

The CNUSD Career Technical Education Youth Apprenticeship Program video's purpose is to highlight the opportunities our CTE students have in furthering their careers at an early age with on-the-job training and paid work-based learning, while still in high school. With the ultimate goal being the growth of this new initiative and inspiring younger students to start thinking of the future early. The video has been used on the district's social media platforms (Facebook, Instagram, X, LinkedIn, YouTube), the Connection Newsletter, district website, Board of Education presentations, state and national conferences, and school visits that the CTE department participates in. The target audience is our community, students and parents looking to kickstart their children's careers early through apprenticeship. This video is supporting effective communication by showcasing what opportunities are available to our students and highlighting the investment Corona-Norco itself is making by hiring a large volume of apprentices as Paraeducator Assistants in hope of helping improve the declining interest in the teaching profession. The outcomes this video achieved include broad support, admiration, and inspiration of the CTE department's focus on the program to get our students college, career, and world ready. In addition, we have seen an increase in our apprenticeship program enrollment.