

FUSION



The Marketing, Sales & Business and Engineering & Architectural Design (EAD) students joined forces to birth FUSION! The marketing students developed the business concept while EAD students brought the conceptualized project to life by creating detailed blueprints and a stunning 3D printed prototype. EAD students' technical expertise turned the marketing team's vision into a tangible and innovative product, demonstrating the practical capabilities in real-world applications.

"The FUSION project not only represents the integration of marketing and EAD principles, but it also exemplifies how collaborative learning can lead to exceptional outcomes," said one of the staff advisors involved in the project. "Seeing students from different programs come together to use their unique skills in creating something innovative is what Van Buren Tech's educational approach is all about!"

Once the prototypes were completed, the marketing students developed a sales pitch and created a commercial to market their business model. With all of the commercials posted on social media and the prototypes displayed on VBT's Main Street, people were able to vote for their favorite business prototype.

This year's winner of FUSION: Ernie's- "Step back in time and indulge in a delicious blast from the past at our retro themed family restaurant."

Marketing, Sales & Business students: Jovanni Villa, Alejandro Mondragon-Jimenez, Steven Castro
 Engineering & Architectural design students: Erin Glover & Kaleb Borges

2024 Job Fair

Van Buren Tech's Work-Based Learning department hosted an incredible job fair, which saw enthusiastic participation from both students and local businesses. The event brought together 45 local business and industry professionals, offering students of Van Buren Tech (VBT) a valuable platform to network, explore various career paths, and even secure interviews with potential employers.

The job fair, aimed at enhancing the practical learning experience for students while aligning their academic pursuits with real-world industry needs, provided a dynamic environment. Students had the chance to interact one-on-one with potential employers, gaining insight into what companies look for in new hires and the skills that are in high demand. Events like this are integral to the educational experience at VBT, ensuring that students are not only academically prepared but also industry-ready.

We would like to thank all the businesses and professionals who made this event possible! Your support and engagement mean the world to us. Thank you for supporting Van Buren Tech's efforts in setting students up for success.



Cosmetology



WOOD TV8 interviewed Maria Sustaita, one of Van Buren Tech's cosmetology instructors, and Leah Stout, a third year cosmetology student, to discuss the significance of BLISS and its impact on students' education and future careers.

"(Students) don't want that traditional 'sit and listen to lectures' or do the same, normal bookwork that they do back at their home school," Sustaita explained. "So, they get to come here and really express themselves. This is a very art-based program- they get to express themselves in hair, nails and skin."

Over the course of three years, high school juniors and seniors in and around Van Buren County clock in 1,500 hours at BLISS before going to a testing site to be licensed. 100% of last school year's graduates passed.

"Right now, going through a private school would be more than \$20,000 (per year). The students really are given an amazing experience here and opportunities." -Sustaita

"I will be launched immediately into the industry," Stout said. "I get to meet people. I get to branch out, go to a lot of different salons- that's really awesome. I have a lot of those opportunities being set up already."



Marketing, Sales & Business



The Marketing, Sales & Business students recently had the privilege of visiting Midwest Family Broadcasting, where they immersed themselves in the dynamic world of radio and broadcasting. From engaging with the Director of First Impressions to meeting the hosts of the Plan B Morning Show & Rock 107 WIRX and Cosy 103.7, as well as other key figures including the Creative Lead, Director of Sales, and the President of Midwest Family Broadcasting, students gained valuable insight into the industry.

The visit included a tour of the station, providing students with a firsthand look at the operations and allowing them to interact with industry leaders. Students who won the CTE Showcase presentations were also asked to record ad libs for Van Buren Tech with Paul Layendecker, morning show host of COSY 103.7.

Following the tour, students enjoyed a business luncheon at Planks Tavern on the Water with VBT marketing business partners.

This experience offered students a comprehensive understanding of the diverse career fields available in radio, broadcasting, marketing, sales, and business. We extend our sincere gratitude to Midwest Family Broadcasting for their hospitality and for providing this invaluable educational opportunity!

Van Buren Tech

Unlock your potential at Van Buren Tech! Our cutting-edge programs and hands-on learning approach prepare students for thriving careers. With state-of-the-art facilities and dedicated instructors, we're committed to empowering students for success in their chosen fields. Discover the endless possibilities and turn your passion into a profession with Van Buren Tech.

