



For Immediate Release

Contact:

Clayton Franklin

806-470-8611 • clayton.franklin@cevmultimedia.com

Danny Paulmeyer

608-216-7300 • danny@cblohm.com

South Coast Region School District Earns Over 1,400 Certifications

School districts continue to expand CTE program with grant funding

LUBBOCK, Texas (Oct. 02, 2017) – In 2015, the South Coast Region Agricultural Education Consortium received \$5.7 million in grant funding from the California Careers Pathways Trust Program to strengthen Career and Technical Education (CTE) instruction in their classrooms. By implementing [iCEV](#), a CTE online learning platform from CEV Multimedia, students from the South Coast Region School District have earned over 1,400 industry-backed certifications in the last two years.

Students from 10 schools have earned 11 different industry-backed certifications. The most popular certifications among the students are [Principles of Floral Design](#), [Professional Communications](#), [Fundamentals of Animal Science](#), [Veterinary Medical Applications](#) and [Plant Science](#). Industry-backed certifications are endorsed and developed in collaboration with companies and organizations such as Southwest Airlines, Bayer CropScience, Elanco and others.

“Over the past two years, we’ve grown our program to work with over 6,000 students to teach 21st century skills and earn industry-backed certifications to help them successfully enter the workforce,” said Erin Gorter, program director of South Coast Region Agricultural Education Consortium. “The industry-backed certifications have helped our students explore potential career paths and develop critical skills employers look for.”

“The success that the South Coast Region has seen is a testament to the educators and the grant program for investing in the students’ futures,” said Dusty Moore, president of iCEV. “The impact of earning over 1,400 industry-backed certifications can’t be understated and further signifies the important role CTE programs play in preparing students for a variety of careers.”

The consortium has also used grant funds for classroom equipment to supplement the CTE curriculum, student organizations, professional development opportunities and subject-area recruitment efforts for educators.

“The funding has allowed us to increase the amount of technology we have in classrooms to allow students to earn industry-backed certifications,” said Lauren Peterson, agriculture teacher at King City High School. “The students were excited when they heard about the certifications and we have seen an increase in their involvement as a result.”

MORE

For more information on CEV's industry-backed certifications, please visit www.icevonline.com/certifications.

About CEV Multimedia

With 33 years of experience, CEV specializes in providing quality Career & Technical Education (CTE) curriculum and education resources for several major subject areas: Agricultural Science and Technology, Family & Consumer Sciences, Business Education, Marketing Education, Trade and Industrial Education, Health Science, Law Enforcement and Career Exploration. CEV received the U.S Chamber of Commerce's Blue Ribbon Small Business Award in 2012 and has been honored numerous times for its excellence in content creation and exemplary business practices. iCEV is the most comprehensive online resource for CTE educators and students. With iCEV's learning-on-demand capabilities, video clips stream instantly to any device with Internet capabilities. Through iCEV, students can earn industry-backed certifications across multiple areas of CTE that prepare them for college and beyond. For more information, visit www.icevonline.com.

###