

The video showcases how students with Individualized Education Programs (IEPs) are thriving through Youth Apprenticeship programs, providing hands-on learning experiences that build confidence, develop real-world skills, and create pathways to meaningful careers. Through firsthand accounts from students, parents, educators, and mentors, the video highlights the transformative power of focusing on strengths and providing opportunities for independence. The target audience includes students with IEPs and their families, demonstrating how these apprenticeship programs can help students overcome challenges while preparing for future success. By sharing real success stories, the video aims to inspire both students and parents, reinforcing the district's commitment to ensuring all learners have access to valuable career pathways that align with their abilities and aspirations. The video is being used at the state level by the Wisconsin Department of Instruction as part of its career pathways initiatives, broadening awareness of opportunities for students with IEPs. Additionally, four educational service agencies across the state are incorporating the video into their Youth Apprenticeship programs, expanding its impact. At the local level, school district counselors are utilizing the video in career counseling sessions and sharing it directly with families of students with IEPs, helping them explore the possibilities available to their children. This strategic distribution ensures the video serves as an effective communication tool, reaching a diverse audience through multiple channels. By using storytelling to illustrate real student success, the video engages viewers emotionally and provides a clear, compelling message about the benefits of Youth Apprenticeships. It also strengthens advocacy efforts by showcasing the positive impact of these programs on students, families, and the workforce. In a short time, the video has significantly raised awareness of career pathways for students with IEPs. The schools featured in the video were part of a pilot program, and its success has sparked interest from more than 30 additional districts looking to develop similar opportunities for their students. As a result, the video has helped drive meaningful conversations and actions,

ensuring more students with IEPs have access to programs that empower them to succeed in both school and future careers.