

The Socorro ISD Career and Technical Education (CTE) Program video serves as an in-depth profile that highlights two of the district's exceptional CTE programs. This engaging video provides a detailed look at the Libertas Academy for Law, Government, and Public Administration at Americas High School and the Health Professions Academy at Socorro High School. The video showcased the specialized education and hands-on learning opportunities that students in these programs receive. The target audience was parents and students who attended the Career and Technical Education Parent Night meetings, where the video debuted as the opening piece to the events. The video introduced parents and families to the diverse CTE programs available within the district. It also was featured on the CTE website to further engage visitors and inform interested students and parents. Additionally, the video was shared across the district's social media platforms, increasing visibility and providing a broader audience with insight into the valuable opportunities offered by these academies. The music was licensed through [Triplescoopmusic.com](https://triplescoopmusic.com). The response to the video was overwhelmingly positive, with district stakeholders expressing appreciation for the informative experience shared by the students in the program themselves. The video gained widespread attention, accumulating more than 760 views and 16 hours of watch time on YouTube, demonstrating significant engagement and interest in the CTE programs.