduate of the school as well. His connection to the past and present was a perfect way to bring the story full circle. We asked interviewees to bring memorabilia or photos from their time at CHS. We also sifted through yearbooks to find old photos.

•Production

We asked our CTE student intern to shoot footage of the sun rising over CHS and to record audio of the CHS band playing the alma mater and fight song. We interviewed the married couple separately and then together. Seeing them react lovingly to each other while on camera together added something extra to their story. We interviewed another graduate who was among the first to walk the halls at CHS and the principal – at different times and in different places at the school.

We filmed interviews with the Panasonic Lumix DSLR GH4 camera. Other shots of the hallway and front of CHS were shot with the DJI Osmo. Football game and pep rally footage was shot with the GH4 and Osmo. Drone footage was provided by the CTE video staff and students.

•Post Production/Editing

My goal in editing was to share a glimpse of Crowley High School's history and tie it to the present. The video begins with present day clips from a CHS football game and pep rally as well as a quick sound bite from the principal, who is also a CHS graduate.

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We get a sense of the history through interviews with alumni and old high school photos. The video comes full circle with a final word from the principal, helping connect the past to the present. The alma mater and fight song served as a perfect audio track. I used Final Cut Pro X to edit the video.

•Presentation

This video was shared on Facebook, where it was viewed more than 11,700 times and shared 184 times. Our analytics show that it reached more than 22,900 people.



•Evaluation

Sharing the video on Facebook, which caters to a slightly older social media audience, helped promote the open house to alumni and gave us another platform to celebrate Crowley High's rich history. Viewers tagged their friends to make sure they saw it, and it helped spread the word about the event.



The open house was well attended, and the alumni we interviewed for the video made an extra effort to reach out to friends about the event because they felt they were a part of the process. They were proud to tell the story of Crowley High's beginnings and wanted others to share in the memories.



Category 4: Training

Video: Guided Reading

•Research

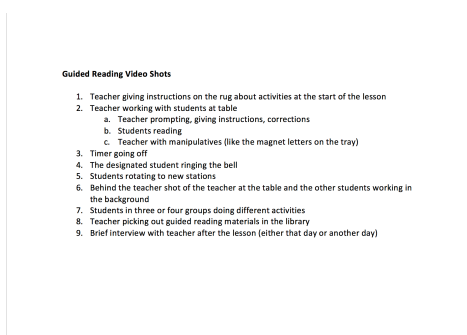
The Professional Development Department requested a video showing Guided Reading strategies in action. Our goal was to educate teachers on how Guided Reading works, highlight strategies and show how Guided Reading can be used while other activities continue in the classroom. Also, the goal was not to show students reading perfectly but rather illustrate how a teacher uses Guided Reading tools to help students when they struggle with reading.



Click the photo to view the video.

•Planning

We met with Professional Development staff to better understand their expectations and needs for this video, and we met with the veteran teacher who would be demonstrating Guided Reading strategies during her regular class time. We discussed specific shots needed to meet the expectations and shared that with the teacher and the Professional Development staff. We also observed a Guided Reading session in action to plan logistics for cameras and lights.



•Production

In addition to two lights, fitted with soft boxes, we used two cameras to film students reading at the table with the teacher and a third to capture the activity in the rest of class – two Panasonic Lumix DSLR GH4s and the DJI Osmo. We brought tape to mark spots on the carpet where tripods and lights had to be placed to stay out of other cameras' shots.

We shot for one class period and then interviewed the teacher after the school day was finished to get her perspective on why Guided Reading is important, how she uses it and how it helps students.

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•*Post Production/Editing*

We wanted to provide Professional Development with a training piece that would show teachers a real-world scenario of Guided Reading in action. We had to remove our marketing hats a bit and show students struggling with sounding out words and the teacher pausing her small group activity to ask the rest of the class to quiet down. But the goal was to show teachers how to implement the activity in a real classroom setting and how to handle problems as they arise.

I put together an initial draft of the video and showed Professional Development staff to get feedback and clarification. I updated the video with the appropriate terminology for Guided Reading strategies and created two other versions. I created a version without the strategies identified, also for training purposes, and created a shorter overview video.

I used Final Cut Pro X to edit and free, royalty-free music from YouTube's Audio Library.

•*Presentation*

This video is available for our Professional Development Department to use in training and coaching sessions with various CISD staff.

•*Evaluation*

The Professional Development team uses this video to train new elementary teachers on how to implement Guided Reading strategies in their classrooms. They also use it as a coaching piece to show administrators what to look for during classroom observations. Professional Development staff members say they have received positive feedback from teachers and administrators who have watched it.

In addition, based on our work on this video and others, the Professional Development team asked us to continue creating their training videos.