

ANIMATED LCAP VIDEO

A new standard for California education engagement.



From the team that brought you the LCAP Infographic comes another tool for better stakeholder engagement. In an era where attention spans are shrinking at a rapid pace (from 5 minutes in 2008 to less than 8 seconds now), and stakeholders are bombarded with a constant stream of distractions (5000+ ads per person per day), it is critical to quickly capture and hold your audience's attention. Gobo's Animated LCAP Video does that and more, efficiently communicating critical LCAP content, and underlining your District's good work.

Some of the 95+ School Districts & COEs our tools have helped:

Antelope Valley UHSD	Huntington Bch.UHSD	Pomona USD
Bear Valley USD	Kern HSD	Riverside USD
Brawley ESD	Lake Tahoe USD	Saddleback Vly. USD
Capistrano USD	Literacy First Charters	San Bernardino COE
Carlsbad USD	Los Angeles USD	San Francisco USD
Folsom-Cordova USD	Marin COE	Sonoma COE
Fremont USD	Orange COE	Ukiah USD
Hesperia USD	Placer COE	Yolo COE



SEE A SAMPLE / GET STARTED:

goboinfo.com/lcapvideo/



7 LCAP Video Benefits

- 1.) An **easy, scaffolded approach to engagement** that leads to greater comprehension with complimentary tools like the LCAP Infographic
- 2.) Engineered to **maximize attention and increase understanding** through optimized length and proprietary design
- 3.) Appealing to younger demographics, encourages viral sharing, and helps **amplify and broaden District messaging** and reach
- 4.) Scientifically proven to fully activate the brain's excitatory neurons using vivid visuals and pleasing sound that triggers positive emotions as well as **visual and audio learning modes**
- 5.) Beneficial for a **variety of uses**: on websites, email, social media, front office monitors, and presentations
- 6.) Another way to help **satisfy ADA limited vision requirements** with audible narration
- 7.) Especially **cost effective**, professional animation that frees up staff time and reflects well on District leadership

