

**Purpose of the Series:** The A.S.P.I.R.E. Series was created to showcase Ohio Hi-Point Career Centers core values of Accountability, Service, Prepared, Innovation, Relationships, and Engagement. Career education has transformed over the past 50 years, offering students incredible opportunities. For many, seeing is believing, and this six-part series brings OHPs story to life through the stories of students, staff, business partners, and community members. The goal is to raise awareness about OHP, positioning it as a place to learn, work, and collaborate whether as a student, educator, or business partner.

**Where and When It Is Being Used:** The series is featured on our "About Us" and "Employment" webpages, with all hiring ads and materials directing candidates to these pages. Additionally, QR codes linking to the series on our YouTube channel are embedded in recruitment marketing materials for potential students and families. The videos are also on our Facebook, Instagram, and LinkedIn channels. The series was rolled out in the fall of 2024 with teasers and promos, and one episode was released each week.

**Target Audience:** The A.S.P.I.R.E. Series reaches two primary audiences. First, our staff especially new employees who gain insight into our story and core values. Second, our community, which has witnessed the evolution of career education over the past 50 years. These videos showcase that transformation and the opportunities available to students today.

**How It Supports Effective Communication:** Video storytelling allows us to communicate our core values and culture more effectively. The series highlights student success, alumni achievements, and business partnerships, reinforcing OHPs role as a leader in career education and a valuable partner to our communities and school districts.

**Outcomes Achieved:** This series has reinforced OHPs reputation and strengthened our community engagement. The six-part video series has been viewed over 17,500 times on Facebook and 1,000 times on YouTube. It has contributed to positive outcomes in several areas:

- **Enrollment Growth:** We had a record-high number of 357 accepted junior students for next school year (up from 330). Satellite programs have also grown, with our total satellite program population reaching over 4,000 students.
- **Work-Based Learning Expansion:** Nearly 200 OHP Campus students have secured placements with local businesses during the school year, up from 125. Participation in our 1x1 program increased to 47 businesses offering paid student positions, compared to 25 last year.
- **Hiring Interest:** While staff

retention remains steady, applications for open positions have increased significantly. Most positions now receive 5-8 applications, with some administrative roles seeing higher numbers. The full series can be found here:

[https://youtube.com/playlist?list=PLxNp1-oMjeC0Wat\\_AUG24IHnCmUyevnLL&si=xMDtiUIHbLsEzZf](https://youtube.com/playlist?list=PLxNp1-oMjeC0Wat_AUG24IHnCmUyevnLL&si=xMDtiUIHbLsEzZf)

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