

CTE VIDEO REVIEW AND ANALYSIS

ACTEAZ Video Contest for CTE students to promote Career and Technical Education

http://www.acteaz.org/events/cte_month/video-contest/

#1

First place: Moon Valley High School

Length: 54 sec

Summary: Leads with a good question, What Makes CTE Classes So Great? Answers the question with different fields of work, hands-on experiences, and exposure. Ends with another question, What does it make CTE students?

#2

Third Place: Douglas

Length: 51 sec

Summary: Shows nontrad examples and highlights specific programs with student explanations

Comments: Short clips that could be used in promoting some CTE classes, but will also need emphasis on College and Career Readiness-Academic benefits

I AM Career Tech

The Truth About Career-Technical Ed Today

<http://www.ohioacte.org/iamcareertech/>

#3

Length: 3:01 m

Summary: Shows a variety of CTE programs and students are explaining what they do and have done. Not Vocational Education of the past. Students discuss academics, i.e., AP, college classes. Not for students with bad grades and behavior. Students talk about scholarships received and attending 4 year universities.

Comments: Ties in academics which will need to be emphasized for College AND Career Ready. Briefly mentions Vocational Education of the past, but more compare/contrast could be included of the old and the new. Make it specific to Arizona

CTE: Making the Difference

<http://www.careertech.org/cte-videos>

#4

Length: 2:26 m

Summary: High-energy video highlighting the many ways CTE is working for America by improving high school graduation rates, lowering drop outs rates, and increasing the number of students going on to college

Comments: Nice job of showing data/stats and how CTE can meet current and future challenges. 2018 will be here soon. Shows several state examples, but doesn't include Arizona.

CTE: Learning that works for America

<http://www.careertech.org/cte-videos>

#5

Length: 1:23 m

Summary: This video represents the rich and diverse brand of CTE. It highlights students of a range of talents, backgrounds and ages, and in a mix of industries in which CTE helps student succeed.

Embodies the spirit of new CTE

Comments: Good, short video to possibly use at the beginning of a presentation explaining what CTE is. Shows different audiences, programs, features, benefits and statistics using an effective animated graphic .

Career and Technical Education Overview

<https://www.youtube.com/watch?v=JLLhilHF0qc&list=PLA751ABD806757249>

#6

Length: 13:15 m

Summary: This video shows students talking about their goals and how CTE helps meet those goals.

Comments: Nice effect of showing the student, their name, school and video in the background showing their program in action with its title. Shows academic integration and includes work-based learning, internships, workplace employability skills, questions about certification, CTSOs and articulation with Community College.

Career and Technical Education Opening Doors

<https://www.youtube.com/watch?v=diTtw0XD7ZY>

#7

Length: 4:17 m

Summary: This video from South Dakota focuses on how CTE helps students get ready for the real world.

Comments: Liked the theme of opening doors. Nice job of CTE Myth Busting and then talking about the real facts. Addresses the economic advantages, certification, learning-by-doing, Workplace Employability Skills and adds PLP-could add ECAP here.

Career and Technical Education

<https://www.youtube.com/watch?v=ZeUyj-Nnkns>

#8

Length: 1:57 m

Summary: This video from Scottsdale USD shows a student talking about and going through numerous CTE programs available.

Comments: CTE has a program for you-catchy phrase/title. Mentions academic credit opportunities and working with industry professionals.

Career and Technical Education

<https://www.youtube.com/watch?v=CYasmjo6fCg>

#9

Length: 8:55 m

Summary: This video has students from Tempe UHSD talking about how CTE is helping them prepare for their future. Ken Baca talks about what CTE is and shows district CTE stats.

Comments: Thorough listing of CTE programs available. Includes CTE's vision and mission statements; integrates academics; includes CTSO's, Teen Court and We the People. Good student testimonials on how CTE is project-based and hands-on.

Mesa Public Schools CTE Success Stories

<https://www.youtube.com/watch?v=fNO10vVXRyo>

#10

Length: 8:07 m

Summary: This video features success stories of former CTE students. In 2012 MPS featured former Automotive Technologies students, Jonathan Strait, Landon Burnett, Welding student Brad Boscarino, and Biotechnology student, NicSlawson. Also featured is a personal testimony from the mother of former Welding Student, Sam Goode.

Comments: Talking to former CTE students is a good idea. Focused on the importance of collaboration skills.

Did You Know?

<https://video.dysart.org/videos/Video.aspx?v=385>

#11

Length: 4:05 m

Summary: This video from Dysart USD focuses on data/stats to help answer the question, Did You Know?

Comments: Nice job of showing data with pictures of students and programs. Ties to Arizona. Shows definition of concentrator, compares grad rates (national, state, district and CTE) and focuses on rapidly growing sectors.

Metro Tech High School

<http://metrotechhs.org/domain/16>

#12

Length: 2:53 m

Summary: This video highlights how Metro Tech prepares students for both College and Careers.

Comment: Nice job of emphasizing both academics and CTE and showing how students learn by doing.

Final Comments of All Videos:

There are highlights from several of the videos that we can hopefully capture and bring together. One thing that was lacking that should be included are examples of CTE-Academic integration experiences, e.g., conducting a Mock Trial and showing how academic classes come together with CTE classes. Videos #4 and #5 are basically ready to go for general CTE content and could be used at the beginning of a presentation.

The video features I believe were and could be effective include:

- Student testimonials
- Listing of programs available
- Compare/Contrast old Vocational Ed with new Career and Technical Education
- Showing job availability, growing sectors and earning potential
- Showing student speaking with name, school and a video of program and its title in the background
- Parent testimonials
- Graphics listing CTE benefits, features and target audiences
- Showing both current and former CTE students sharing their goals and success stories
- Showing project-based and hands-on activities
- Testimonials from different target audiences
- CTE-Academic integration experiences (include academic teacher testimonials)
- Myth Busting and Facts
- Statistics now and in the future
- How CTE helps students prepare for College AND Careers (more detail on career opportunities- incorporate AZCIS)
- Showing nontrad examples

NOTE: The video numbers are not a ranking.

NOTE: Incorporated suggestions from Mid-Winter conference CTE Leadership Table Discussion on PR/Marketing