

Helping Grow the Industry

Through Educational Channels

While Bedrock Learning has had an outstanding relationship training industry professionals, we decided to take a step back and really evaluate another industry where individuals can be molded into digital home professionals - EDUCATION!

Over the past few years, several schools have implemented the Bedrock Learning online training and products into their curriculum. We decided to investigate the potential for Bedrock Learning by attending The Association for Career and Technical Education (ACTE) annual convention December 2-4, 2010 in Las Vegas, NV. A gamble for Bedrock Learning as we have never attended such an event, but as you will soon find out, this sector of the education industry is right where we need to be!

Bedrock Learning Highlights:

1. DHTI has name recognition and there is a need for it!

Throughout our walking the show floor, it was evident the term “DHTI” or Digital Home Technology Integrator was well recognized in this crowd. After visiting several booths including C-Tech, Certification Partners, NIDA and Marcraft, all providing hands-on solutions for students, we saw they all have a need for DHTI recognition for their students. Many are using the DHTI+ book co-authored by Bedrock Learning founder, Helen Heneveld.

2. Bedrock learning “real-world” experience sets Us Apart!

With over 30 years of experience in the industry and in the field, Bedrock Learning materials are based on actual projects and work experience, not just theory. Bedrock learning curriculum offers students the opportunity to learn from facts and materials used in the “real-world”. No fluff, just the “stuff” they need to know!

3. Hands-on is great for branding!

Several hands-on vendors were present at the conference to show off their latest and greatest when it came to giving students the most real-world experience possible. Brands such as HAI, Nuvo, Leviton are just a few industry brands we found floating around the exhibitor floor on these classroom trainers.



4. Young people get it!

We began the trip hearing a student-led presentation from East Tech High school of Las Vegas where there is a DHTI+ concentration program with 300+ students enrolled in it! They were so young and yet understood the fundamentals of structured wiring and home networking, even doing demos on how to create network cabling and connect network devices. It was great to see these students sound so passionate and excited about the digital home technology and getting a job in the industry.

5. We're at the forefront – Education is ready for a revolution and they don't even know it!

We all see that technology seems to be changing at a more rapid pace than ever before; and yet what are we doing about it? It is in the education community where we need to make sure young people are exposed to the best and most recent “stuff” when learning digital home technologies. Instructors have to now incorporate social media sites like Facebook, Twitter, blogs, video, etc. into their everyday teaching. And this is why Bedrock Learning has been so successful with schools; online training is at the forefront!

For more information about ACTE, visit www.acteonline.org.

We look forward to seeing what more Bedrock Learning can bring to the Education Industry! Contact us if:

- You have any ideas for courses or other materials needed
- Would like to incorporate Bedrock learning products into your curriculum
- Want to include your products as examples in our courses