

Research The College Now program at Madras High School provides students with the opportunity to earn college credits while in high school, allowing them to graduate with close to an associates degree at no cost. This saves families thousands of dollars in tuition while preparing them for their future.

Purpose & Audience The video was developed to inform students and families about this opportunity, increase enrollment in College Now courses, highlight the programs long-term benefits, and highlight the growth and success of the program. Our target audience included: Current high school students who may not be aware of the opportunity or feel unsure if theyre ready. Families: They play a key role in working with their students and guiding them to make the best choice for their future. We emphasized the advantages to this group. Staff: We want our own staff, outside of MHS, to be aware of the opportunities for our students. One of the best ways to spread the word of programs in schools is to have a well-informed staff. Community: We want our community to be aware of the opportunities we are providing.

Narrative The video is told entirely through the voices of students, teachers, and the principal. This approach creates a personal connection with the audience. Our students talk about the workload and rewarding aspects of the classes. They encourage students to try the courses. Our teachers talk about the classes and their benefits. Lastly, our principal is the guiding voice throughout, emphasizing the success and growth of the program, the financial and academic benefits, and encourages students to learn more about the courses.

Planning Our pre-production process included: **Storyboarding & Scripting:** We structured the video around key themes: Program overview, academic rigor, financial benefits, student testimonials. We focused on this structure to ensure our audience was receiving pertinent information. **Interviews:** We selected three students, three teachers, and the principal, each offering a unique perspective. **B-roll:** The teachers and myself worked together to identify the best days for filming in class. The video is from the classrooms of the three teachers.

Implementation Production The video integrates high-quality visuals, crisp audio, and polished editing to keep the audience engaged. The energy of the classroom is brought out on video thanks to pre-planning and picking some of the best days to film in class. Subtitles in both English and Spanish are provided.

Creative Elements On-screen graphics introduce interviewees and emphasize key facts like the growth over the years. Smooth

transitions and background music add a polished, professional feel. This video was produced entirely in-house. Evaluation Audience Feedback/Engagement Metrics/Demonstrated Impact Early: We just released this video. The plan was to have it ready for a Family Engagement event centered around the College Now Program on Wednesday, February 26. Social Media & Website Engagement: The video received good engagement on our districts social channels. Internal Response: Teachers and students have shared they were excited to be a part of the video and loved the outcome.