

The purpose of this video series is to showcase the positive, inclusive atmosphere at Holyoke High School Dean Campus. Through student testimonials, the series highlights how students are pursuing career paths aligned with personal interests to help shape their future successes. Five of the videos in this series can be found at this landing page: <https://www.youtube.com/playlist?list=PLdZk7z4e42sIPsQ1ZEhtm-eUPkzQMjAqe> These videos have been shared widely on the district website, social media, and the districts e-newsletter. They will continue to be shown throughout the school year on our Comcast Education channel (<https://www.hps.holyoke.ma.us/page/channel-12>). The target audience for this video series includes students, families, educators, school administrators, prospective community partners, and employers of Holyoke High School Dean Technical Campus students and graduates. In more detail, the target audience includes prospective high school students who are interested in pursuing a technical education that can lead to careers in advanced manufacturing, auto collision, carpentry, cosmetology, culinary arts, diesel technology, electrical, health assisting, and programming and web development. The target audience also includes families who are exploring educational options for their children, as well as local community members who are interested in learning about the opportunities and benefits of vocational education. Additionally, educators and school administrators are part of the target audience, so they can gain insights into how Dean Tech fosters student success through supportive relationships and hands-on learning experiences. The target audience also includes our community partners and area businesses that provide co-op learning opportunities for Dean students and often employ them after graduation. The video series supports effective communication by conveying the values embedded in every Dean Tech program including diversity, support, collaboration, and real-world learning through these authentic, student-driven narratives that demonstrate how personalized guidance and safe, supportive learning environments have led to their successes. The videos encourage other students to also take pride in their chosen fields, and the teachers and mentors who also play key roles in their development. Outcomes achieved from this initiative include increased awareness of the career and vocational training opportunities available to Holyoke students through Dean Tech, which in turn supports on-going student

enrollment in these programs, as well as strong partnerships between the district, community partners and local employers.