

The Hawthorne School District has found itself losing a significant number of rising freshmen to a nearby high-tech charter school. As one of the strategies to highlight Hawthorne High School and bolster its image, three video profiles of students were created to show the different pathways available. The students speak about their decisions to attend Hawthorne High School, the character and spirit of the school, and caring faculty members that have influenced them. These well-spoken, popular young adults are perfect ambassadors of Hawthorne HS; they show how with nurturing and support, Hawthorne High School students can tailor their own education and navigate their own unique paths forward. The videos have been shown at parent informational meetings, screened at BOE and PTA meetings, shared via social media, and posted on the district website. The footage was recorded in a single day with a crew of three.