



by Heidi Riley

A website that includes both a web-series and written content is starting to gain popularity on PEI.

N3XT Network aims to inspire PEI youth facing the challenges of planning for post-secondary education and work after high school.

The website features entertaining and informative videos, original blogs, and useful career planning tools. There are also resources aimed at raising students' awareness of the importance of career planning as early as junior high.

"Students get most of their information on-line," says Jaime Lee Mann, who, along with Christine Gordon Manley, serves as community manager of N3XT and writes the website content.

"To our knowledge, we are the only place in the world packaging career exploration resources for youth using original content, YouTube, and social media."



The real stars of N3XT TV are (from left) video hosts Kalyon MacPhail, Sabrina MacKay, Dylynn Barbour, Celia Koughan, and Ben Aitken.

Local talent

Behind the scenes and in front of the camera, all the talent which comes together to produce the videos and the website content is from PEI. About 12 to 15 people work on the project.

Besides the two community managers, there is the video production team, which includes a producer, director, camera operator, script writer, audio technician, editor, and even an acting coach. The on-camera talent is provided by four high school students and a recent graduate who were chosen through a 2011 province-wide audition call.

Videos

One of the on-line segments, On The Job, offers an inside look at various jobs such as a plumber, fisher, and news videographer. It also explores what it would be like to work at such PEI institutions as the National Research Council, the PEI Government Garage, and the Queen Elizabeth Hospital. The team plans to add more On The Job segments throughout 2012.

Other videos include interviews with PEI professionals, including a pastry chef, garden centre employee, and technician.

"The honesty and frankness shown as these people respond to questions makes a huge impact on students looking for career information," says Christine. "We hope the videos act as a launch pad to encourage students to find out more about a particular career."

A great resource for parents & teachers

The young hosts, funny situations, rapid pace, and use of technology naturally appeals to students. But parents and teachers can also benefit by tuning in.

"We are hoping that Island teachers adopt N3XT TV in the classroom and parents see the career and education options that are available," says Christine. "The information we provide is funny, interesting, up-to-date, and is sure to engage students. This is information they might not find any other way."



From left: Christine Gordon Manley and Jaime Lee Mann, N3XT TV.

A guide to universities

N3XT also offers a handy list of Canadian post-secondary institutions. From the home page, click Research Schools to find an on-line database showcasing universities and colleges from across the country. You can also find honest reviews written by students who attended the schools.

The Spotlights feature gives details about programs and campus life at individual schools.

Latest feature: N3XT Question

Do you have a question about school or work, how to find information on universities or colleges, or how to go about becoming an apprentice or maybe even an entrepreneur?

Click Ask Questions to find the N3XT Question feature. Ask your question and the N3XT Network team will try to help find those answers for you.

Encouraging input

The communication is not just one-way. The N3XT team encourages students to provide feedback and suggest new ideas. Students or parents who are interested in being involved in a N3XT TV focus group may e-mail media@n3xt.ca

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