

A key focus of our communications department this year has been increasing student involvement in storytelling providing them with a platform to share their unique experiences and perspectives. One standout initiative took place during CTE (Career and Technical Education) Month, where we encouraged students to vlog about a day or week in the life of their CTE class. This initiative not only allowed students to highlight the important work they're doing but also gave them ownership over the entire creative process. Some students took the lead by filming and editing their own videos, which they then submitted to our communications department for posting. For others, we collaborated more closely: the students wrote their scripts and voiced the narration, while our team filmed and edited the vlog. The projects we featured included a variety of programs, such as Trojan News, Culinary, Robotics, and HOSA. The result was a diverse collection of stories that not only spotlighted the impactful work happening in our CTE programs but also allowed our students to develop valuable media and communication skills. This project exemplifies our commitment to empowering students and making their voices an integral part of our district's narrative. The target audience for these videos includes current students and their families, prospective students and families, the local community, and educational stakeholders. For current students, these videos serve as a valuable resource for those considering enrolling in a CTE class. By offering an authentic, behind-the-scenes look at the programs, it helps students better understand what to expect and the skills they can gain. Prospective students, on the other hand, get an introduction to the career pathways offered in the district, showcasing the hands-on learning experiences that could guide their future career choices. The videos also engage the broader community, including local businesses and organizations, fostering support for CTE programs while strengthening the district's relationship with the surrounding area. Furthermore, they resonate with educational stakeholders interested in collaboration or supporting the development of CTE programs. In addition to fostering student engagement, another goal this year has been to grow our Instagram audience and increase student followership. Videos like these help us achieve that goal. We shared the vlogs as Instagram Reels, utilizing the collaboration feature so that the videos also appeared on the Instagram pages of specific programs, such as the HOSA page. On average, our videos received around 3,000 views far

exceeding our usual average of 1,500 views per video. These videos were also shared on Facebook. These videos aren't just limited to CTE Month. They can be repurposed across multiple platforms, including our website and social media channels, to continue promoting and celebrating our CTE programs throughout the year.