

OHM BOCES Video Summary Title: CTE New Visions Series URL:
https://www.youtube.com/playlist?list=PLZevAHLch-NcXhCuKiDX_99aeLhW_e61V By Manuel
Beltran Summary: The CTE New Visions Program Video Series highlights the unique, hands-on learning experiences available to high school students through career-focused internships. This series features student interns working in real-world professional settings, sharing their insights on how the program has enhanced their education and prepared them for future careers. The videos cover multiple fields, including Business Management, Veterinary Technology, Education, and Communications, with students gaining firsthand experience at a local animal hospital, the Utica Chamber of Commerce, the Utica Comets hockey team, and a local elementary school. The purpose of this video series is to promote and inform students, parents, educators, and local businesses about the CTE New Visions program and its impact. By capturing authentic student experiences, the videos serve as a powerful recruitment and awareness tool, showcasing how these internships provide valuable career exposure before students graduate high school. Each video emphasizes how participants develop professional skills, industry knowledge, and personal growth, reinforcing the programs ability to bridge the gap between classroom learning and the workforce. These videos are used throughout the year to support student recruitment, community engagement, and program advocacy. They are shared with prospective students, school districts, and local business partners to illustrate the benefits of hands-on learning and encourage participation. By featuring students speaking candidly about their experiences, the series builds trust and credibility among viewers, making it clear how the program positively impacts both students and local industries. From a communication perspective, the series excels in delivering engaging, real-world testimonials. Each video provides a direct, personal narrative from students, allowing their experiences to resonate with potential participants. The diverse range of internship settings demonstrates the programs flexibility and relevance across multiple career paths, making it appealing to students with varied professional interests. The video format ensures that key messages are conveyed effectively while keeping viewers engaged through dynamic visuals and compelling student stories. The outcomes achieved through this series include increased

enrollment in the New Visions program, stronger partnerships with local businesses, and a greater understanding of the career readiness skills students gain. Schools and families gain insight into the programs ability to prepare students for post-secondary education and careers, while local businesses see the value of mentoring and training future professionals. Overall, the CTE New Visions Program Video Series is a powerful tool for showcasing career and technical education at its best. By highlighting real students in real jobs, the videos successfully communicate the long-term benefits of experiential learning, inspiring students to explore career pathways and take charge of their futures.