

Chandler Unified School District (CUSD) launched a comprehensive Career and Technical Education (CTE) video series to enhance marketing efforts for each of its 21 CTE programs. Despite having one of Arizona's most robust CTE offerings, with the president of the Arizona CTE Association leading our team, CUSD previously had only one general CTE video. By creating individual videos for each CTE program, the district aimed to effectively communicate the unique value of each course, highlight pathways for Generation Alpha students interested in skilled trades, and address board member directives to improve CTE marketing and engagement. As the district prepared for this project, initial research highlighted a disparity between CUSD's limited CTE video resources and the comprehensive marketing materials of other districts with smaller programs. With increasing demand for skilled trades and vocational pathways, the district recognized that enhancing CTE marketing could better serve students, families, and industry partners. News sources, including NPR, have labeled Generation Alpha as the toolbelt generation due to rising interest in trades and a shift away from traditional college pathways. This shift emphasized the need for accessible, visually engaging content for each CTE program to support informed decision-making for students. The goal of the video series was to have all videos ready by the start of the 2024-2025 school year. Planning began in November 2023, and after consultations and logistics coordination, filming took place in December and January. The production team worked with CTE staff to ensure each program's unique aspects were effectively captured. Filming progressed smoothly, allowing the team to release a teaser video in February 2024 to coincide with CTE Month. Regular check-ins ensured that the team stayed on track and addressed feedback promptly. The video series made its debut to CTE staff, who received individualized videos for their programs. Staff were encouraged to present these videos during class orientations, school events, and other relevant gatherings. To maximize visibility, CUSD launched a Workforce Wednesday campaign, showcasing a new video each week on social media and other channels. The videos were also organized into a CTE Playlist on the CUSD YouTube channel (YouTube CTE Playlist), allowing easy access for students, families, and community members. Additionally, each CTE teacher added a link to their program's video in their email signatures to reinforce visibility. The CTE video project provided valuable insights for future

district projects. The involvement of a department-specific producer would have streamlined content approval, as they could ensure program-specific industry standards (e.g., hair tied back in carpentry) were upheld. This role would reduce editing rounds and improve efficiency in aligning content with professional standards. Additionally, the project revealed areas for improvement in the districts project approval process, facilitating smoother, more efficient workflows for future content creation efforts.