

Two things I heard when I started in my current position as Communications Officer at Hunterdon Central Regional High School in July 2024 were: 1) we need to communicate better and 2) we don't market ourselves or brag about our achievements enough. Thus, this marketing video was born! The video was created with 8th grade students and their families as the target audience. The video was to be shown at our visits to the middle schools and to 8th grade parents/guardians at an Open House in January 2025 prior to scheduling courses for the 2025-2026 school year. As a regional high school district, we receive students from five different municipalities (four different sending elementary districts). The main purpose of this video was to showcase some of the great aspects about Hunterdon Central, from our huge course selection to clubs to sports to our awards, and to build excitement for the 8th graders to advance to the high school. Since the video was to be shown to 8th graders, we also asked current seniors to provide some advice on what they wish they knew as freshmen to help quell fears for 8th graders about going to a much larger school. The video was well received by audiences and it gave us a chance to brag a little! The video was shown during slide presentations at the middle schools and parent Open House and now resides on our Class of 2029 webpage. The video has since been shortened to become a public service announcement aired during halftime in some of the live streams of our varsity sports events. Footage was provided by Hunterdon Central Television programmer James Johnson, script created by Maren Smagala, Communications Officer, and the final editing was completed by Class of 2026 student James Wiegand. This is just our first step towards improving our marketing tactics and getting students excited about coming to Hunterdon Central!