

Career Pathways

CTAE Winter Conference

February 7-8, 2012



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Agricultural Education Team

Agriculture, Food and Natural Resources Cluster

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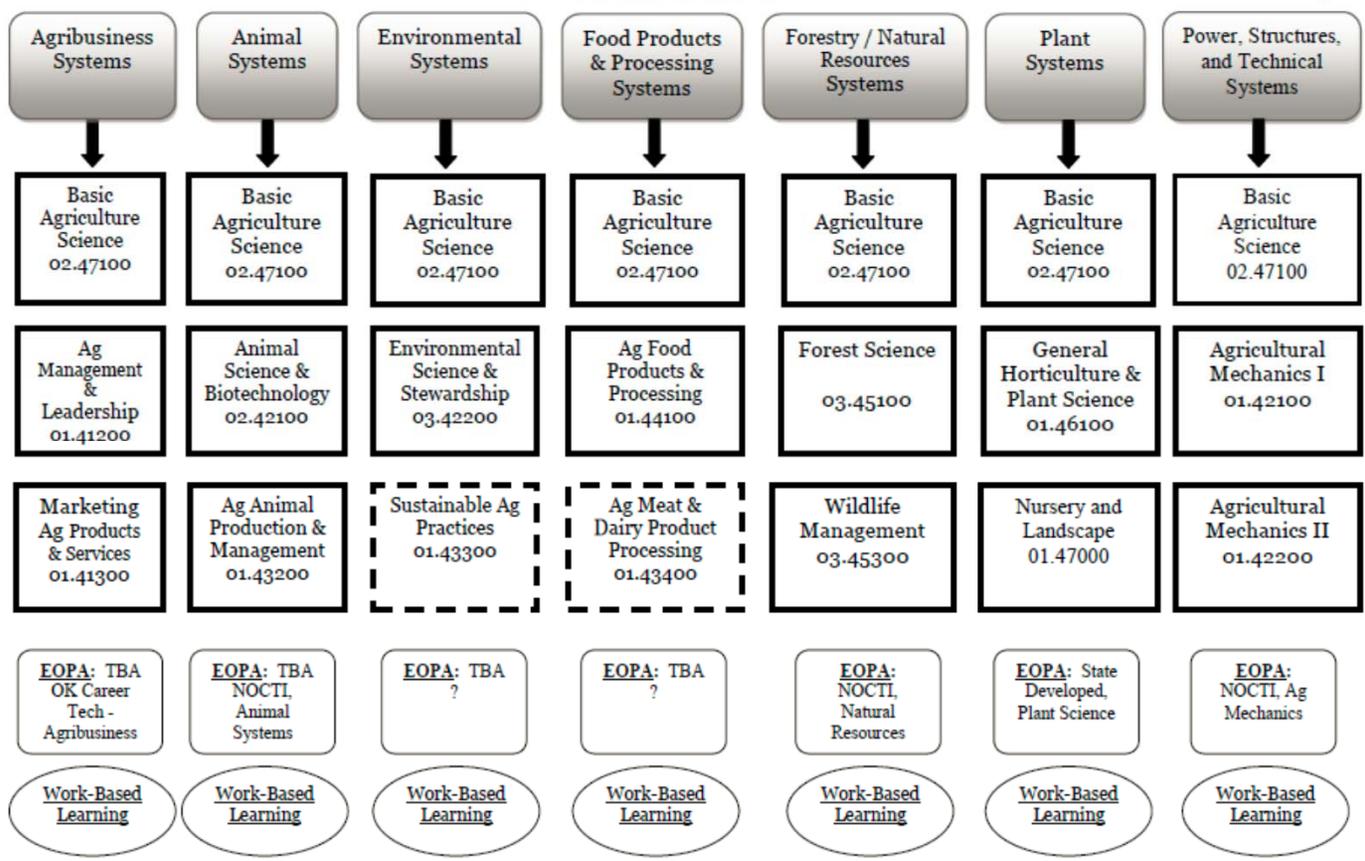


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Agriculture Food & Natural Resources (AFNR)
December 2012

Curriculum Board Approval



= Revised Course Existing Name
 = Revised Course New Name
 = New Course

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



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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



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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



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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



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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



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Program Delivery Team

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Career Cluster Areas:

Science, Technology, Engineering & Mathematics

Manufacturing

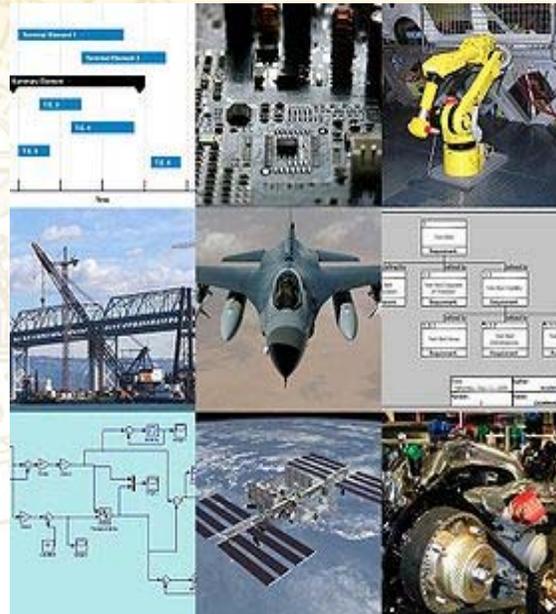
Energy



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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.



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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.



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Energy

- Energy Systems – Same course and numbers.
 - Plan to replace Foundations of Engineering with Foundations of Energy Technologies (Spring FY14)
- New Pathway - Energy and Power: Generation, Transmission, and Distribution.
 - (Piloted FY14)
 - GEICC



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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



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Career Cluster Areas:

Business Management and Administration

Finance

Information Technology



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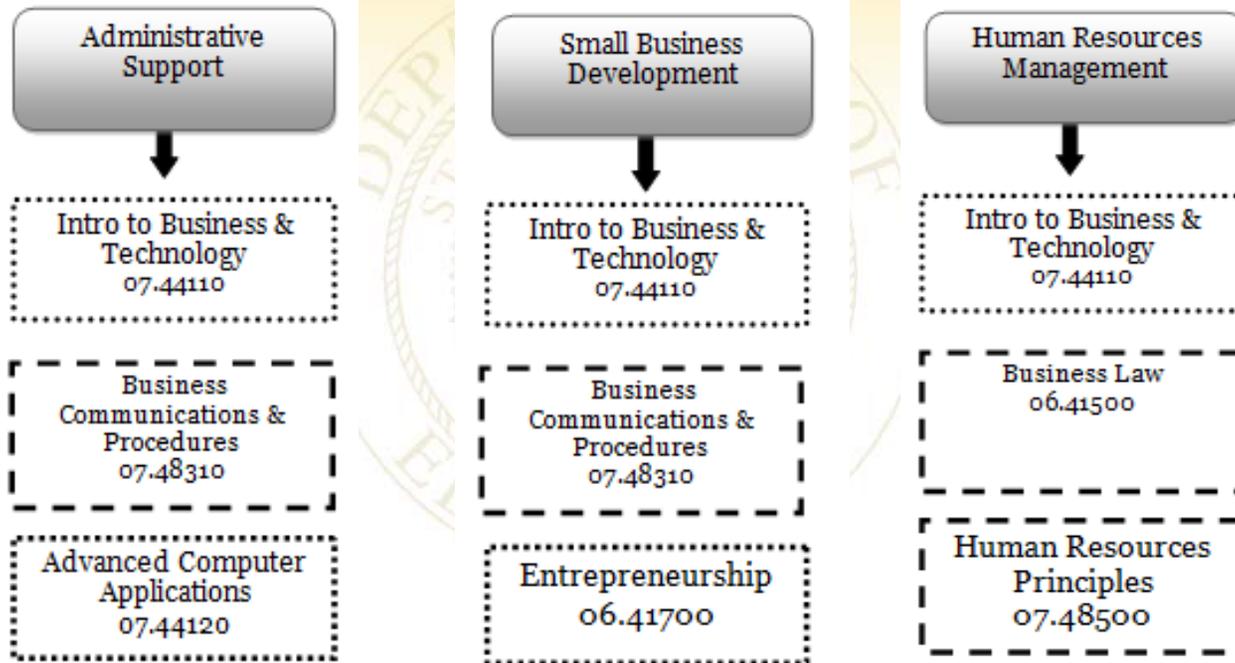
Business Management & Administration Career Cluster

- 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



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Business Management & Administration Career Cluster



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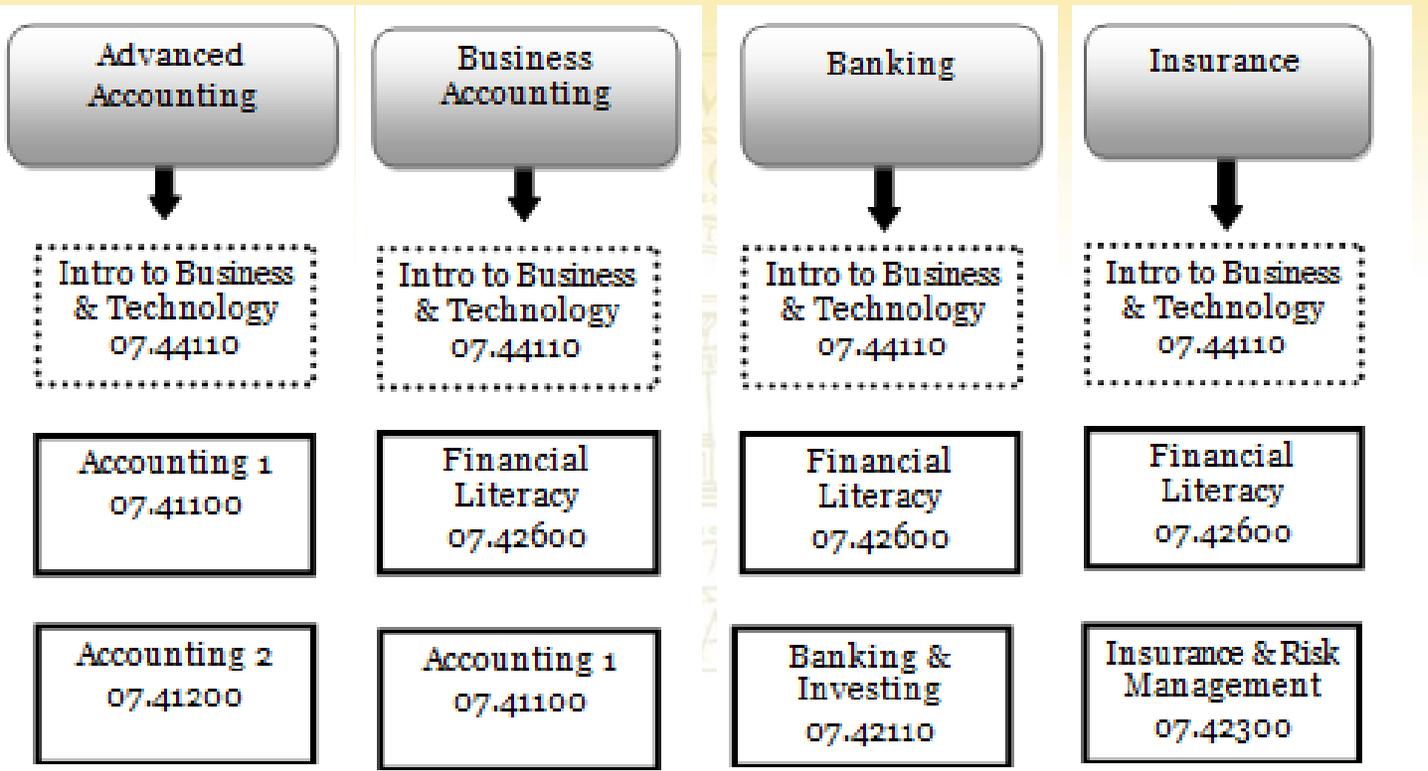
Finance Career Cluster

- 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



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Finance Career Cluster



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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

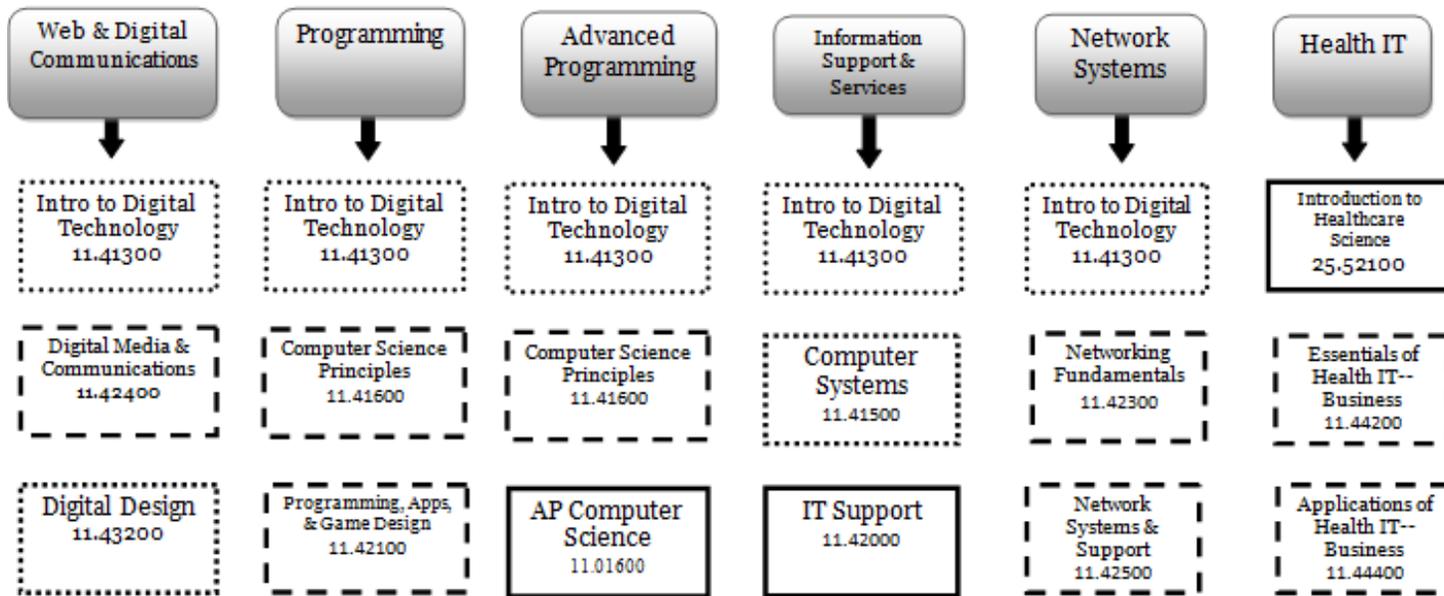


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Information Technology Career Cluster



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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



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Career Cluster Areas:

Hospitality & Tourism (Culinary)

Education & Training

Human Services (FACS)



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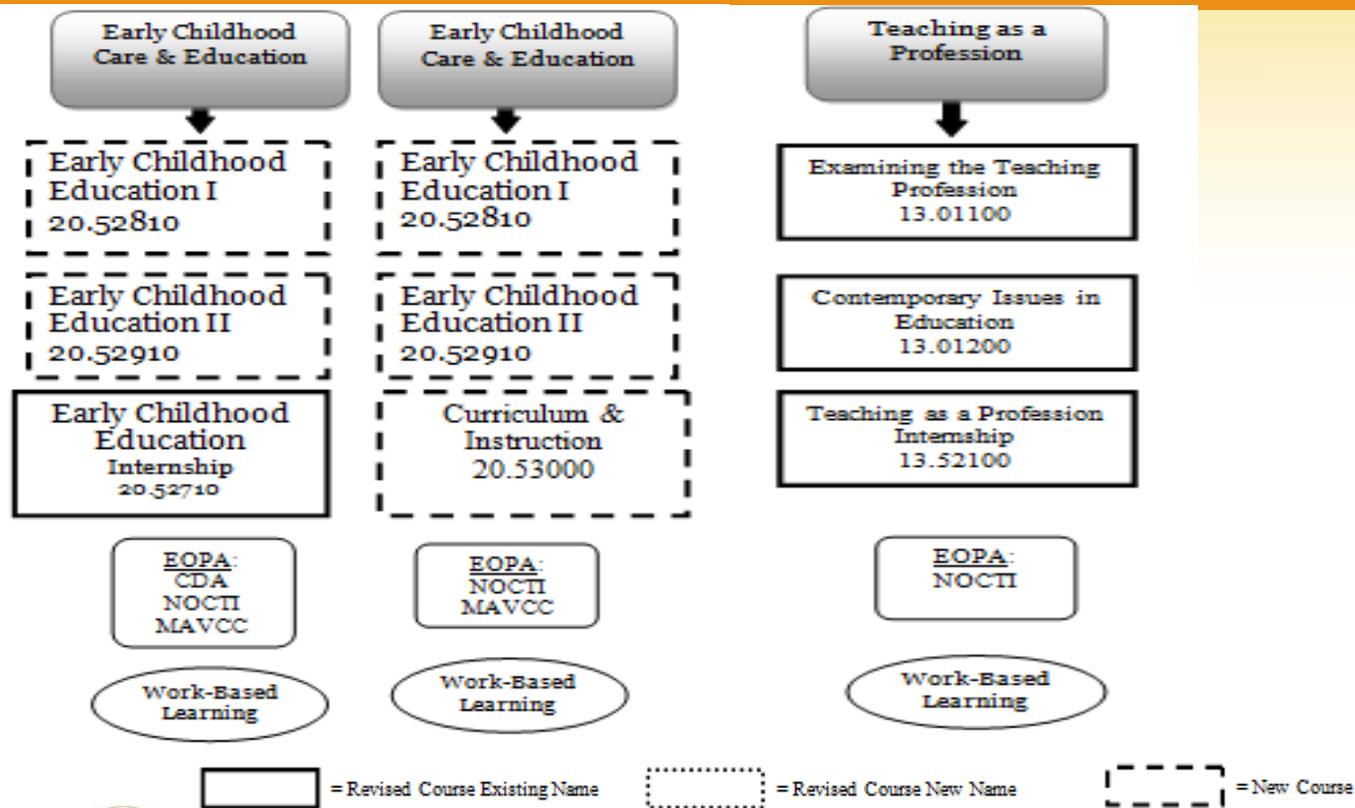
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Education & Training

Pending
Board
Approval



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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.



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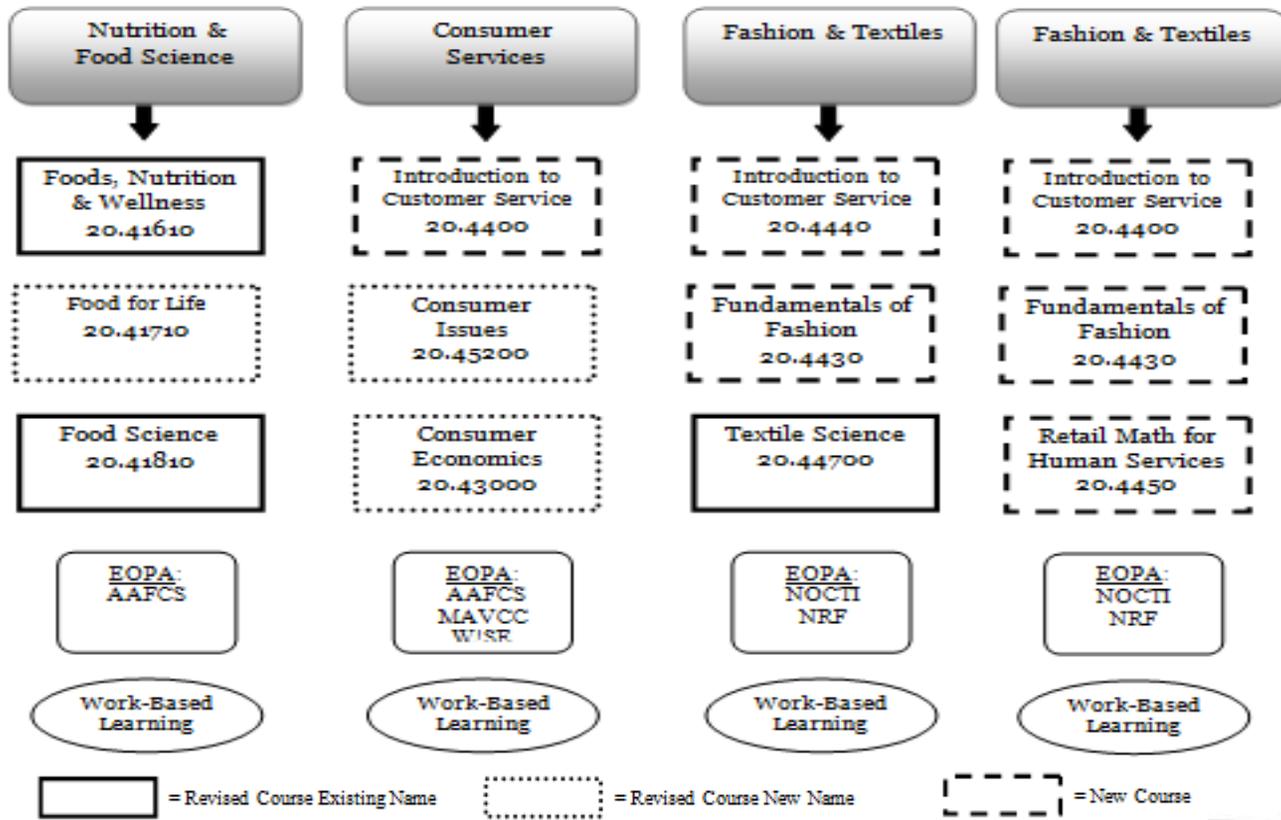
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Human Services

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Board
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Human Services - Cluster Highlights

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

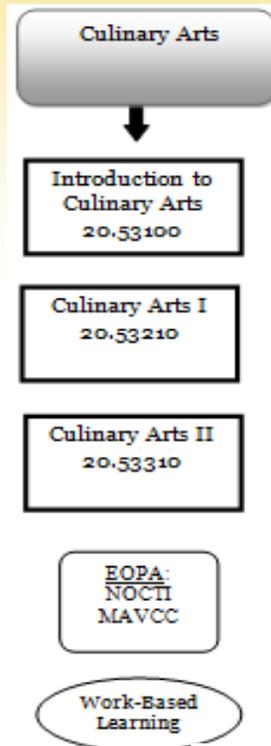


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Hospitality & Tourism

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Approval



Cluster Highlights:

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



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= Revised Course Existing Name



= Revised Course New Name



= New Course

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



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Career Cluster Areas:
Marketing
Hospitality & Tourism

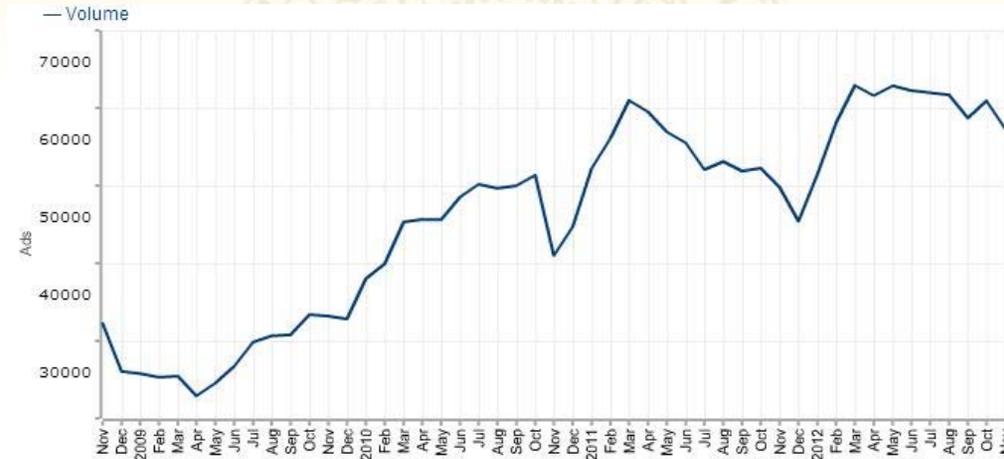


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MARKETING EDUCATION: A GREAT INVESTMENT!

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.



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Marketing Education Pathways Reside in Two Clusters:

3 Pathways:

2 Pathways:



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ALL COURSES ALIGNED WITH:

<p>Career Clusters' Knowledge & Skills' Statements</p>	<p>MBA Research's National A*S*K Exam Performance Indicators</p>
<p>National DECA's Knowledge & Skills' Competencies</p>	<p>Georgia's Business and Industry Requirements</p>

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**



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A woman with dark hair in a ponytail, wearing a red top and a striped shirt, is smiling and holding a grey sign. The sign contains the text: "What Does All Of This Mean In Terms Of Viable Cluster/Pathway Offerings?". In the background, there is a faint circular logo with the word "DEPARTMENT" visible.

**What Does All Of
This Mean In Terms
Of Viable
Cluster/Pathway
Offerings?**



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Outcomes You Can Expect With Marketing's New/Revised Courses:



Eleven Pathway 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.



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Career Cluster Areas:

Human Services (Personal Care/Cosmetology)

Health Sciences

Law, Public Safety, Corrections & Security



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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.



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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.



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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



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Development and Transition Team

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Career Cluster Areas:

**Government & Public Administration
(includes JROTC)**



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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.



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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.



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Career Cluster Areas:
Special Populations
CCAIE/Project Success
CTI



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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



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Coordinated Career Academic Education (CCAЕ)/ 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



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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**
- ✓ **CCAЕ Fall Teacher Workshop**
- ✓ **CCAЕ Spring Teacher Workshop**
- ✓ **Blackboard sessions as needed**
 - CTI & CCAE



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