

"Explorative Pathways for Innovative Careers 'EPIC' Campus" introduces students, families, industry partners to its innovative career and technical education (CTE) opportunities. This state-of-the-art facility offers authentic learning experiences that prepare students for college and career readiness. The EPIC Campus video highlights its seven career pathways, concurrent enrollment options, industry certifications, and work-based learning opportunities. Through powerful visuals and testimonials from students, staff, and industry partners, the video emphasizes how EPIC Campus empowers students to develop skills, earn college credit, and build professional connections. This video serves multiple strategic purposes:

- Engaging prospective students and families by showcasing EPIC's unique, dynamic learning environment.
- Strengthening industry partnerships by illustrating how business can engage with students through mentorship, internships, and career pathways.
- Expanding awareness beyond district boundaries by encouraging families from outside the district to consider EPIC Campus and Littleton Public Schools.

EPIC Campus has redefined career exploration and preparation within Littleton Public Schools. This video captures this excitement and innovation while inspiring students to explore EPIC's unique educational experiences. The LPS Communications team played a crucial role in the project's success, managing video shoots across multiple locations, coordinating testimonials, and ensuring consistent messaging. The team meticulously crafted a compelling and cohesive story, handling sound mixing, animation, and video editing to create an engaging and visually dynamic experience.

Video Uses:

- Featured on the EPIC Campus website's "Welcome" page and integrated into broader marketing efforts.
- Shared during eighth-grade tours as students begin exploring high school options.
- Shown to some fifth graders ahead of their EPIC Campus tour.
- Presented to high school students during course registration planning.
- Frequently viewed by parents researching EPIC's programs for their students.
- Used by Principal Travis Amonson when meeting with organizations like Rotary and PTO groups, as well as potential industry partners, to showcase EPIC's facilities, students, and equipment.
- Promoted on LPS and EPIC Campus social media platforms.
- Distributed via the districtwide newsletter, "LPS Latest," which reaches approximately 17,000 community members, including city council and law enforcement officials.