

One of District 155s strategic plan goals is to increase micro-internship enrollment by 25% for students to explore post-secondary options. The 2023-2024 school year was the first year the micro-internship class was offered, and for the first time, the district offered it as a summer elective course in 2024. Eighty-three students completed a micro-internship during the first year. To increase awareness and enrollment for the micro-internship program, the D155 communications team created a video series titled My Path to Purpose to mirror the districts mission statement: Enter with Promise. Leave with Purpose. The target audience is students, parents, and businesses. These videos highlight students in a variety of micro-internships to showcase the benefits of the class and recognize the businesses that partnered with the district to host student interns. The communications team was strategic in selecting students from the districts five attendance centers, students with diverse backgrounds, and internships that varied by the 16 career clusters. The videos are shown to students who attend lunch & learns at each school to learn more about the micro-internship program, they are included in staff, student, and parent newsletters to highlight the program, and videos are shared with businesses as part of the student placement process to highlight the opportunity and encourage businesses to partner with the school district. The video series was also showcased as part of the presentation at the districts annual Industry Partner Breakfast, recognizing over 300 business partners. Videos are published on the districts social media sites, totaling more than 3,600+ views. During the 2024-2025 school year and the summer of 2025, 141 students enrolled, a 70% increase over the year before. The communications team successfully increased awareness of the micro-internship class for students to enroll and for businesses to partner with the district to ensure student placements in a variety of career clusters.