

**2015 Videographer Awards**  
**Category 5. Documentary**  
**Entry Title: California Educators: Dr. Genevieve Shepherd**  
**California State Teachers' Retirement System**

**Introduction**

CalSTRS, the California State Teachers' Retirement System, provides retirement, disability and survivor benefits for the state's public school educators and their families.

In 2013 CalSTRS celebrated its 100<sup>th</sup> Anniversary. As part of this celebration, Executive staff gathered with a large group of members who were either 100 years and older, or had more than 50 years of service. The event was held at our new Glendale Member Service Center. One of the speakers at this event was a longtime Los Angeles educator, Dr. Genevieve Shepherd, who had over 55 years of service at the time. Her message and presence was so inspiring, Communications staff was asked to develop a personal profile video with a goal of sharing Dr. Shepherd, her message and the enduring value of educators with other CalSTRS members.

**Challenges**

The first and largest challenge was capturing the energy, presence and message of this unique individual. It's always logistically difficult to shoot in a school, but after much planning and assistance from Dr. Shepherd's employees, we were able to videotape and interview a variety of situations and people involved in her hectic day. We visited classrooms, followed her on the playground (where she was treated like a piper) and captured an outdoor assembly.

The second main challenge was self-imposed. We felt it would be more impactful if we had real people tell her story, without a narrator. To do this we interviewed a number of her colleagues and friends to round out her own explanations and stories, then wove the sound bites into a logical narrative.

All video production work was done in-house by CalSTRS staff. Travel expenses for two CalSTRS staff members were the only external costs incurred during the production.

**Target Audience**

The target audience for the project was CalSTRS members, stakeholders and interested general public. CalSTRS currently serves 868,000 members and their families.

**Effectiveness, Impact and Results**

The video has been viewed over 400 times on YouTube, mostly via CalSTRS.com. While 400 views may not seem like a huge number, for a CalSTRS product, only a couple of other videos have exceeded that number. In addition, Dr. Shepherd

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indicated that she has received calls from all over the country congratulating her and asking about the video.

We certainly met our original objectives. The video was so well received that CalSTRS Executive staff urged us to make it into the first of a series we named *California Educators*.

The video is available online at <http://www.calstrs.com/video/california-educators-dr-genevieve-shepherd>.