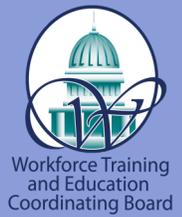


Students to shoot local videos that promote CTE

Toolkit to help even small districts create successful videos



Workforce Board awarded grant to promote CTE through videos

The Workforce Board was awarded a \$20,000 grant from AdvanceCTE to promote Career and Technical Education to Washington students and parents. Washington was one of just four states to receive the award and the only one to create a video project.



CTE students to create local videos with help from CTE teachers

To build local excitement and boost enrollment in CTE in every corner of the state, the Workforce Board designed a project that would help CTE teachers and students create their own videos and localize them by having the students interview area employers, along with current CTE students and former CTE students from their school who landed jobs because of the skills and connections they gained from CTE.



The grant is paying for a video firm (Seattle Film Institute) to create a template/toolkit that will be distributed to all 295 Washington school districts. The goal is to create a “plug-and-play” type format that provides pre-formatted messaging and images at the beginning of each video, with local students then shooting interviews in the middle, with the final segment of each video driving students and parents to a web page with more information about CTE via the Workforce Board’s www.CareerBridge.wa.gov website. These templates should be sufficiently basic that students who only have access to an iPhone or iPad can successfully shoot videos that promote CTE in their local area.

These student-made videos will use messaging from Advance CTE to help drive home the value of CTE in enriching the high school experience, setting students on pathways that include college and careers, gaining real world skills in the classroom, test driving different careers while still in high school, and connecting academic learning to hands on CTE coursework in a way that puts students at the center of their learning experience.



Local employers will be key to driving message of CTE’s value

This video project will bring the voices of business and industry directly to students and parents, so begin thinking about who you will reach out to in your local business community. The video template will include set “interview questions” to help business owners answer how CTE helps them, what kinds of skills they’re looking for, and other thoughts about the importance of career-focused learning, including the ability to host interns, provide job shadows and other enrichment opportunities for CTE students.



Key dates and deliverables

We hope to have a video template/toolkit ready for the summer WA-ACTE conference in Spokane, along with one sample video produced by the Seattle Film Institute (SFI). SFI will also be providing technical support to school districts through the end of the contract, October 31.



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