

**Purpose** This video serves as a dynamic promotional tool for Troy High Schools nationally recognized Troy Tech program, highlighting its rigorous academic pathways, diverse extracurricular opportunities, and strong sense of community. The video showcases how Troy Tech prepares students for collegiate and career success, featuring six specialized pathways: Computer Science, Cybersecurity, Business, Engineering, Media, and JROTC. Through student testimonials, hands-on experiences, and a glimpse into the school's vibrant culture, the video captures the transformational impact of Troy High Schools educational experience.

**Where and When It Is Being Used** This video is a key recruitment and promotional tool, used in: Troy High Schools website, social media, and digital outreach to attract prospective students and families. School orientations and open houses to showcase the depth of academic and extracurricular programs. District presentations and board meetings to highlight the programs success and impact. Educational conferences and career fairs to position Troy Tech as a leader in specialized education. Community and industry partnership meetings to reinforce connections between Troy Tech and leading employers. It plays a critical role in enrollment marketing, driving interest before and during application periods, while also celebrating the programs impact throughout the school year.

**Target Audience** This video is designed for prospective students and families seeking an advanced, career-focused high school experience. It also targets educators, school administrators, and district leaders looking to promote specialized academic programs. Industry partners and post-secondary institutions benefit from seeing how Troy Tech cultivates college- and career-ready graduates, while alumni and community stakeholders engage with the school's continued excellence.

**How It Supports Effective Communication** The video effectively conveys the prestige, rigor, and culture of Troy High School through:

- Student testimonials Authentic perspectives from students on how Troy Tech shaped their academic and career paths.
- Engaging visuals and hands-on learning experiences Showcasing advanced coursework, internships, and real-world applications.
- Compelling storytelling Emphasizing personal growth, community, and opportunities beyond the classroom.
- Clear, high-energy messaging Reinforcing how Troy Tech prepares students for top universities, competitive industries, and lifelong success.
- Captions for accessibility Ensuring the video is engaging for all audiences.

Expected Outcomes As this video is actively used for promotion, it is expected to: Increase applications and enrollment by demonstrating Troy Techs elite academic pathways and competitive advantages. Strengthen student and family engagement, reinforcing Troys reputation as a top-tier high school choice. Attract industry partnerships and internship opportunities, showcasing how students gain real-world experience and certifications before graduation. Enhance Troy High Schools national reputation, positioning the program as a leader in STEM, leadership, and career-focused education. Foster a deeper sense of community and pride, celebrating Troys unique student body and dynamic extracurricular landscape. By capturing the academic rigor, student achievements, and unparalleled opportunities Troy Tech offers, this video serves as a powerful tool for recruitment, engagement, and long-term program success.