

This project featured a powerful four-part testimonial video series highlighting the impactful collaboration between Region One Education Service Center and rootEd Alliance. The rootEd Alliance program strategically places college and career advisors within rural high schools, guiding students toward graduation, economic stability, and career success. Our video series aimed to support authentic personal stories of growth, not only from the student but the dedicated advisors as well. Engaging the Rio Grande Valley community, rural districts, parents, grandparents, and students alike. Our team collaborated closely with Monte Alto ISD, Edcouch-Elsa ISD, Point Isabel ISD, and Rio Grande City Grulla ISD, identifying key narratives that illustrated the essential support provided by rootEd advisors. Emphasis was placed on authentic storytelling, spotlighting genuine interactions between students and advisors to resonate with our targeted audience effectively. Each part of the video series was thoughtfully produced, focusing on heartfelt testimonials from students and their advisors. The stories authentically reflected students' transformative journeys and the invaluable mentorship provided by rootEd advisors. The videos resonated strongly within targeted rural communities, receiving positive feedback and substantial community interaction. Viewer responses emphasized increased awareness of rootEd Alliances benefits, reinforced program credibility, and elevated recognition of Region One ESC's ongoing commitment to student success and community empowerment.