

Collier County Public Schools (CCPS) developed the "Senior Spotlights" initiative to celebrate our graduating seniors. The series showcases one senior selected from each CCPS high school. While Principals are encouraged to choose a well-rounded student, the focus is not solely on top academic achievers. Featured students include star-athletes who balance academics with extracurricular activities, community service leaders, and individuals who truly represent their high school's brand and culture. A production team from our Communications Department, comprised of a graphic designer and three videographers, arranged a video interview and photo shoot for each selected senior. Each student's video highlighted their high school experience and future plans, and provided a nugget of advice for their younger peers. The team worked together to develop a cohesive and creative visual look for the video series, which was also supported by website and social media graphics. Two weeks prior to graduation, our Senior Spotlights were shared across all of our digital channels, including school and district websites, social media platforms, and the district's cable-access channel (The Education Channel). In addition, local print and broadcast media shared our Senior Spotlights at no cost to the district. Our local NBC affiliate, Gulf Coast News (WBBH-TV), aired each video during their Noon and 3:00pm newscasts the week prior to graduation. This allowed the video series to reach a broader audience, giving viewers an opportunity to celebrate our students' academic excellence. After sharing our 2024 Senior Spotlights, the production team analyzed the impact data and overall reach of the series.

Platform/Channel	Reach/Viewers
Senior Spotlights website	3,574 total visits
Facebook (school and district)	57,272 people reached
Instagram (district)	7,128 people reached
X (district)	8,936 people reached
Gulf Coast News (WBBH-TV) at Noon	45,100 average viewers
Gulf Coast News at 3:00pm	32,120 average viewers