Career Pathways
CTAE Winter Conference
February 7-8, 2012
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Agriculture, Food and Natural Resources Cluster

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Professional Development for Agriculture Teachers
relating to the Cluster

• Agriculture Teachers will have multiple opportunities for professional development on the new cluster plan:
  – Spring Ag-Ed instructor meetings
  – GVATA Summer Conference
  – Fall Ag-Ed instructor meetings
  – GVATA mid-winter conference
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Career Cluster Areas:
Architecture & Construction
Arts, A/V Technology & Communication
Transportation, Distribution & Logistics
Architecture and Construction

• Very little change to Architectural pathway
• All Construction pathways changed from four courses to three to mirror other CTAE areas
• First course name change to Industry Fundamentals and Occupational Safety
• Industry Certified programs still receive student credentials through module reporting
• Skills Assessment still optional EOPA
Arts, A V Technology and Communications

• BVP new name is Audio Video Technology & Film
• Improved curriculum matches industry needs
• Industry Certification is available for Graphic Design – no printing presses required
• Cost of Industry Certification reduced
Transportation, Distribution & Logistics

- Program name change to Automotive Service Technology, so all new course numbers
- First pathway is Maintenance and Light Repair which aligns perfectly with new NATEF standards
- New and improved Aviation curriculum
- Addition of Distribution & Logistics Curriculum
Professional Learning Opportunities for All ACCT Areas

- Camp T&I – June 12-15 at Savannah Tech
- GACTE – July 10-13 at Waverly/Galleria
- Teacher Drive-In Meetings – Fall 2013
Program Delivery Team

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Career Cluster Areas:
Science, Technology, Engineering & Mathematics
Manufacturing
Energy
STEM – Engineering and Technology

- Engineering and Technology
  - Same course numbers with revisions.
- Engineering Drafting and Design.
  - Foundations course designed to be taught the same for Engineering and Architecture Pathways.
- Electronics – Same course numbers with revisions.
Manufacturing

• Now titled Integrated Manufacturing Technology.
  – Same course titles and numbers.
  – Revisions are in process (SEIMENS).
• Manufacturing Renaissance.
• New Pathway Mechatronics
  – Based on RAMP and TCSG programs.
Energy

• Energy Systems – Same course and numbers.
  – Plan to replace Foundations of Engineering with Foundations of Energy Technologies (Spring FY14)

  – (Piloted FY14)
  – GEICC
STEM, Manufacturing, and Energy Development Opportunities

• **GACTE: STEM, Manufacturing, and Energy 1-hour Sessions**  
  – July 10-13, 2013, Renaissance Waverly, Atlanta GA

• **Cluster First Course Pathway Training: In-Depth Workshops**  
  – Aug./Sept. 2013—TBD

• **GETEA Conference: 1 hour Sessions**  
  – October 2013— Houston County

• **Cluster Pathway Regional Training Sessions**  
  – Oct., Nov. and Mar. FY14
Program Delivery Team

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Career Cluster Areas:
Business Management and Administration
Finance
Information Technology

Dr. John D. Barge, State School Superintendent
“Making Education Work for All Georgians”
www.gadoe.org
Business Management & Administration Career Cluster

- **Foundation Course Change**
  - Intro to Business & Technology: Combination of Computer Applications 1 **AND** Business Essentials
  - Computer Apps 1 Course number
  - Same first course for Finance Cluster Pathways

- **Cluster Highlights**
  - Same first 2 courses for 2 pathways
Business Management & Administration Career Cluster

- **Administrative Support**
  - Intro to Business & Technology 07.44110
  - Business Communications & Procedures 07.48310
  - Advanced Computer Applications 07.44120

- **Small Business Development**
  - Intro to Business & Technology 07.44110
  - Business Communications & Procedures 07.48310
  - Entrepreneurship 06.41700

- **Human Resources Management**
  - Intro to Business & Technology 07.44110
  - Business Law 06.41500
  - Human Resources Principles 07.48500
Finance Career Cluster

• **Foundation Course Change**
  – Introduction to Business & Technology: Combination of Computer Applications 1 **AND** Business Essentials
  – No **Business Essentials** course after adoption of Clusters

• **Cluster Highlights:**
  – Same first 2 courses for 3 pathways
    • Option to offer more pathways
  – Financial Literacy moved to 2nd course for 3 pathways
Finance Career Cluster

- Advanced Accounting
  - Intro to Business & Technology 07.44110
  - Accounting 1 07.41100
  - Accounting 2 07.41200
- Business Accounting
  - Intro to Business & Technology 07.44110
  - Financial Literacy 07.42600
  - Accounting 1 07.41100
- Banking
  - Intro to Business & Technology 07.44110
  - Financial Literacy 07.42600
  - Banking & Investing 07.42110
- Insurance
  - Intro to Business & Technology 07.44110
  - Financial Literacy 07.42600
  - Insurance & Risk Management 07.42300
Information Technology Career Cluster

- **Foundation Course Updated**
  - Introduction to Digital Technology
  - Computing in the Modern World course number

- **Cluster highlights**
  - AP Computer Science part of pathway
  - Added Programming, App Development, & Game Design Course
  - Computer Science Principles—AP Course in 2015
  - Added Health IT Cluster
  - EOPA: Working with Industry to identify
Information Technology
Career Cluster

- Web & Digital Communications
  - Intro to Digital Technology 11.41300
    - Digital Media & Communications 11.42400
    - Digital Design 11.43200

- Programming
  - Intro to Digital Technology 11.41300
    - Computer Science Principles 11.41600
    - Programming, Apps & Game Design 11.42100
    - AP Computer Science 11.01800

- Advanced Programming
  - Intro to Digital Technology 11.41300
    - Computer Science Principles 11.41600
    - AP Computer Science 11.01800

- Information Support & Services
  - Intro to Digital Technology 11.41300
    - Computer Systems 11.41500
    - IT Support 11.42000

- Network Systems
  - Intro to Digital Technology 11.41300
    - Networking Fundamentals 11.42300
    - Network Systems & Support 11.42500

- Health IT
  - Intro to Digital Technology 11.41300
    - Essentials of Health IT--Business 11.44200
    - Applications of Health IT--Business 11.44400
    - Introduction to Healthcare Science 25.52100
Business Professional Development Opportunities

• **Field of Dreams: 1 Day Workshop**
  - June 3-6, 2013, Gwinnett County

• **GACTE: 1-hour Sessions**
  - July 10-13, 2013, Renaissance Waverly, Atlanta GA

• **Cluster Boot Camps: In-Depth Workshops**
  - July 22 - 24, 2013—Houston County

• **Fall Business Conference: 1 hour Sessions**
  - September 2013—Atlanta Area
Program Delivery Team

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Career Cluster Areas:
Hospitality & Tourism (Culinary)
Education & Training
Human Services (FACS)
Education & Training Cluster Highlights

• ECE Pathway, 2 options to complete: 3rd Course – Internship
  OR
  3rd Course - Curriculum / Instruction
• Child Development Associate new EOPA.
• Teaching as a Profession – Articulated with 2 and 4 year colleges and universities.
Human Services - Cluster Highlights

- FACS Essentials is gone, not pathway course.
- Nutrition / Food Science – 2\textsuperscript{nd} and 3\textsuperscript{rd} courses receive 4\textsuperscript{th} Science credit. ServSafe new EOPA option.
- Consumer Services – Same Intro course as Fashion & Textiles, Introduction to Customer Service 3\textsuperscript{rd} course is proposed to count as 4\textsuperscript{th} Math credit.
- Fashion & Textiles, replaces Interior Design 3\textsuperscript{rd} course, two options, one proposed for 4\textsuperscript{th} Science credit, and other 4\textsuperscript{th} Math credit.
Cluster Highlights:

June 17-21 & 24-28 Culinary Training at Rockdale Career Academy, cost $2100.
Professional Development Opportunities

UGA FACS Summer College, June 11-14

Culinary Equipment, June

ServSafe, June

Customer Service Essentials, June 18-19

GACTE, July 10-13

Cluster Boot Camp, July 16-19

Additional workshops are pending
Program Delivery Team

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Career Cluster Areas:
Marketing
Hospitality & Tourism
MARKETING EDUCATION: 
A GREAT INVESTMENT!

HIRING DEMAND FOR MARKETING PROFESSIONALS IN THE U. S.

http://www.wantedanalytics.com/insight/tag/marketing-jobs/

In August 2012, there were more than 66,000 job ads online for Marketing. According to the Web site “Analytics: Jobs, Trends, Insights,” marketing and sales rank among the six fields with the most demand.

Dr. John D. Barge, State School Superintendent
"Making Education Work for All Georgians"
www.gadoe.org
Marketing Education Pathways Reside in Two Clusters:

3 Pathways:

2 Pathways:
## ALL COURSES ALIGNED WITH:

<table>
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<th>Career Clusters’ Knowledge &amp; Skills’ Statements</th>
<th>MBA Research’s National A<em>S</em>K Exam Performance Indicators</th>
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<td>National DECA’s Knowledge &amp; Skills’ Competencies</td>
<td>Georgia’s Business and Industry Requirements</td>
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CTAERN Workshop for Teaching Revised “Marketing Principles” Foundational Course in Fall 2013

One Training Workshop: Three Locations

June 4, 2013: North Gwinnett High School, Suwannee

June 12, 2013: Rockdale Career Academy, Conyers

June 13, 2013: Woodville Tompkins Career Academy, Savannah
What Does All Of This Mean In Terms Of Viable Cluster/Pathway Offerings?
Outcomes You Can Expect With Marketing’s New/Revised Courses:

- **Outcome:** Marketing standards build from the Career-Sustaining (foundational) Level to the Supervisory Level, ensuring continuity and depth.

- **Outcome:** Communication (oral and written) is an even larger component of marketing, thus ensuring literacy standards are continually being taught/reinforced.

- **Outcome:** Marketing standards are taught/reinforced not only through classroom projects and DECA competitive events, but also through work performed in School-Based Enterprises and “live” projects in area businesses.

- **Outcome:** Marketing standards are being closely aligned with the national A*S*K Exam performance indicators which should result in better test scores and increased validity.

- **Outcome:** The very best marketing minds in Atlanta (which is a major hub for marketing in the U. S.) have scrutinized and put their stamp of approval on this curriculum.
Program Delivery Team

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Career Cluster Areas:
Human Services (Personal Care/Cosmetology)
Health Sciences
Law, Public Safety, Corrections & Security
Health Science Cluster

• All pathways have the same second course except for Health IT and Biotechnology (Easier to offer more than one pathway.)
• Many choices (What is best for your community?) for third courses with most resulting in the possibility of an industry credential.
• **Diagnostics PW** – Phlebotomy, Medical Lab Assistant and non-invasive (EKG etc) separated – credentials available
• **Health Informatics PW** – Med. Office assistant credential or Health IT (huge growth area in our state) courses
• **Biotechnology R&D PW** - growing field; currently no credential available
• **Support Services PW** - Includes areas such as Patient Transport, dietetics, central supply; possible credentials
• **Therapeutic Services PW** - Added: Dental, Pharmacy Public Health; Physical medicine – 2 options: Personal trainer and sports medicine aide credentials.
Law Public Safety, Corrections and Security

- **Law Enforcement PW, Correction PW and Security PW** - have the same first two courses, so you could easily offer more than one pathway.

- **Fire and Emergency PW** – Same first two courses – then select third – fire, Emergency Medical Responder or Emergency Management/911

- **Legal PW** – Same first two courses – then select – course that is designed for paralegal/attorney as career goal or course that is designed for court reporter, legal assistant etc.

- Working on industry credentials for these pathways.
Human Services – Personal Care Services

- **Cosmetology** – Can lead to State Board of Cosmetology License or possible articulated credit towards the 1500 hours required

- **Barbering** – Can lead to State Board of Barbering License or possible articulated credit

- **Esthetics** – Can lead to State Board License or possible articulated credit

- **Nails** - Can lead to State Bd. License or possible articulated credit

Working on other potential credentials – Ex. Shampoo Tech

Some teaching qualifications may apply. Ex. Teacher must have a barbering license (some already have dual license) to teach barbering.
Professional Development for Healthcare, LPSCS and Personal Care Services

*Sessions will be offered for these areas at GACTE summer conference in July

*TBA - Planning stand alone sessions in June and end of July
Development and Transition Team

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Career Cluster Areas:
Government & Public Administration
(includes JROTC)
Government and Public Administration

• JROTC, under National Security, is the only current pathway in this cluster area.
• Now adding pathway under Public Management and Administration area.
• Foundation course developed to be used across all cluster areas except JROTC.
Government and Public Administration

• Foundation course is Introduction to Government and Public Administration.
• Exploring teacher certification and/or endorsement requirements.
• EOPA will be explored next year.
• Work will begin work on the second course this spring.
Program Delivery Team

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Career Cluster Areas:
Special Populations
CCAE/Project Success
CTI
Career Technical Instruction (CTI)

- No changes
  - Special education courses
  - Course numbers and names will stay the same
  - Course is taught as a special ed. resource class and does not have course standards
  - Teachers address goals and objectives according to the students’ IEPs
Coordinated Career Academic Education (CCAE)/Project Success (PS)

- Curriculum has been revised
- No other changes
  - Course numbers and names will stay the same
  - Does not count as a pathway
  - These courses are intervention support services
  - Elective credit
**Career Technical Instruction & Coordinated Career Academic Education**

**2013-2014 Teacher Professional Development**

- **GACTE: 1-hour Sessions**
  - CTI & CCAE
- **CTAE Fall Drive-In Meetings**
  - CTI & CCAE
- **CTI Teacher TIPs Workshop @ Fall Leadership**
- **CCAE Fall Teacher Workshop**
- **CCAE Spring Teacher Workshop**
- **Blackboard sessions as needed**
  - CTI & CCAE