



**For Immediate Release**

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**CEV Multimedia Introduces Industry Partners, Online Certification Program**

*American Meat Science Association, among others, partnering with producer of Career and Technical Education curriculum resources on initiative to improve college and career readiness*

**LUBBOCK, Texas** (July 21, 2014) – [CEV Multimedia](#), a leading producer of Career and Technical Education (CTE) curriculum resources, today announced the inaugural industry partners supporting its new certification program during a news conference in Austin, Texas. State Representative Jimmie Don Aycock, Chair of the House Committee on Public Education and author of [Texas House Bill 5](#), joined the industry partners at the event in support of CTE initiatives.

CEV Multimedia welcomed Representative Aycock and announced these inaugural certification partners and the corresponding certifications at the event:

- American Meat Science Association (AMSA) – Meat Evaluation Certification
- American Quarter Horse Association / National Horse Judging Team Coaches Association – Equine Evaluation Certification
- National Collegiate Livestock Coaches Association – Principles of Livestock Selection & Evaluation Certification

"The establishment of the Meat Evaluation Certification program goes hand in hand with AMSA's mission to continue to foster learning within those interested in the meat industry," said Brad Morgan, Ph.D., AMSA President. "This certification program is a great way to provide individuals interested in careers within the meat industry the opportunity for ongoing training in specific areas of interest."

The news conference also highlighted growing interest in CTE programs across the country. Today, CTE encompasses 94 percent of high school students and 12 million postsecondary students, and is recognized as an imperative solution to many national economic and workforce problems. Through [iCEV](#), an online platform that produces and delivers comprehensive educational content, students can enhance their career and technical training with certifications from industry partners by completing regular coursework. In addition to the three industry-backed certifications currently available, CEV Multimedia is currently developing 20 additional certifications, some of which will be ready for classroom implementation this fall. The company aims to offer more than 60 industry-backed certifications across seven areas of CTE by spring of 2016.

"We are excited about the opportunity to work with nationally recognized associations and corporations on our certification program that enhances college and career planning for students around the country," said Gordon W. Davis, Chairman and CEO of CEV Multimedia. "The certifications will help students gain essential workforce skills while exploring career paths that meet their interests."

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The news conference comes one month after CEV Multimedia announced a major update to iCEV. The new version of the online learning tool includes a course management system containing pre-built CTE courses with lessons from the platform's extensive online library, and provides a course set-up that walks educators through the process of choosing and customizing courses to fit the needs of their students. CEV Multimedia is also partnering with Learnosity to deliver interactive assessments and activities for students through iCEV.

The upgrade to iCEV will be available to schools for implementation in August, with pre-orders available now. For more information, visit [www.icevonline.com](http://www.icevonline.com).

To view full news conference online, visit <http://www.icevonline.com/webcast/>.

### **About CEV Multimedia**

With 30 years' 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. For more information, visit [www.icevonline.com](http://www.icevonline.com).

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