

**Purpose** The Tumwater School District (TSD) Pathways video series highlights the impact of Career and Technical Education (CTE) programs by providing an inside look at three key pathways: American Sign Language (ASL), Culinary Arts, and Construction Trades. The series showcases how hands-on learning equips students with practical skills, career readiness, and pathways to higher education. Through student and teacher interviews, along with dynamic classroom footage, the videos emphasize the real-world benefits of CTE courses and encourage greater awareness and engagement.

**Use** The videos are used across multiple platforms, including the Tumwater School District website, social media channels, and direct outreach to families. Schools integrate them into course registration materials, career exploration presentations, and community engagement efforts. The series is also used at district events and administrator meetings to highlight the importance of continued investment in CTE programs.

**Audience** The primary audiences for the TSD Pathways series are students, families, and educational administrators. For students, the series serves as an engaging introduction to career pathways, helping them explore course options. For families, it provides valuable insight into the opportunities available within CTE and how these programs support future success. For administrators, the videos serve as a compelling resource to advocate for program funding, expansion, and sustained support.

**Effective Communication** The series effectively conveys the value of CTE through a combination of storytelling, high-quality visuals, and clear messaging. The use of student and teacher perspectives makes the content relatable and authentic, reinforcing the real-world impact of these programs. Professional production ensures accessibility and engagement, with closed captioning included for broader reach. Consistent branding and visual elements unify the series, strengthening recognition across digital and in-person platforms. The videos also support the district's broader communication strategy by aligning with its commitment to student success and career-connected learning.

**Outcomes** Since launching the TSD Pathways series, the district has seen increased interest in CTE programs, with more students enrolling in career-focused courses. Families report a greater understanding of the benefits of hands-on learning, and administrators have a stronger foundation for advocating continued investment in these programs. The videos have successfully reinforced Tumwater School District's

commitment to preparing students for life beyond high school while strengthening engagement with key stakeholders.