

FOR IMMEDIATE RELEASE

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## ACTE Announces Wisconsin Digital Marketing Instructor as National Award Finalist

ALEXANDRIA, VA—The Association for Career and Technical Education (ACTE) announces Laurie Boettcher, a digital marketing instructor at Chippewa Valley Technical College in Eau Claire, Wisconsin, as the 2015 ACTE Region III New Teacher of the Year. The ACTE New Teacher of the Year award recognizes CTE teachers with three to five years' experience (at the middle, secondary or postsecondary level) who have made significant contributions toward innovative and unique CTE programs and shown a professional commitment early in their careers.

As the digital marketing instructor and DECA advisor at Chippewa Valley Technical College in Eau Claire, Wisconsin, Laurie Boettcher engages her students in active, practical applications for social media marketing. During her first semester, Boettcher restructured the social media marketing course to update its focus from computer systems and social concepts to real-world uses for major social media platforms in business environments. Throughout her employment, she has advocated for the creation of a social media degree program, and she is working toward bringing that to fruition. Boettcher is active on the Collaborative Classrooms and Academic Technologies Committees, and she has recently started mentoring new faculty on such issues as student preparedness, classroom engagement and lesson planning.

Outside the classroom, Boettcher works with a variety of groups representing at-risk and underprivileged youth who are attempting to be first-generation college students. She speaks with them about social media privacy and fostering a positive reputation. Boettcher also works with numerous municipal governments on their social media policies, engagement and analytics.

Before beginning a full-time teaching career, Boettcher spoke on the topic of social media at workshops, conferences, and private events, and has been quoted on social media in *US News & World Report* and *The New York Times*. Through her partnerships with local business and industry representatives, as well as her ties to the Eau Claire Area Chamber of Commerce, she has been able to recruit guest speakers for her courses and student organizations. "I have truly been impressed with Laurie's ability to impact the program and advance the curriculum and understanding of these constantly changing mediums," says former colleague Roger Stanford, vice president of instruction for Western Technical College.

Boettcher is one of five finalists for the 2016 national title. The national winner will be announced at the [ACTE Awards Banquet](#), a dinner and award presentation recognizing the best CTE educators in the country. The event will take place on Thursday evening, November 19,

during ACTE's CareerTech VISION 2015 in New Orleans, Louisiana. The Awards Banquet is sponsored by Express Employment Professionals, Kuder, CareerSafe, Certiport, and Stratasys. For more information about the ACTE Excellence Awards, [visit our webpage](#).

### **About ACTE**

The [Association for Career and Technical Education \(ACTE\)](#) is the nation's largest not-for-profit association committed to the advancement of education that prepares youth and adults for successful careers. ACTE represents the community of CTE professionals, including educators, administrators, researchers, guidance counselors and others at all levels of education. ACTE is committed to excellence in providing advocacy, public awareness and access to resources, professional development and leadership opportunities.

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