

NSPRA Media Excellence Awards Submission - Video "Pathway Journeys - Health Science Academy"

**Purpose** The goal of our Health Science Academy (HSA) video is to highlight a valuable partnership between local businesses and an innovative educational pathway that prepares students for careers in healthcare. By showcasing this collaboration, we aim to attract and retain students for the academy while encouraging more local businesses to partner with us, broadening the career opportunities available to students. The HSA is a two-year program that equips high school juniors and seniors with the skills and knowledge necessary for success in healthcare-related fields. The program connects coursework to real-world healthcare applications and offers students hands-on experiences, including job shadowing, clinical opportunities, labs, and internships. They receive valuable mentorship from healthcare professionals and have the chance to earn certifications and dual credits, giving them a competitive edge.

**Where and When It's Being Used** The video has been shared widely through our eNewsletter, across social media platforms like Facebook, Instagram, LinkedIn, Nextdoor, and YouTube, as well as through district and school websites and email marketing platforms. It has also been used during presentations to current and prospective HSA students and community partners.

**Target Audience** Our target audience includes school staff, families of current and prospective students, community members (even those without children or with children of school age), and potential local educational partners, all of whom play an essential role in the program's success.

**How It's Supporting Effective Communication** We continue to evolve our communication strategy to engage staff and the community effectively. By actively seeking input on content and delivery methods, we ensure that our communications showcase district programs and highlight the people who make them successful. Through our ongoing efforts to strengthen relationships with our school community, we aim to maintain high levels of support while ensuring communication is effective internally and externally. After conducting a communications audit last year and responding to feedback from families, staff, and the community, we've focused on three key areas: highlighting unique opportunities, celebrating staff, and building stronger community partnerships.

**Outcomes Achieved** The response from Career and Technical Education stakeholders has been overwhelmingly positive, and the video has generated impressive

engagement. It outperformed much of our other content on social media by 25%, with over 10,000 organic views and strong viewer retention throughout the video. Since its release, we've seen interest increase from students eager to join the academy.