

# Frisco ISD's Journey to Empowering Learning with Video

## A Commitment to Enhanced Learning

Frisco Independent School District (Frisco ISD) serves 66,500 students across 77 schools in Texas supported by 9,000 staff. With a commitment to leveraging technology to enhance educational experiences, the district has incorporated video into its digital learning initiatives to engage students and foster creativity. As the Coordinator of Campus Instructional Technology, Kirsten Hood recognized the need for a more dynamic learning environment. Kirsten explained, "Video allows our students to show their learning in creative ways which align with our state standards and future-ready profiles."

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**Kirsten Hood**

Coordinator of Campus Instructional Technology  
Frisco Independent School District (Frisco ISD)

## Implementing and Expanding Video Usage

Initially, Frisco ISD faced challenges using their existing iPad carts which would be checked out a week at a time, limiting the scalability and ease of collaboration. "Using iPads and iMovie was unsustainable for video projects. We needed a scalable solution to engage students creatively," said Kirsten. To address this, they integrated video into the curriculum by first training Digital Learning Coaches (DLCs) on WeVideo. This approach ensured that the coaches were equipped to support teachers and students. Kirsten shared, "We started small with a few accounts for our digital learning coaches to see how it could benefit our students and teachers." The district's move to a more scalable video solution helped broaden access and integration into various educational activities through WeVideo. This enabled students from pre-K to 12th grade to engage in projects such as podcasting and green screen videos. "We have seen an increase in familiarity & knowledge over the years as WeVideo is discussed more," Kirsten noted. Coaching also plays a significant role in the success of integrating video. "We have instructional coaches, language coaches, and digital learning coaches. Teachers are very supported in their learning. Coaches, who are experienced educators themselves, collaborate with teachers during planning periods to suggest when and how video can be effectively used," Kirsten explained.

# Impact and Benefits of Video

Video production with WeVideo has had a positive impact on Frisco ISD. Some of the key outcomes include:

- **Greater Engagement:** Students across all grade levels have embraced podcasting and green screen projects, using WeVideo to create content. Kirsten said, *"Podcasts are huge, and we see students of all ages engaging with this format, which has been fantastic for both teachers and students."*
- **More Collaboration:** Video allows students to work collaboratively on projects even if they are not physically in the same space. Kirsten shared, *"We've had students put themselves in their own dioramas and talk through their projects using green screen effects."*
- **Better Efficiency:** The ability to trim and edit videos directly from WeVideo's media bank before importing them into projects has saved time, making the video creation process more efficient. Kirsten mentioned, *"This feature has been mind-blowing for our teachers and has made editing much more efficient."*

## Future Integration and Innovation

The district plans to continue professional development for DLCs and teachers, in addition to exploring new features to meet future needs. Kirsten remarked, *"We have seen an increase in usage, with approximately 15,000 licenses currently active, reflecting the widespread adoption and integration within the district."* By deeply embedding video into its processes, they're building an even stronger foundation, helping them to align with the district's Future-Ready Framework that sees students engaged, supported, and challenged, preparing them to embrace - and respond to - an evolving future.

Kirsten also highlighted the importance of curriculum writing periods, "Each summer, master teachers and digital learning coaches collaborate on curriculum writing, identifying areas where WeVideo can be used to engage students effectively." These master teachers have a good understanding of the Texas Essential Knowledge and Skills (TEKS) standards and ensure that video projects align with these requirements to engage students effectively.

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# Takeaways

For educational institutions considering the strategic integration of video, Frisco ISDs journey highlights the importance of starting small, training staff, and continuously seeking ways to innovate and become life-long learners. Schools can create engaging and meaningful learning experiences that not only align with educational standards but also prepare students for a future that values creativity, collaboration, and tech savvy.

