

The primary objective of these videos is to educate the public about the exceptional programs offered at our Waterloo Career Center (WCC). They are designed to showcase the full range of opportunities available highlighting the benefits of taking college-level courses at the high school level while featuring authentic testimonials from students who are thriving in these programs. By doing so, the videos demonstrate how our innovative curriculum not only enhances academic rigor but also prepares students for future career success. Our approach for this project was to create a comprehensive video catalog showcasing the diverse programs offered at the Waterloo Career Center (WCC). Each video is kept under two minutes to ensure they remain engaging yet informative. We meticulously planned each shoot to capture dynamic b-roll and highlight the many diverse faces at WCC, including students who are open enrolled from other districts demonstrating the excellent cooperation between our districts. To maintain consistency and clarity, we developed a set of standardized interview questions. Each video features a brief course description, insights on why a student should take the course, college-level benefits, and authentic testimonials from students, all while showcasing hands-on learning. As one student remarked during an interview, These videos helped me decide which courses to register for, reinforcing the direct impact of our approach. We plan to include these videos as QR code links for each program in the future Waterloo Career Center Program Guide. These videos not only support registration and promote WCC programs, but they also serve as valuable tools during school tours and 8th-grade recruitment events, giving prospective students a genuine glimpse into our vibrant learning environment. Through this project, we have effectively created an engaging and informative library that highlights our commitment to innovation, collaboration, and the infinite possibilities available at WCC. These three videos were the new programs added to our current catalog containing the other programs. We also used a service called Rev.com to get all of our videos closed-captioned to ensure accessibility for all. Our content was distributed across key social media platforms, with a targeted focus on maximizing viewership on Facebook. On average, our Facebook posts achieve approximately 3,000 views, although engagement remains minimal, while our Instagram audience continues to grow steadily. Additionally, we have begun incorporating LinkedIn for feature pieces to

not only engage our current followers but also attract potential new employees. This multi-platform approach underscores our commitment to reaching diverse audiences and driving meaningful engagement. We're really just establishing a baseline this year for video traction on this platform. This content was disseminated across our social media platforms, with the anticipation of the highest viewership from Facebook. Combining all 3 videos posted on social media, we found: Facebook, reached 12,772 views, 6,806 reaches 169 reactions Twitter 376 impressions and 9 engagements YouTube 5,100 views with 454 views LinkedIn: 207 Impressions