

"High School Dual Enrollment at STC" is an engaging recruitment video created for Suncoast Technical College (STC), a vital part of the Sarasota County School District, to highlight the benefits of its dual enrollment program. This program enables high school students to take college-level courses and earn both high school and postsecondary credits, giving them a head start on their career goals. The video features the success stories of four alumni who used this program to launch their respective careers in graphic design, diesel mechanics, salon ownership, and construction management. Designed to appeal to both high school and middle school students, the video offers peer-driven testimonials from recent alumni who are thriving in their careers. These relatable stories help prospective students envision their own success at STC, making it clear that they too can achieve their goals through this program. In addition to being an effective recruitment tool for students, the video also serves to reassure parents and community members about the value of the dual enrollment program. By showcasing the tangible outcomes of the program, it demonstrates that STC provides an accessible, affordable, and effective pathway to gain real-world experience, build career-ready skills, and earn professional credentials while still in high school. Filming took place on STC campuses, where we captured interviews that give prospective students a dynamic view of the school's environment, avoiding the typical walk-through campus tour video. To further connect the stories to real-world success, b-roll footage was shot at each alum's workplace, showing where they now work and how their education at STC has helped them excel in their career field. The video was shared on YouTube, Facebook, Instagram, the Sarasota County Schools (SCS) website, and through email and text messages to SCS families, reaching over 4,000 people and generating nearly 3,500 views. Key metrics include: - Total Views: 4,021 - Total Reach: 3,400+ unique individuals - Total Engagement: 334 interactions, 4 link clicks, 2 shares, 1 save - Total Watch Time: 23+ hours across all platforms As a crucial part of STC's recruitment strategy, the video contributed to an increase in applications and helped the school reach its maximum enrollment for the year. It also featured a call-to-action with a link to the dual enrollment program's website and an "Apply Now!" graphic at the end, encouraging viewers to take the next step toward their future. Through its success, the video not only promoted STC's dual enrollment program but also set a new standard

for how peer-driven, engaging content can inspire students to take action and pursue their educational and career goals.