



2027 NOCTI Video Contest Guide



General Information



Create it!

NOCTI's 2027 video contest theme is "The CTE Skill Games!" Students are invited to create a high-energy video where real-world CTE skills take center stage. Create a competition-style video where each "game" showcases a different ability—from precision and technique to creativity, teamwork, and problem-solving. Make it fun, dramatic, and full of skill-worthy moments as participants take on challenges, show what they know, and bring their best to the game.

Use of the NOCTI logo and images of NOCTI supplemental products is encouraged. Do not include images or recordings of actual tests or test administration.



Submit it!

Eligible videos must be produced during the 2026-27 school year and submitted to NOCTI by January 29, 2027 at 5:00 p.m. EST. Review the rules and requirements before submitting.



Win it!

Winners will be notified in February 2027. Official public announcements should be withheld until NOCTI makes the winner announcement in March.

- First Place: \$500.00 and a class pizza party
- Second Place: \$250.00 and a class pizza party
- Third Place: \$150.00 and a class pizza party
- Honorable Mention(s): \$100.00 and a class pizza party
- Badges: Awarded to students involved with a winning video



How to Submit

Before submitting, read and follow all NOCTI Video Contest rules, requirements, and restrictions. This is a new process for 2026-27.

1. Complete the Submission Form (see PDF file).
2. Send the submission email from the teacher/entrant to nocti@nocti.org
3. Use this subject line: Video Contest Submission-(your video name)
4. Attach the video file or provide a YouTube link. The maximum emailed file size is 10MB. Google Drive and Vimeo files will not be accepted.
5. Attach the Submission Form and all Talent Release forms as a single combined PDF. Photos of forms, individual pages, and files that require permission to view will not be accepted.
6. If submitting student badge information, attach the badge spreadsheet as a separate Excel file.
7. Submit by January 29, 2027, at 5:00 p.m. EST. NOCTI will confirm receipt by email.

If you have questions, contact NOCTI at nocti@nocti.org or 1-800-334-6283.



Official Rules, Requirements, and Restrictions

Key Terms

- **Contest:** NOCTI's 2027 Video Contest.
- **Contest Sponsor:** NOCTI, 500 N. Bronson Avenue, Big Rapids, MI 49307 (www.nocti.org).
- **Entrant:** The teacher designated to submit the entry and accept prizes/awards on behalf of students at a secondary school.
- **Video:** Any Contest entry submitted from September 1, 2026, through January 29, 2027.
- Entering the Contest is free; there are no fees involved.

Video Requirements

- The video must be based on the theme: **The CTE Skill Games!**
- The video must be student work with minimal instructor assistance.
- The video must be created specifically for the NOCTI contest and may not have been submitted to another contest or previously displayed.
- Multiple videos may be submitted by the same secondary school and/or program, but each video must have different student directors/producers and participants. Video titles cannot be identical.
- The video must be 1:00 – 2:00 minutes long. This does not include the required 5-second information slate.
- The required 5-second full-screen information slate must appear at the beginning of the video. Use white letters on a black background and include only the video title and total running time.
- The entrant must have permission from all people speaking or appearing in the video, including anyone whose face is recognizable. Required Talent Release Forms must be submitted with the Entry Form and video. Forms must be signed by hand. Typed signatures will not be accepted.

AI Use

- AI tools may be used for limited, student-directed support such as brainstorming, scripting assistance, editing support, or visual elements.
- The video must reflect students' original ideas, direction, and decision-making. AI may not be used to fully generate the video or replace the students as the primary creators.
- Any AI use must be disclosed at submission with a brief statement identifying the tools used and how they contributed to the video.
- Videos that do not disclose AI usage, or that rely primarily on AI-generated content instead of student work, may be disqualified at the Sponsor's sole discretion.



Official Rules, Requirements, and Restrictions (continued)

Content Restrictions

- The Video must not violate or infringe on another person's rights, including privacy, publicity, or intellectual property rights.
- The video must not disparage NOCTI or any person or party affiliated with the Contest.
- The video must not contain brand names or trademarks, including logos on clothing, computers, camera equipment, food, automobiles, or similar items, other than the Content Sponsor's marks used for this contest.
- Images of NOCTI supplemental products such as Study Guides and Assessment Blueprints, may be used. Images or recordings of actual tests and/or test administration will result in immediate disqualification and may be considered a security breach.
- The video must not contain copyrighted music, footage, images, or artwork.
- The video must not contain inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous, or libelous material.
- The video must not promote bigotry, racism, hatred, harm, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age.
- The video must not contain unlawful material or material that violates applicable laws or regulations.

Technical Requirements

- Submit the file by email as a file or a YouTube link. The maximum emailed file size is 10MB.
- The video must play through YouTube. Please set the video as "unlisted" until contest results are posted.
- If a video earns first, second, third, or honorable mention, all announcements by the entrant, program, or school must be withheld until NOCTI makes the official winner announcement in March.

Disqualifications:

- Submissions emailed after January 29, 2027, will be disqualified.
- Videos shorter than 1:00 or longer than 2:00 will be disqualified.
- Videos that violate restrictions or do not meet the requirements in this packet will be disqualified.
- Videos missing required Talent Release Forms will be disqualified.
- Videos submitted by postsecondary/college students will be disqualified.
- Schools located outside of the United States are not eligible.
- Disqualification is at the Sponsor's sole discretion.



Judging

Judging Criteria

- 50% - Message and appropriateness to theme
- 20% - Creativity
- 20% - Originality
- 10% - Production Quality

Winner Selection

- All videos will be pre-screened before judging to verify compliance with contest rules.
- A panel of judges selected by NOCTI from the CTE/NOCTI community will choose the winning videos based on the judging criteria and contest rule compliance.
- The judges' decision is final.
- Winners will be notified by phone and/or email in February 2027.
- The entrant/school and NOCTI will have shared ownership of winning videos. Winning videos may appear on NOCTI's website and/or be promoted through other media outlets.
- If there are not enough entries worthy of selection as finalists, NOCTI may select fewer winners than the stated number in any category.
- If the Contest is impaired or corrupted and cannot be offered or completed as planned, NOCTI may cancel or terminate the Contest at its sole discretion.

Badges

Badges are awarded to all students involved with a video that places in the Contest. Complete a spreadsheet with three columns (First Name, Last Name and email) and return it with the video link and submission forms. The number of students listed should match the number of Talent Release Forms submitted. Student email addresses are required for badge delivery. If email addresses cannot be shared with NOCTI, those students will not receive badges.