

The Albertville Innovation Academy pathway video series was created to showcase our brand-new magnet school, highlighting its state-of-the-art programs and opportunities for students. Designed for prospective students, families, community members, and donors, the series provides an inside look at the academy's career-focused pathways. Each video effectively communicates our key message: AIA prepares students for both college and workforce success through hands-on learning, industry partnerships, and cutting-edge technology. The content is clear, engaging, and informative, reinforcing the district's commitment to innovation and excellence in education. Through consistent branding, compelling visuals, and authentic student and educator perspectives, the series successfully captures the academy's mission while inspiring future enrollment and community support. As a result, parents and the community are better informed, enrollment is strong with full classes, and the videos have played a key role in breaking outdated stigmas surrounding career and technical education.