



For Immediate Release

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Austin Independent School District Adds iCEV to Career and Technical Education Program

Texas school district adopts CEV Multimedia's Principles & Elements of Floral Design course

LUBBOCK, Texas (July 8, 2015) – [CEV Multimedia](#), a leading producer of Career and Technical Education (CTE) curriculum resources, announced today that Austin Independent School District (ISD) has added iCEV's Principles & Elements of Floral Design to its curriculum resources. Offered through iCEV, an online platform that produces comprehensive educational content for students and teachers, the district incorporated the resource as a result of the Proclamation 2015 – Fine Arts Instructional Materials adoption. The CTE course fully correlates to the Texas Essential Knowledge and Skills (TEKS) while also counting as a fine arts credit.

“By adopting iCEV, we’re helping our teachers to provide relevant instructional materials and activities to their students that can be connected to real-world concepts,” said Traci Hendrix, CTE instructional support specialist at Austin ISD. “It’s so important for students to interact with their education the same way they access news and information in order to facilitate learning opportunities in a format they are comfortable with.”

With CTE represented in 33 of its schools, Austin ISD offers more than 175 career-training courses to approximately 18,000 students. The district adopted iCEV for its ease of use and portability in the classroom, citing that the digital resource gives educators and students real-time access to information and is easier to reference and maintain over a traditional textbook. iCEV also creates opportunities for educators to implement a flipped learning environment where students complete preliminary learning before instruction begins. Additionally, Austin ISD offers students access to the digital platform outside of the classroom as a way to prepare and train for floral design competitions held throughout the school year.

“Following the statewide curricula adoption of iCEV in Texas, we’re pleased that Austin ISD is dedicated to providing high-quality, modern CTE resources to its students and teachers,” said Dusty Moore, iCEV President. “We look forward to working with the school district to prepare students for their careers in a 21st Century workforce.”

Developed by CEV Multimedia, iCEV offers practical, interactive learning with professional demonstrations to prepare students for postsecondary education and high-skill, high-demand careers. Educators can quickly monitor, track and engage students directly through the platform’s interactive lessons. Through iCEV, students can also enhance their career training with industry-backed certifications, such as the [Principles of Floral Design Certification](#) endorsed by the Benz School of Floral Design at Texas A&M University, by completing regular coursework.

For more information, please visit <http://www.icevonline.com/>.

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About CEV Multimedia

With 30 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 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. In 2012, CEV introduced iCEV, an online platform revolutionizing the way CEV produces and delivers educational content. 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.

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