

Susan McClelland has plenty of things to brag about when she talks about the Lowndes County School District's Career Technology Center (CTC).

As the director of the CTC, McClelland works every day with a great group of teachers that helps students explore and gain foundational skills related to their career interests.

Now McClelland has a new hype video to show off all the opportunities available at the CTC.

Produced by Narrative12, the 2-minute, 26-second video provides a look at eight programs they can learn about to help kick start their careers. It features students who attend the CTC talking about their experiences at the lab-based facility.

New Hope Middle School eighth-graders were the first to see the video Monday as part of a series of student tours that will go on for the next four months.

"We're excited about the video," McClelland said. "We had never had a professional video done. When we received a phone call informing us we needed to pick up a check for a \$5,000 donation, we realized that was the money we needed for a video."

The CTC received the funding for the video from the CREATE Foundation through Monroe County Power/Tennessee Valley Authority (TVA). The mission of the CREATE Foundation, which started in 1972, is to encourage philanthropy and provide leadership to impact issues in Northeast Mississippi.

Narrative12 is a communications and marketing company led by Checky Herrington, who has more than 30 years of experience in the field, based in Starkville.

Herrington, the president of Narrative12, said his company has collaborated with the district and the CTC on several projects and was familiar with their goals and vision. He said the project, which took a couple of months to complete, presented a “unique challenge” in that his company was asked to create a high-energy video packed with action shots of students and staff that showcases each CTC discipline and the program’s overall benefits.

“To ensure we captured the essence of the CTC’s vision, we engaged in extensive discussions with the CTC leadership team, seeking their input and guidance,” Herrington said. “We presented multiple concepts for their consideration, refining our approach based on their feedback. Ultimately, we landed on a concept that resonated with the team and aligned perfectly with the CTC’s objectives.

“We are incredibly proud of the final product, a video that effectively conveys the energy, enthusiasm and transformative power of the Lowndes County School District’s CTC. We are confident this video will serve as a powerful tool in attracting new students and showcasing the program’s exceptional achievements.”

McClelland said showcasing students in non-traditional roles is a key component of the video. She said she is proud the video shows off the diversity of students involved in the automotive service technician, construction, cosmetology, culinary arts, engineering and robotics, health science (two classrooms), industrial maintenance and welding programs offered at the CTC.

“The video tells our story,” McClelland said.

McClelland said she will pass the video on to the career coaches in the LCSD to help them inform students about the CTC and possible areas of interest. She said the CTC has grown so much in its six years and that it added a cosmetology program for the 2023-24 school year. McClelland hopes the video will allow students to see how they can thrive at the CTC and chart a future for themselves.

“We will use it as a recruiting tool to try to peak interest with students,” McClelland said. “I love we chose some non-traditional students in the video. We want everybody to know all of these classes are available to anyone who wants to take them.”

CTC Student Services Coordinator Sunny Brownlee helped select Alex Bostick (third-year welding), Makayla Morgan (second-year construction, first-year cosmetology), Ethan Jamison (first-year culinary arts), Nyla Green (third-year health science, Certified Nursing Assistant student) and Armando Dunand (first-year automotive service) to participate in the video. She praised the students and Narrative12 for capturing what goes on at the CTC and highlighting the important roles local businesses play in supporting the CTC’s vision and assisting in the students’ work force development.

“It is a fast-paced video that highlights all of our programs,” Brownlee said. “It is a great tool for the CTC because not only are we trying to recruit students, we also want the eighth- and ninth-graders who tour the facility to see what is available and be exposed to career opportunities they may not have considered.”

More New Hope Middle School eighth-graders will see the video Tuesday, Nov. 14. On Dec. 7-8, 2023, Caledonia Middle School seventh-graders will watch the video on their tour of the CTC. On Jan. 26-26, 2024, New Hope High School ninth-graders will watch it. On Feb. 8-9,

2024, Caledonia High ninth-graders will watch the video. West Lowndes eighth- and ninth-graders will watch the video Jan. 18, 2024, during their tour of the CTC.