

**Background/research/situation analysis** Each winter, students at the Columbia Area Career Center (CACC) transform their classroom skills into festive creations during the annual Poinsettia, Wreath, and Swag Sale. This initiative allows students in the floral design program to apply their learning to real-world projects while spreading holiday cheer and engaging with the local community. Students like Charlie Gandt gain hands-on experience in crafting wreaths using real, seasonal greenery, while also developing business and design skills. Led by agricultural educator Austin Dehaven, the project emphasizes not just floral artistry but also essential business concepts such as calculating costs, weighing bundles, and understanding design principles. Research into career and technical education (CTE) highlights the importance of experiential learning. This project not only enhances students' technical knowledge but also fosters creativity, problem-solving, and entrepreneurial thinkingskills that are crucial for success in the workforce.

**Goal** To show our community how CACC Floral Design students incorporate real-world learning experiences to enhance technical, creative, and business skills while engaging in a festive holiday tradition. Increase community engagement and awareness of the CACCs floral design program.

**Objective** Share the Story (Create Awareness) This video will showcase students creativity, craftsmanship, and dedication as they design and sell holiday wreaths, swags, and poinsettias. Featuring interviews with students like Charlie Gandt and educators like Austin Dehaven, the video will highlight the hands-on learning process, the challenges and rewards of the project, and the joy of creating something beautiful for the community. The video will be distributed through CPSTV, social media, newsletters, and the CACC website to maximize engagement. It will serve to promote the sale, celebrate student achievements, and reinforce the value of experiential learning within CPS.

**Key Messages**

1. Opera as a Learning Tool: Opera enhances critical skills like reading comprehension, story analysis, and cultural awareness.
2. Accessibility in the Arts: Opera is for everyone, and through creative teaching methods, it becomes an engaging and approachable art form for students of all backgrounds.
3. Community and Connection: Experiencing live opera performances connects students to global cultures and enriches their educational journey.

**Strategies** How to meet your objectives.

1. Digital Storytelling: Produce high-quality video content including interviews with students and teachers that

seamlessly blends event coverage with personal testimonials, ensuring the story is both engaging and informative. 2. Multi-Channel Distribution: Air the video on CPS-TV and promote it through internal newsletters and encourage attending schools to share the video on owned social media channels to maximize reach. 3. Engagement: Using the CPS-TV distribution platform, capture viewership information. Evaluation How will the effectiveness of the plan be measured/evaluated (output, impact and outcome). Was the objective met? What needs to change going forward? Since airing on December 10, 2024, the viewing audience has watched the story 782 of times. Additionally, it has been viewed 55 more times since on-demand viewing became available: The video was also shared on the Sharing the Gold internal newsletter.