

The purpose of the A Look Into series is to tell the story of West-MEC from the students' perspectives. As a staff, we can talk all day long about how great West-MEC is, but for students, hearing firsthand from a peer about the experiences of what its really like in one of West-MECs programs is invaluable. The videos are being used primarily on social media, with the targeted audience being high school students who either havent heard of West-MEC or may be on the fence about applying. Its been great to see the students get excited to share something that theyve been a part of, which can have far-reaching effects. Being able to share something in a quick and easily digestible video on social media can have a profound impact on how we are able to communicate with families in the West Valley. This supports effective communication because it is a different style of communication to show the impact West-MEC programs can have on students to prospective students and parents. Providing a real look into the program, and being able to show and hear from real students is an important way to communicate the impact West-MEC can have. The outcomes achieved are a combined 184 views on YouTube between the four videos. Two were shared on Instagram as well, with the other two planned to be posted in the future. The metrics for the Instagram posts are below.

A Look Into Automation & Robotic Systems:	- 1,400 impressions	- 50 likes	- 3 shares
A Look Into Energy & Manufacturing Systems:	- 1,281 impressions	- 29 likes	- 8 shares