

The Pierce County Skills Center (PCSC) provides students with hands-on, career-focused education that prepares them for success in high-demand industries. To highlight the breadth and impact of its programs, we created a dynamic video that takes viewers inside PCSC classrooms, featuring firsthand perspectives from students and teachers. The purpose of this video was to showcase the diverse learning opportunities available at PCSC, from healthcare and culinary arts to aviation, construction, and information technology. By visiting multiple classrooms and speaking with more than a dozen students and teachers, we captured authentic stories that illustrate how PCSC equips students with real-world skills, industry certifications, and pathways to future careers. This video is being used across multiple platforms, including the district and PCSC websites, social media channels, and PCSC's YouTube Channel. It has also been shown in classrooms and shared with middle and high school counselors, prospective students, and families to generate interest and encourage enrollment. Additionally, PCSC has incorporated the video into outreach presentations and career fairs, making it a key tool for engaging both students and industry partners. Since its release, the video has been well received, with strong engagement on social media and positive feedback from students, educators, and community members. Viewers appreciate the authentic student testimonials and the clear, visually engaging representation of PCSC's hands-on learning environment. By giving voice to students and educators, the video effectively communicates the value of career and technical education, helping to inspire the next generation of skilled professionals.