

Two-year Plan – Technology and Industry – Arts/Communication- Fall 2012- Spring 2014

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Goal area	Instructional Practices: What are we going to do?	People Involved	Schedule of Activities	Resources Needed	Evidence of Implementation. What are teachers doing?	Evidence of Impact: What are students' doing?
CURRICULUM DEVELOPMENT (Assessment)	<p>-A- Develop common standards and assessments for 21st Century Skills</p> <p>-B- Share projects and assessments with community members of advisory board for comment and revision regarding expectations and standards allowing students successful advancement towards gaining careers in related job fields.</p> <p>-C- Identify certification opportunities and requirements for staff and students</p> <p>Opportunities could include:</p> <ol style="list-style-type: none"> 1. job shadow; 2. internships; 3. relevant senior projects; 4. entry level jobs; 5. in school demonstrations 	<p>-A- All CTE Arts/Communication teachers</p> <p>-B- Arts/Communication Teachers and Community Members</p> <p>-C- Arts/Communication Teachers and Community Members</p>	<p>-A- Teachers meet one day before 2012-2013 school year & once in early January</p> <p>-B- Arts/Communication Teachers and Community Members at committee meetings</p> <p>-C- Coordinate research over summer of 2012</p>	<p>-A- Meeting time & location</p> <p>-B- Meeting time & location</p> <p>-C- None</p>	<p>-A- Shared notebook/on-line resource with lessons and assessments accessible to all CTE staff</p> <p>-B- Revised assignments, projects & assessments</p> <p>-C- Report to committee and CTE director by start of 2012-2013 school year</p>	<p>-A- Students will be better prepared for the work place as they develop an understanding of what 21st Century Skills are and become more proficient in attaining those skills.</p> <p>-B- Students will have greater success advancing towards career goals through increased success in admissions to training and internship opportunities.</p> <p>-C- Students will have greater success advancing towards career goals through increased success in admissions to training and internship opportunities.</p>
PROGRAM MARKETING	<p>-A- Create more opportunities for students to see what we do in our programs via web pages and in-school displays</p> <p>-B- Increase participation for High School and Beyond Program to middle school families</p>	<p>-A & B- All CTE Arts/Communication teachers</p>	<p>Coordinate participation through building CTE meetings</p>	<p>Supplies for printing and mounting of graphic images</p>	<p>Teachers creating a higher visibility of for Arts/Communication classes throughout their buildings</p>	<p>More interest in CTE classes as electives</p>
CAREER	<p>-Compile a common database for contests for</p>	All CTE	Include discussions in	Continued support of	Teachers will collaborate	Students will have a clear

COMPONENT (WOIS)	CTE student work.	Arts/Communication teachers & community members to share data with advisory committee	advisory meetings. Provide students with needed time for research and projects each semester	WOIS by Everett Public Schools	with each other and career center personnel at each building	understanding of careers in related fields and the opportunities available in the region for those careers.
	-Compile a database for scholarships geared to CTE students Identify local needs and advancement paths for related careers to students				Encourage more applications for scholarships to careers introduced in our classes Examples of student work & shared data	
ADVISORY COMMITTEE	- Continue to use committee to insure our classes are meeting real-world needs. -Continue to use committee to identify current and emerging workplace technologies. -Recruit more community members.	All	Scheduled meetings	Same as current	Attend meetings with agenda of needs from committee	Students will experience more relevant classes

Program Advisory Chair
Career/Technical Director



Date May 7, 2012
Date 5/7/12

I think new recruits could include people from the following fields:

Trade Magazines like the Little Nickel

Marketing Firms

Advertising Agencies

Talent Agencies

TV & Radio stations, but not the "on air" people.