



## **San Bernardino Countywide Vision San Bernardino County School Districts Video Challenge**

### **VIDEO CHALLENGE**

The San Bernardino Countywide Vision Project challenges all San Bernardino County Local Education Agencies (LEA) to produce a one-minute creative, fun and informative video highlighting a school program or activity that promotes literacy, physical activity, public safety, or prepares students for career opportunities. Each of these elements are highlighted in the Countywide Vision's four campaigns, Vision2Read, Vision2BActive, Vision4Safety and Vision2Succeed. Submitted videos will be shared online and on social media outlets.

### **CRITERIA FOR SELECTION**

Videos will be judged by the Countywide Vision Leadership Team made up of representatives from San Bernardino County Schools, the County of San Bernardino, San Bernardino Council of Governments, Cal State University, San Bernardino, and leaders from local business and nonprofits.

The judges will consider awarding videos highlighting programs and activities that can be replicated in other schools; that make an impact or expect to make an impact on students and/or the community at large; and that are innovative and unique approaches to solving a problem.

In order to win the Video Challenge, applicants must demonstrate that the school program or activity in the video is:

- **CONNECTED TO THE COUNTYWIDE VISION**

In 2011, the San Bernardino County Board of Supervisors and the San Bernardino Council of Governments made up of representatives from 24 cities and towns and the County, adopted the Countywide Vision, a roadmap for the future with an emphasis on a number of elements, including education, wellness and housing. The Countywide Vision recognizes each of these elements is interdependent on the other for success. Children can't learn if they are not healthy and safe. Wellness and public safety depend on a healthy economy. The economy will not prosper without a skilled workforce graduating from our schools. For more information on the Countywide Vision project, please visit [www.sbcounty.gov/vision](http://www.sbcounty.gov/vision).

- **REPRESENTS AT LEAST ONE COUNTYWIDE VISION PUBLIC CAMPAIGN**

- The Countywide Vision's first campaign Vision2Read, is a literacy initiative designed to help all children in San Bernardino County read at grade level by third grade, which is a marker of future success. More information about Vision2Read can be found at [www.Vision2Read.com](http://www.Vision2Read.com).
- The second campaign, Vision2BActive, promotes physical activity to improve health and wellness in San Bernardino County. More information can be found at [www.Vision2BActive.com](http://www.Vision2BActive.com).

- The third campaign, Vision4Safety, aims to bring people together to create safer neighborhoods, schools, and workplaces. More information on the Vision4Safety campaign can be found at [www.Vision4Safety.com](http://www.Vision4Safety.com).
- The latest campaign, Vision2Succeed, is an initiative designed to strengthen the skills of the local workforce, prepare them for career opportunities and support and attract businesses. More information can be found at [www.Vision2Succeed.org](http://www.Vision2Succeed.org).

A search of the hashtags #Vision2Read, #Vision2BActive, #Vision4Safety and #Vision2Succeed on social media will show the type of content being shared about each initiative throughout the county on Facebook, Twitter and Instagram.

## **AWARDS**

- First place - \$10,000
- Second place - \$5,000
- Third place - \$2,000

## **DEADLINE**

The deadline for this challenge is 5 p.m. Friday, December 6, 2019.

## **VIDEO REQUIREMENTS**

Videos can be individual, group, classroom or school submissions and limited to one submission per LEA.

The video **MUST** only be one minute long because it will be shared on social media platforms which do not allow for videos longer than one minute.

Sound and picture quality will be considered by the judges.

The video must be in MP4 format and uploaded to Dropbox. Please email David Wert, County Public Information Officer at [dwert@cao.sbcounty.gov](mailto:dwert@cao.sbcounty.gov) for upload instructions and completion of the required releases.

## **POST-CHALLENGE AWARD RULES**

Within one year of an award, the winning schools will be required to report how the award money was used to implement or further the progress of their programs or activities.

## **CONTACT**

If you have any questions, please call Felisa Cardona, San Bernardino County Deputy Public Information Officer at (909) 387-5429 or email her at [Felisa.Cardona@cao.sbcounty.gov](mailto:Felisa.Cardona@cao.sbcounty.gov).