

The purpose of this video was to highlight a student in the Career and Technical Education program at SWBOCES. It aims to showcase the opportunities available not only in that program but in others as well. A student's firsthand account provides invaluable insight for potential students. Our target audience includes prospective students, their families, and educators who guide them in career exploration. By featuring a real student's journey, the video creates a relatable and engaging narrative that speaks directly to those considering career and technical education. This authentic storytelling approach fosters a deeper connection and enhances effective communication about the programs. The video was met with overwhelming support. The Eastchester School District was thrilled to see one of their students featured, reinforcing the value of career and technical education. The positive response has sparked a growing demand for similar videos showcasing students in various programs, further highlighting the impact and opportunities these programs provide.