



**For Immediate Release**

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### **CEV Multimedia Sets Goal of Awarding 10,000 Industry-Backed Certifications**

CTE curriculum provider offers educators opportunity to provide certifications to students

**LUBBOCK, Texas** (Dec. 6, 2017) – By 2018, the U.S. is projected to have 14 million job openings, and there won't be enough college graduates to fill them. That's why Career and Technical Education (CTE) is evolving to incorporate industry-backed certifications that enable students to make the step from K-12 to career. To expose students to career-specific skills, and meet the needs of today's economy, [CEV Multimedia](#), the leading producer of CTE curriculum, is committing to a goal of awarding 10,000 industry-backed certifications to students by June 2018.

The industry-backed certifications are offered through iCEV, an online learning platform for CTE. CEV Multimedia currently provides 12 certifications which are endorsed and developed in collaboration with companies and organizations such as Southwest Airlines, Bayer CropScience, Elanco and others. During the 2016-17 school year, CEV Multimedia awarded 5,000 certifications to students across 23 states. The continued growth and increased demand of these certifications signals the future of CTE.

"Industry-backed certifications play an important role in getting students career-ready and filling job openings across the nation," said Dusty Moore, president of iCEV. "That's why we've set this goal to ensure thousands of students across the country are better equipped for life beyond K-12."

To support the increased use of industry-backed certifications in classrooms, CEV Multimedia is offering teachers the opportunity to earn one of ten sets of free certification courses. To enter for the chance to win, teachers only need to complete a [simple form](#).

"Our students used iCEV to earn 162 certifications since January. These certifications equip them with valuable skills to better establish their credentials to future employers," said Stuart McCullough, agriculture instructor at Los Banos Unified School District. "We look forward to being a part of CEV Multimedia's campaign to award 10,000 certifications and to continue preparing students for their future careers."

Learn more about CEV Multimedia's industry-backed certifications by visiting booth 417 at ACTE's CareerTech VISION conference or visit <https://www.icevonline.com/7-12-education/industry-certifications/>. To learn more about the goal and to enter for the free vouchers, please visit [www.icevonline.com/certify10K](http://www.icevonline.com/certify10K).

MORE

### **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](http://www.icevonline.com).

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