

This video's purpose is twofold: to highlight the tremendously effective and successful Career, Technical, and Agricultural Education (CTAE) pathway programs in Gwinnett County Public Schools, and to celebrate the hard work of the 26 students named GCPS 2025 "CTAE Student of the Year" (SOTY) for each of their local schools. In the run-up to the SOTY awards ceremony, nominees come to the GCPS TV studio where they are interviewed to reflect on their successes and to voice their post-graduation aspirations. This is followed by filming structured but playful moments with each student. Collecting these different expressions of students' identities, we craft an engaging glimpse into these teens' bright futures to inspire both fellow students and families alike. The theme of this year's video was "When I Grow Up...", and was designed to juxtapose student's joyful play and childlike wonder, with their robust future ambitions which span complex fields like neuroscience, engineering, and finance. This video uses engaging, dynamic storytelling techniques to convey students' personalities while also reinforcing key messaging important to the GCPS CTAE program. Students in the video laud the diverse career and networking opportunities that the CTAE program provides and how well prepared they feel for their post-secondary options. The target audience of the video is clearly defined and reached. The video aims to speak to and inspire future CTAE students. Its dynamism, fast-paced editing, and graphics appeal to students, as was demonstrated by the students' positive reactions to the video upon viewing during the event. The video first played at a live CTAE Student of the Year event to a room full of students, parents, teachers, and administrators all of whom showed great enthusiasm for the video during and after its screening. We've heard from several people within the district that this is an exemplar video, with one leader in the district central offices exclaiming that this is "one of GCPS TV's best videos ever." The video has been shared with district staff and community members through social media posts, newsletters, and the district website. The video was also shared on GCPS TV platforms: Vimeo, our website, our app, and our channel. The GCPS CTAE program also had great positive response to the video, calling it their "best CTAE video yet." Several members of the CTAE leadership were moved to tears when they first viewed the video. The CTAE program has shared the video directly with each featured CTAE student and with their parents. The CTAE program plans to also share the video with

all CTAE department chairs, encouraging them to share with their teachers and stakeholders as well.