Interactive video creation sparks creativity and deeper learning in Eastern Virginia school district

WeVideo and PlayPosit offer full-scale video creation and interactive elements to engage students and improve learning retention.

When Sharon Shewbridge became director of instructional learning at Virginia Beach City Public Schools (VBCPS) in January 2020, she faced tight finances, a slew of subject- and grade-specific digital programs, and a pandemic that was about to turn traditional learning on its head.

“We had some great products, but with a limited budget I only wanted to implement products that were going to enhance classroom instruction and student responses, and benefit our students in the long run, not just offer fun,” Shewbridge recalls of her first few months on the job. “When we realized school would be closed longer than anticipated due to the pandemic, we wanted to provide our teachers with something they could use immediately to support building asynchronous and/or synchronous learning. For example, traditionally themed virtual field trips were so popular they had to be rationed.

Shewbridge says. Today the district—which is the 54th largest in the country—has been streamlined. And while time and financial savings were realized, the value of the platforms has been seen in the students, Colohan says.

“Gained a way to broaden student learning experiences and foster their creativity,” Colohan says. “We can see that students are truly engaging in multiple aspects of the curriculum.”

Usage continues to expand beyond the classroom, with human resources and budgeting staff creating training bulks, for example, Colohan notes. The professional development and online tutorials, along with support from the company, have been instrumental to success, he adds.

“It’s so intuitive that folks were running with it within a day or two,” Colohan says of PlayPosit. “Once you get the hang of adding questions, you can go much deeper, but the simplicity and ease of using the product really speak for themselves.”

Evergreen content

Many teachers use PlayPosit for flipped learning and content review, knowing it doesn’t matter when they recorded a particular bulb for it to be effective, Colohan says. “Whether they recorded a lesson or review that day or a year ago, students still have access and can watch as often as they want.”

“We don’t require use of either product, but the usage is high because our teachers love them,” Colohan adds. “We never had any pushback; there was a lot of buy-in from the grassroots level. In fact, if we went into a school and said ‘we’re going to take them away, our teachers would revolt!’”

The decision to implement the two video solutions continues to be validated, Shewbridge says. “WeVideo and PlayPosit are products that are going to benefit our students and teachers in the long term.”

To learn more, go to www.wevideo.com/education