

**A DOCUMENTARY FILM**

Four Students Making an Impact  
With Passion, Purpose, and Vision



# THE EDUCATION REVOLUTION

*Disrupting the assembly-line model of public education.  
Join the Revolution!*



**2021 MEDIA KIT**

"A REFORM IS A  
CORRECTION OF ABUSES;  
A REVOLUTION IS A  
TRANSFER OF POWER."

~Edward Bulwer Lytton

**“FOR ALL THOSE WHO THINK THAT AMERICA’S SYSTEM OF PUBLIC EDUCATION CANNOT CHANGE TO MEET THE NEEDS OF THE KNOWLEDGE AGE. ...I STRONGLY ENCOURAGE YOU TO LEARN ABOUT THE REVOLUTION UNFOLDING...”**



Jamie Vollmer,  
Founder, Schools Cannot Do It Alone Network

**“THE FILM CAUSES US TO RETHINK HOW TO DO EDUCATION. IT INSPIRES US TO STEP BACK AND LISTEN TO THE VERY PEOPLE WE ARE CHARGED WITH PREPARING FOR THE FUTURE. THIS IS REAL DISRUPTION...”**



Shane Haggerty,  
President, Purposeland Marketing & PR

**“A REMARKABLE SHOWCASE OF THE POWER OF CTE AND ITS POWERFUL IMPACT ON STUDENTS.”**



Mark C. Perna  
Speaker, Author, and CEO of TFS Results

**“THE EDUCATION REVOLUTION DOCUMENTARY SHOWS BUTLER TECH IS LEADING THE WAY TOWARDS A NEW PARADIGM OF LEARNING THAT SUPPORTS PATHWAYS FOR STUDENTS LEARNING RELEVANT SKILLS TODAY.”**



Michael Harlow,  
Ohio Director, Ready Nation

**“HIGH-QUALITY CAREER AND TECHNICAL EDUCATION DRIVES POSITIVE CHANGE. THIS DOCUMENTARY EXEMPLIFIES WHAT ALL PROGRAMS NEED TO LOOK LIKE IN THE 21ST CENTURY, INCLUDING A FOCUS ON EVERY STUDENT AND THEIR VOICE AND CHOICE, A COMMITMENT TO ACCESS AND EQUITY, AND STRONG CONNECTIONS TO BUSINESS AND COMMUNITY INVOLVEMENT.”**



LeAnn Wilson, Executive Director,  
Association for Career and Technical Education

# THE EDUCATION REVOLUTION

**A documentary film**

**48 Minutes • English **

**[ButlerTech.org/Education Revolution](http://ButlerTech.org/Education Revolution)**

## LOGLINE:

Signifying the assembly-line education model in America no longer works and needs to change, *The Education Revolution* documentary follows the stories of four high school students who chose to leave their traditional high school to pursue a public education option in a district focused on student passion, purpose, and vision.

## SHORT SYNOPSIS:

*The Education Revolution* follows four high school students as they make the difficult decision to step away from the traditional school system to attend one of the largest career technical education districts in Ohio. Over the course of the 2019-2020 school year, amid the COVID-19 pandemic, this documentary tells the story of how an education steeped in personalized learning, unique initiatives, and innovative opportunities can transform lives and become a replicable model across the nation, ending outdated, one-size-fits-all education.



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## FULL SYNOPSIS:

More than 50 million public education students in America attend a standard pre-kindergarten through grade-twelve school system. This antiquated, one-size fits-all model of education assumes that all students of the same age should learn the same information, at the same pace, in the same way, and be able to identically prove their learning through standardized tests that then determine their ability to move to the next stage in their education. However, for more than a million students who drop out each year in America, this system doesn't work. These students are not finding their passion, they are not finding their purpose, and the death of the American public education system is at stake.

In *The Education Revolution*, watch as four high school students share their journey at a different kind of public high school, a career tech school that selects students based on their grit and tenacity versus grades or attendance. A school that models equity, access, inclusion and diversity and reveres students having a voice and a choice in their education.

Established in 1975 and located in Butler County, Ohio, Butler Tech is not only the setting of this documentary, but the catalyst for change. With a graduation rate of more than 99%, Butler Tech is disrupting the assembly-line model of the public education system.

Anjel, Noah, Gabe and Ainsley, *The Education Revolution's* featured students, came to Butler Tech looking for something different. They chose to leave the school systems they had always known to pursue a passion through their chosen career pathway. Once immersed in a culture that encourages failing forward – a belief that risk-taking leads to greater growth, watch as these students set goals, invent, create, overcome obstacles, and ultimately experience a personalized education that will lead to them making an impact on the world.

*The Education Revolution* is ensuring education WITH representation...representation of student voice and the shift of power and decision making from bureaucrats to those that education influences the most: the students. We are taking back our education system. Join the Revolution!



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# Nota bene

Educators, parents, students, and elected officials have spent decades attempting to make minor adjustments to the traditional assembly-line model of education. It is time to stop admiring the problem of this flawed system and create a third-order, transformational change in our education system.

For most classrooms in America, the blackboard has been replaced by a chalkboard, the chalkboard has been replaced by a whiteboard, and a whiteboard has been replaced by a smartboard. The sad reality is that students throughout the United States are bored and unmotivated in their classrooms. We are failing to prepare students for the 21st century. More importantly, education systems have not emphasized that the resolution of education is for students to make an impact on the future of our world. Yet, they can't do that without the opportunity to discover their passion and pursue their purpose.

***The Education Revolution*** chronicles four students who left their traditional high school for a public high school that focuses on student voice, choice, and experiential learning. Until we are inclusive, equitable, accessible, and diverse enough in our education system, it will be very difficult to make progress. For true reconciliation, we must be part of the solution and not part of the problem. We have lots to work on and a ton to accomplish.

We do not profess to be the solution to our American education system. However, we are committed to end the admiration of the problems that exist in schools and focus our efforts on disrupting the old traditions. My hope is that other districts join the education revolution. To be one of the change agents by implementing such a model is only significant if others replicate it.

As the leader of Butler Tech, I look forward to taking on the challenge of the education revolution and working with dedicated staff and students across the globe to better understand how to make our world better. Our communities are demanding it, and our students deserve it.

Jon Graft  
January 2021  
Fairfield Township, Ohio



# EPISODE SYNOPSIS:

## EPISODE 1

### **Pursue Your Passion. Find Your Purpose.**

Anjel, Noah, Ainsley and Gabe share the feelings and emotions tied to leaving the school districts they have always known in order to attend Butler Tech. However, the narrative quickly transitions to explore the students’ goals and dreams for their futures, as well as the realization that the hands-on training, individualized learning, and supportive environment of their new school will lead them there.

## EPISODE 2

### **Student Voice & Failing Forward!**

Each year, students complete a Student Showcase, an opportunity for students to demonstrate their learning experiences to the people most important in their lives in a format that is fun, inspiring, and innovative. The Student Showcases amplify student voice and embrace failure as a trajectory toward success. Ainsley and Gabe are challenged through their showcases and ultimately grow as students and young budding professionals in their fields.

## EPISODE 3

### **Overcoming Obstacles During COVID-19 & Making an IMPACT!**

The documentary, filmed during the 2019-2020 school year, was ultimately impacted by COVID-19, creating yet another obstacle for the four students to overcome. Struggling through school closures, uncertainty in life after graduation, and a fear of the unknown make some of the students question their passion. Others allow the isolation and altered daily life to fuel it. In the end, see how all four students are well on their way to making an impact on the world.





## DATA:

" Butler Tech receives over 2000 applications for 850 spots for incoming sophomores and juniors. "

~ Butler Tech Recruitment and Retention Office

" 2 out of 10 lead actors in broadcast television are people of color."

~ Hollywood Diversity Report 2019, UCLA College of Social Sciences

" 1.2 million students drop out of high school every year - 1 every 26 seconds. "

~ DoSomething.org

" Students who study 'Art' are 4 times more likely to be recognized for academic achievement and 3 times more likely to be awarded for school attendance."

~ DoSomething.org

" The average American student takes approximately 112 mandatory standardized tests from pre-kindergarten through high school graduation. "

~ Alliance for Excellent Education

" According to the most recent data from the National Center for Educational Statistics, 14% of children ages 3-18 don't have internet access at home. "

~ National Center for Educational Statistics

" Only 27% of college graduates work in a field related to their major according to research done by the Federal Reserve Bank of New York. "

~ Federal Reserve Bank of New York

# FEEDBACK:

“The Cincinnati region is fueled by creators and makers who are solving today’s problems and future-proofing to help alleviate tomorrow’s challenges. We know how crucial talent is to innovation and growth – and how critical education is to developing our future workforce. Luckily, in the Cincinnati region, we’ve seen first-hand how the educational ecosystem aligns with students and companies to drive success. Butler Tech has been monumental in that effort, continuing to inspire students and partners with how they teach beyond technical skills—embedding true life skills and encouraging a “fail forward” approach for development. Butler Tech is bridging the gap between education and the workplace thru what they call an “educational revolution” right here, in the Cincinnati region.”

**REDI Cincinnati**

“The stories of the four students featured in the documentary are gripping examples of this generation redefining what success looks like for them and them alone. These four fresh voices give humanity to what ambition and purpose mean for today’s students on the cusp of entering the “real world”. While it may seem like merely a showcase of four outstanding examples of student success, these four represent the sophistication and drive of many high school students figuring out what’s ahead and doing it in their own way because they are allowed to at Butler Tech. The film does justice to the story of all of those pathways, much like career-tech in general.

The film causes us to rethink how to do education. It inspires us to step back and listen to the very people we are charged with preparing for the future. This is real disruption.”

**Shane Haggerty,**  
President, Purposeland Marketing & PR

“The education revolution is long overdue and it’s inspiring to see the work that is happening at Butler Tech to lead the way and create a model that empowers students to own their learning experience, to innovate, and ultimately, to create the future.

**Rachael Mann,**  
Director of Member Engagement, NCLA

“An innovative spirit has imbued Ohio throughout our history. We meet the needs of the times with a creativity and knowhow to overcome challenges. The Education Revolution documentary shows Butler Tech is leading the way towards a new paradigm of learning that supports pathways for students learning relevant skills today. These videos showcase their excellence, and more, as we see students developing firsthand both the hard and soft skills in high demand. Watching this gives us all optimism for a future of learning that develops both student knowledge and social emotional skills.”

**Michael Harlow,**  
Ohio Director, Ready Nation

“For anyone who worries about the prospects of “these kids today” – the most diverse, demanding, distracted generation of students the world has ever seen. For those who fear that we lack the will or the know-how to prepare Ohio’s youth to succeed in the broadest sense of the term. For all those who think that America’s system of public education cannot change to meet the needs of the knowledge age. I have two words: Butler Tech. And I strongly encourage you to learn about the revolution unfolding across its campuses.”

**Jamie Vollmer,**  
Founder, Schools Cannot Do It Alone Network

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# THE TEAM:



## **Avery Benter** **Content Creator**

Avery Benter joined the Iron House Studios Team in 2019 as a Content Creator. Spending years running the Creative Department for multiple churches has given him the experience to capture video from a unique perspective. His keen eye for camera angles, lighting, and mood visually brings the story to life. Avery has always been a jack-of-all-trades as he spends his free time writing and producing his own music and designing his own album covers.



## **Rick Crockett** **Video & Design Assistant**

Rick is a Butler Tech Digital Media program graduate and full-time college student in the University of Cincinnati Media Production program. His position on the Butler Tech team has provided many opportunities for his masterful work on the film, branding, and graphic elements of the documentary and related materials. Rick's own experience in career technical education provides the team with insight and inspiration to share the stories of our students.



## **Brayton Deal** **Creative Director**

Brayton Deal founded Iron House Studios in 2015 with the core conviction that "Genuine People Run the World." With that, he set out to build a company that would use storytelling to help grow organizations to their full potential. From the beginning, Brayton felt that story was the answer to changing the marketing industry for the better, and inspiring people (students) to make that leap of faith into things they have always wanted to do. He has worked on advertising campaigns from local businesses to national audiences.



## **Adam Gabbard** **Producer**

Adam Gabbard joined the Iron House Studios Team in 2019 as the Project Manager, soon promoted to Producer. Recently graduated from the University of Cincinnati, Lindner College of Business, he entered the creative world with vision and a passion for people. Organization and communication being his strong points, Adam has helped Iron House connect with their clients to produce their video needs.





**Jon Graft**  
**Superintendent & CEO**

Jon leads Butler Tech, one of Ohio’s largest career technical education districts, on a mission of transforming lives by making students career-ready and college-prepared. Throughout his 28 years in public education, Jon has always had a keen interest in innovative practices for public schools and, most recently, dedicated himself to creating and sharing the education revolution, eliminating the 150-year-old assembly line model of instruction.

**AJ Huff**  
**Public Relations Coordinator**

AJ is an experienced school-community relations professional with seventeen years dedicated to public education. Her role includes sharing the stories of Butler Tech’s students and staff while promoting a growing collaborative of individuals committed to The Education Revolution. AJ has worked on several Butler Tech award winning video projects including the “Secondary Recruitment Hype” and “Fifth Day Experience Parent Information” videos.

**Jennifer Seifert**  
**Marketing Coordinator, Graphic Designer**

Jennifer believes that great creativity can have the power to transcend the ordinary into the extraordinary. Having worked as a creative talent in various industries for 35 years, Jen’s experience provides an array of creative ideas and techniques for integrating multiple marketing mediums to share the education revolution with an ever-expanding audience. Since joining Butler Tech, her talent has created a well-developed brand for the district and The Education Revolution.

**Robert Simpson**  
**Assistant Director, Content Creator**

Robert Simpson joined the Iron House Studios Team in 2016 as Brayton’s right-hand man. His years of experience as a grip, camera operator, and assistant director have shaped him into who he is today. His personal fascination with film and script writing drives his passion for storytelling in the form of video.



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