

To raise awareness and drive enrollment for two new dual-enrollment programs at Hollister High School, District Communications Officer and contracted videographer Conner Stevens produced a video series highlighting the Early College Academy and the Academy of Health Science. These programs, which launched in August 2024, offer students a head start on their college and career paths, while also offering dual enrollment credit at a junior college. The Early College Academy equips students with the skills and discipline needed to thrive in a higher education setting while allowing them to earn college credit during high school. The Academy of Health Science not only prepares students for careers in the medical field but also helps address the growing need for skilled healthcare professionals. Each video in the series showcases students actively engaged in hands-on projects, providing an authentic look at the dynamic learning environments within both academies. In addition, student and teacher testimonials highlight the programs impact, reinforcing their value for both academic and career readiness. To maximize visibility, we shared the videos across multiple platforms, including Instagram, Facebook, and X, as well as the school newsletter, ParentSquare messaging, and the school website. This multi-channel approach ensured that students, parents, and the broader community could access and engage with the content. Both programs enrolled full freshman cohorts in their inaugural year, and interest for the upcoming academic year continues to grow. Current enrollment projections indicate that both programs will once again reach full capacity. The success of this video series demonstrates the power of strategic storytelling in public education outreach, effectively communicating the opportunities available to students while strengthening community engagement. These videos not only served as a promotional tool but also as a testament to Hollister High Schools commitment to innovative, future-focused education. By highlighting real student experiences and tangible academic benefits, the series successfully inspired students and families to take advantage of these transformative opportunities.