

The purpose and outcomes of telling Morgan McMillan's story are multifaceted. This video upholds the Northeast Tech mission statement promise to our stakeholders, including taxpayers, staff, students, elected officials, partner schools and alumni, that we are preparing individuals for successful careers. Morgan enrolled in our Adult Education Truck Driver Training program, completed the course, passed her exam, and was hired three days later. We don't just graduate students - we graduate exceptional, groundbreaking students who are not afraid to be "the first" at anything. This video was also shown to the Northeast Tech School Board as part of an adult education showcase. Doing so drove home the value of this and other adult education programs just like it from our Business and Industry department. Due to the success of our graduates and telling their stories, like with Morgan in this video, the NT School Board has approved an expansion of the program with a second location on another campus. With an opportunity to tell such a unique story, we also published it to all our social media channels including the Northeast Tech Facebook, Instagram, YouTube, and X channels. Outcomes of this particular social media asset include a combined count of approximately 6,000 views across all social channels and over 15 hours of watch time, as well as 2.7x more shares and 2.3x more reactions than our average posts. By sharing socially, we effectively communicated our message by reaching many of our aforementioned stakeholders all at once. In the Northeast Tech Communications and Marketing department, our biggest goals are to tell the Northeast Tech story and to create value for our organization in the eyes of the community. By creating this video asset, our department was able to accomplish both goals to internal and external stakeholders.