

**OVERVIEW** Highline Public Schools is committed to providing students with engaging, empowering and challenging academic experiences. Our Schools of Choice video series showcases the three of the districts specialized schools, each designed to help students explore career-focused pathways and cultivate their unique interests. This series captures firsthand student experiences, illustrating how these innovative learning environments prepare students for success beyond high school. Through internships, hands-on learning, and college-credit opportunities, students in Highlines Schools of Choice programs gain the tools they need to thrive in their chosen futures. URL: <https://gethps.info/socshowcase>

**RESEARCH** Highlines 10 schools and programs are designed to offer a diverse range of learning experiences. Whether focusing on technology, healthcare, maritime industries or virtual learning, these programs align with the district strategic priorities. Students must apply for their preferred school. A lottery system is in place for schools that receive more applications than available space. Some schools have long waitlists, while others do not meet capacity. To market three of our schools that seek more applicants, we decided to feature them in a video series, using student voice to drive the series. Additionally, our statistically significant community poll\* found 97% of residents value career preparation and Career and Technical Education (CTE) programs. The poll revealed residents find it important for the district to prepare students for immediate employment, apprenticeships or further training in trades after graduation. We emphasized this key message in our video series to market these programs to our broader community and build support. \*The poll was conducted in June 2024 and surveyed 402 respondents, with a margin of error of 4.9% at the 95% confidence level.

**GOAL** Create a video series that highlights Highlines Schools of Choice programs, demonstrating their impact on student success and showcasing how personalized learning pathways empower students to shape their futures.

**PLANNING** The concept for the video series emerged from Highlines commitment to increasing awareness of specialized learning opportunities. Three schools and programs were selected to feature diverse student experiences: -Big Picture High School -Maritime High School -CHOICE Academy Pre-production in October and November 2024 involved interviewing students, principals and program leaders. One student per school was chosen for the video series. Filming in

early December 2024 showcased hands-on learning at the three school sites. Editing occurred over several weeks in December and January. The final videos were released in January 2025.

**AUDIENCE** Current and prospective Highline students and families    Highline educators, school leaders and staff    Community partners and local industry leaders    Broader community and stakeholders invested in career-connected learning    **IMPLEMENTATION** The Schools of Choice

video series was distributed across several platforms to maximize its reach and engagement:

-School websites and district homepage    -Social media campaign    -Community-facing email newsletter    -High school open houses and recruitment events    -Intranet news article    -Targeted outreach to middle school families    -Q Card mailer to 67,000+ households    **EVALUATION &**

**SUPPLEMENTAL MATERIALS** (Please see attached files to learn about outcomes)