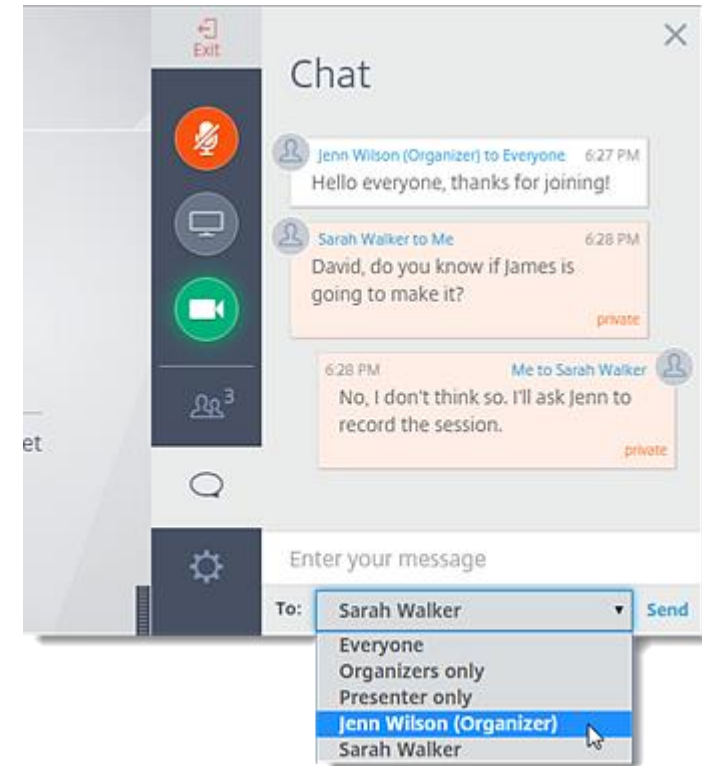# Industry Advisory Committee

ARTS, A/V TECHNOLOGY, AND COMMUNICATIONS

AUGUST 28, 2018

GoToWebinar Functionality

- Toolbar with orange arrow to expand or collapse
- Muting your microphone
- Raise your hand feature
- Chat and question box – drop down menu to respond to presenter or entire group

August Webinar Agenda

1. Committee Member Introductions
2. Roles and Responsibilities
3. Timeline
4. Programs of Study

Industry Advisory Committee Introductions

Arts, A/V Technology, and Communication Advisory Committee Members

Name	Position	Email Address
Angie Reza Tures	Writer/Director, Femme Frontera	femmefrontera@gmail.com
Brett Parrish	Instructor, Barbers Hill ISD, Game Day Crew Rockets, Astros, Dynamo, Dash, Rice Athletics, Houston Livestock Show and Rodeo, and Texas Southern Football	bparrish@bhisd.net
Brett Young	CEO, Surefoot Studios	brett@surefootstudios.com
Carl Settles	Founder, Executive Director E4 Youth	carl@e4youth.com
Christine Donavan	Instructor, Northside ISD	christine.donovan@nisd.net
Cynthia Hougardy	Regional Manager, FIDM	chougardy@fidm.edu
David Saenz	Executive Director CTE, Fort Worth ISD	david.saenz@fwisd.org
Eva Coleman	Independent Producer, National Black Journalist Association	producedbyeva@gmail.com
Jamie Everett	Leander ISD, CTE Coordinator	Jamie.Everett@leanderisd.org
Kathy Blankenship	Instructor, Manor ISD	Kathy.Blankenship@manorisd.net
Kenneth Dixon	Station Manager, LISD TV	Kenneth.Dixon@lubbockisd.net
Lorena Knight	Texas Workforce Commission	Lorena.knight@twc.state.tx.us
Michelle Redmond, MFA	Senior Lecturer, Department of Media Arts, University of North Texas	Michelle.Redmond@unt.edu
Randy Hudson	Instructor, Belton ISD	randy.hudson@bisd.net
Scott Cawthron	KLBK 13TV	scawthron@klbk13.tv
Sharon Welkey, PhD	Dean of Digital Media and Design, University of Incarnate Word	welkey@uiwtx.edu
Shonda Tindall	Instructor, Mesquite ISD	stindall@mesquiteisd.org
Ted Irving	Magnet Coordinator, Houston ISD	tedirving@yahoo.com
Ya'Ke Smith, MFA	Associate Professor of Film Education University of Texas , Education Representative TXMPA	yake@austin.utexas.edu

Meeting Norms

- Being student focused
- Circle of trust
- Assume positive intent
- Speak freely
- Balance urgency with patience
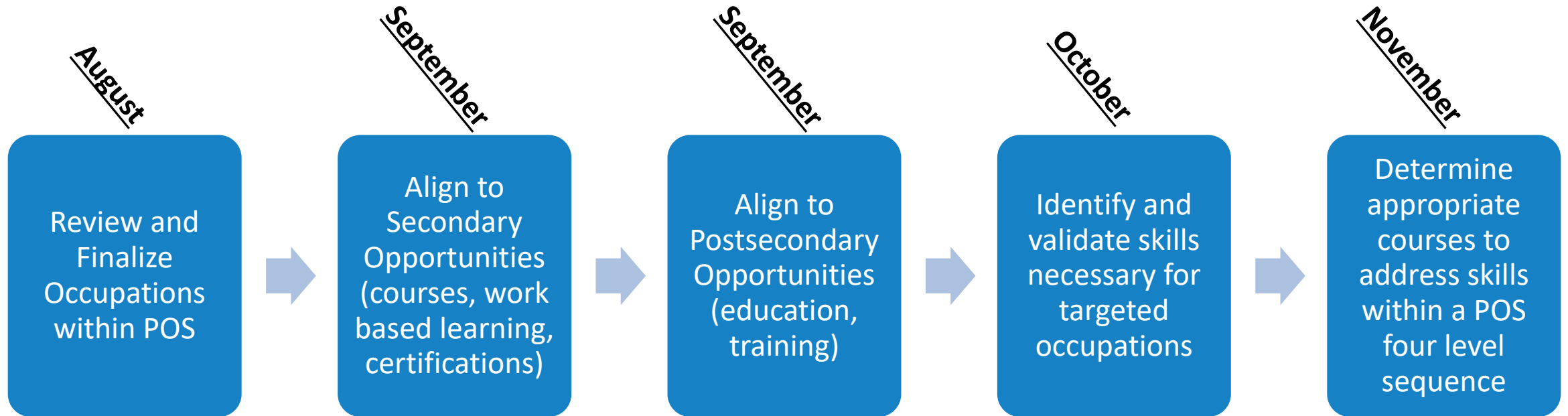- Monitor your airtime

Roles and Responsibilities

Committee Members

- Review occupations and skills related to Programs of Study
- Determine alignment of skills, secondary opportunities, and postsecondary opportunities
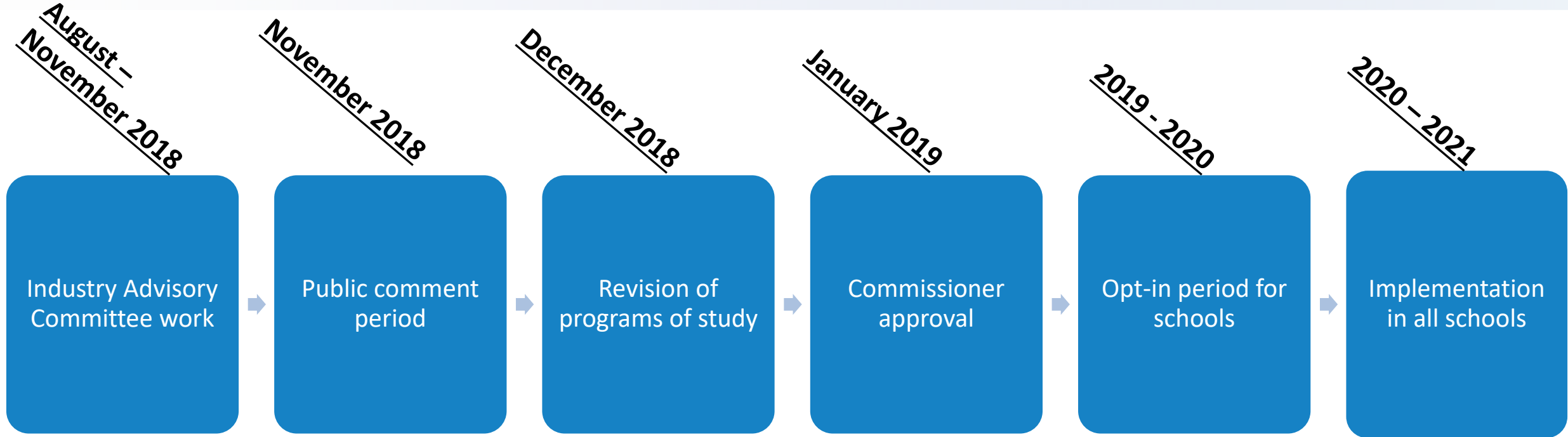- Create course sequencing options for implementation of Programs of Study

TEA Staff

- Collection of labor market data
- Identify proposed Programs of Study from labor market data
- Utilize committee input to define Programs of Study
- Communicate information regarding Programs of Study to the field

Committee Timeline

August — Review and Finalize Occupations within POS

September — Align to Secondary Opportunities (courses, work based learning, certifications)

September — Align to Postsecondary Opportunities (education, training)

October — Identify and validate skills necessary for targeted occupations

November — Determine appropriate courses to address skills within a POS four level sequence

Project Timeline

August – November 2018
Industry Advisory Committee work

November 2018
Public comment period

December 2018
Revision of programs of study

January 2019
Commissioner approval

2019 - 2020
Opt-in period for schools

2020 – 2021
Implementation in all schools

Program of Study Methodology Data

EMSI*

Labor Market Information Expert

18B data points from dozens of government data sources, updated quarterly.

Hundreds of millions of online job openings

>100M million U.S. individuals' employment and education profiles

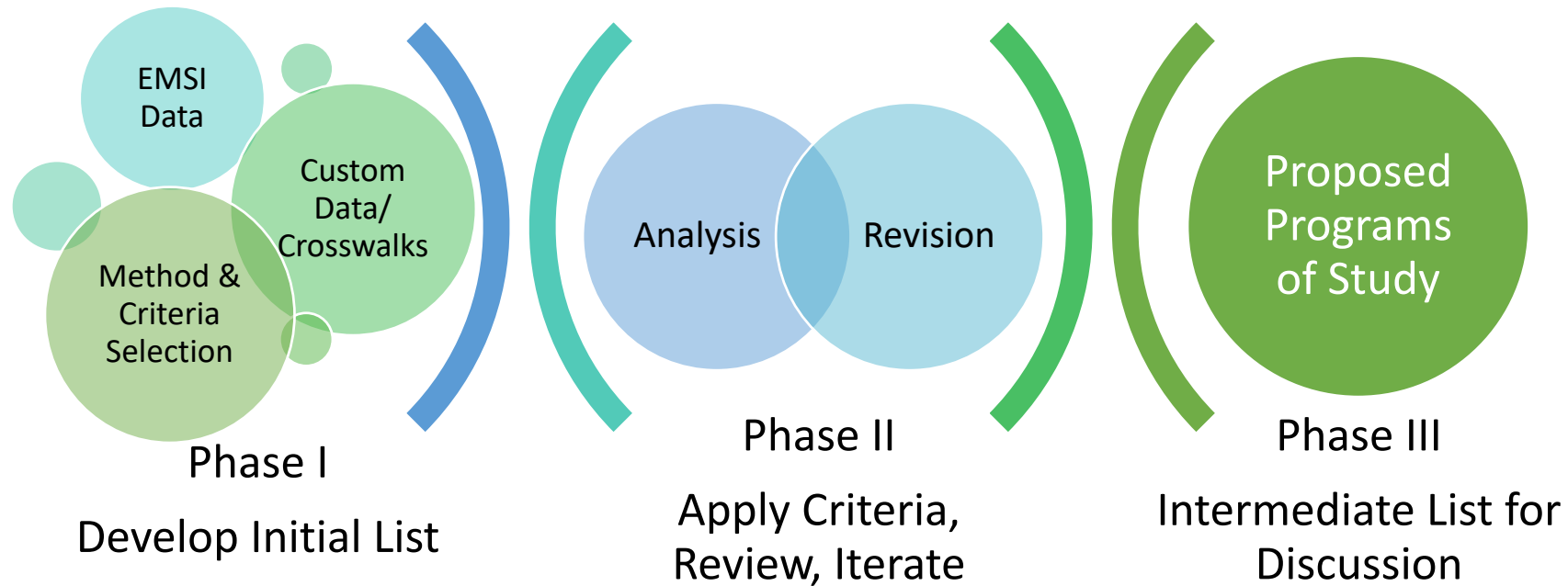Over 40M individual compensation observations

Custom Crosswalks

Methodology Analysis and Recommendation

Texas postsecondary (IPEDS) completers

Texas LWDA Data

* EMSI information can be found at: https://www.economicmodeling.com/data/

Program of Study Methodology Overview

Phase I

Develop Initial List

Phase II

Apply Criteria, Review, Iterate
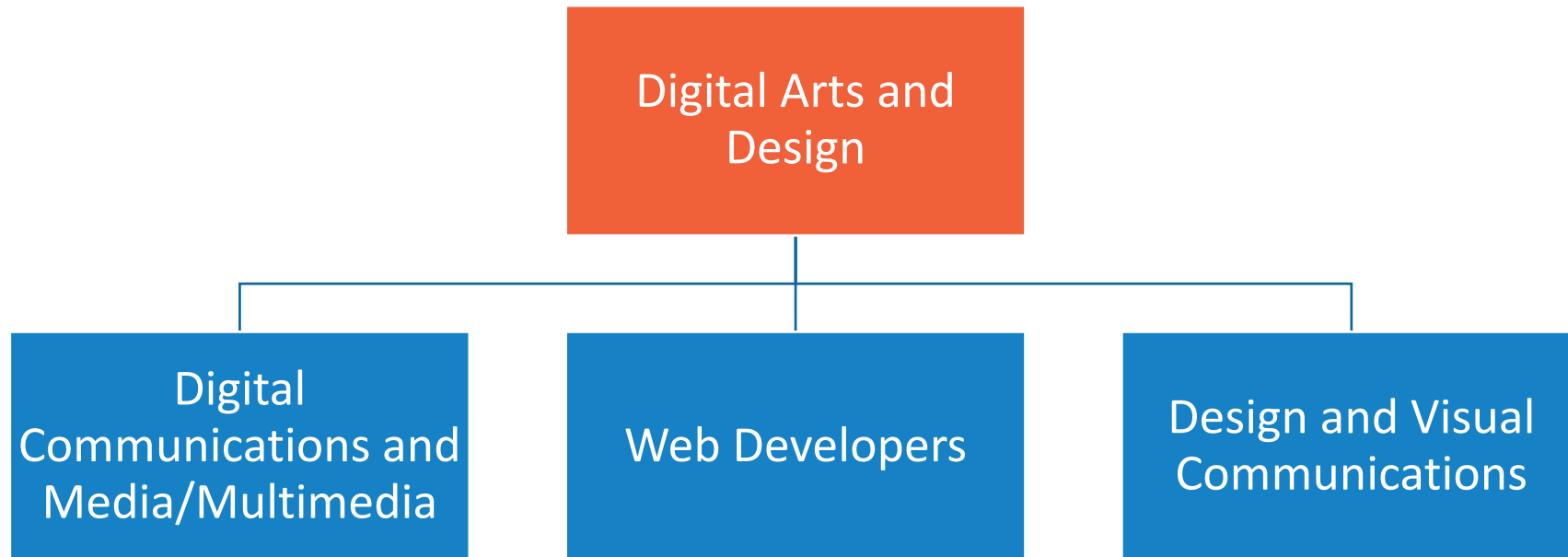
Phase III

Intermediate List for Discussion

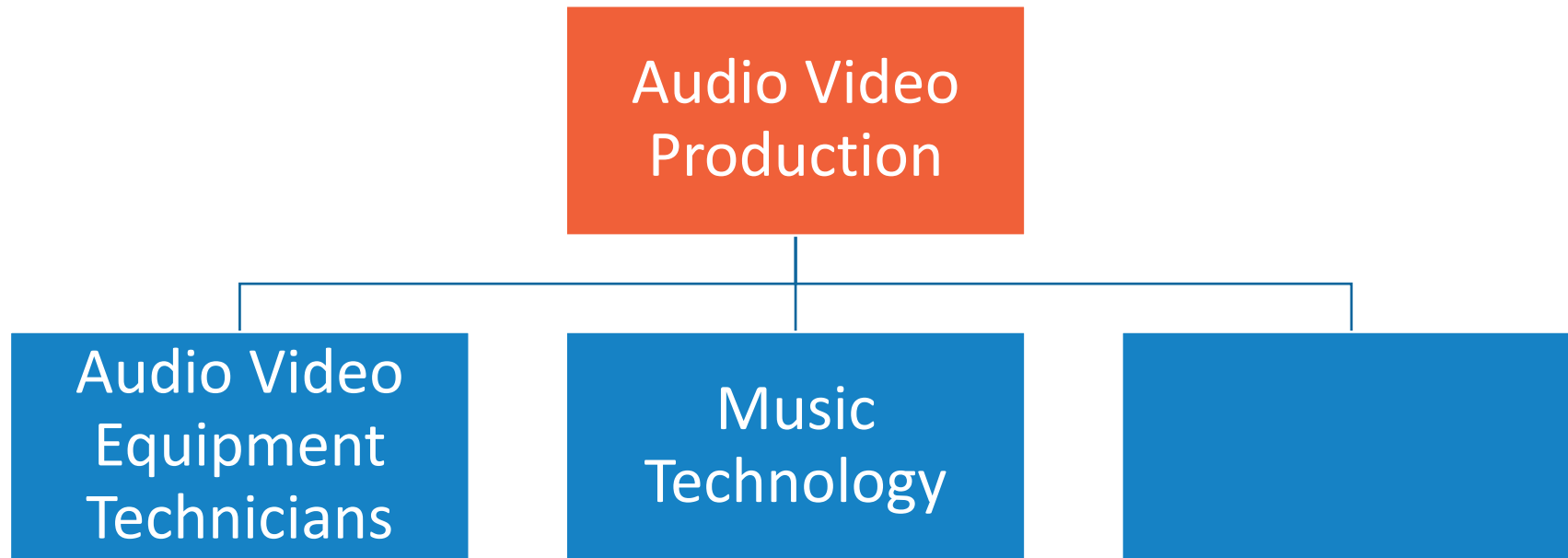# What is a Program of Study?

A Program of Study should include:

- A sequence of non-duplicative secondary courses supporting a defined area of careers and embedding academic and technical content
- High-school work-based learning
- Industry Based Certifications needed to obtain careers
- Postsecondary education and training opportunities tied to career entry points
- Multiple education and training exit points along the career progression

New programs of study are essential for meeting federal requirements for Perkins and ensuring CTE concentrators are prepared to earn a valued credential.

Occupations Not Meeting Criteria

Job	Texas Median Annual Salary	Projected Growth	Annual Openings
27-1022 Fashion Design	$49,712	23%	62

Programs of Study Overview

- Misaligned occupations
- Missing occupations
- Student engagement
- Other issues

Arts, A/V Technology, and Communications

Digital Arts and Design

Audio/Video Production
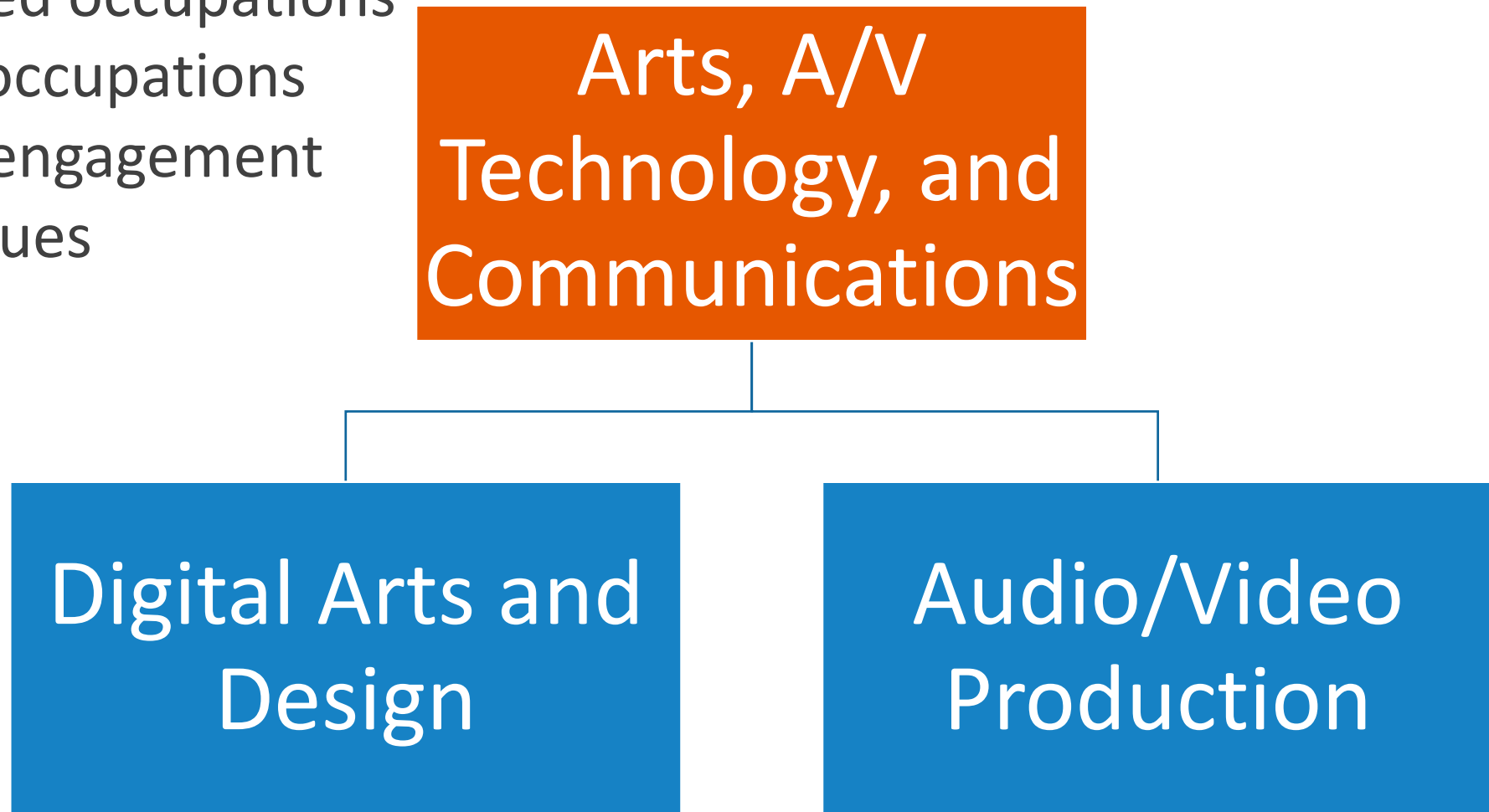
Next Steps

- Postsecondary programs:

  Opportunities for students to continue their education and training beyond high school. This includes Level I and II certificates, apprenticeships, associate, and bachelor's degree programs.

- Work based learning:

  Work-based learning is a continuum of intentional activities and experiences designed to expand the boundaries of the classroom and prepare students for future career opportunities.

- Work-based learning provides opportunities for students to:
  - apply knowledge learned in the classroom;
  - explore potential career options;
  - engage with business and industry practitioners; and
  - develop essential 21st century skills.

Next Steps

- Review revisions to programs of study
- Prepare for Job Profile validation
- Web meeting: October 2, 2018 at 10am CST
- In-person meeting: November 9, 2018 in Austin (details forthcoming)
- Exit Ticket:
    https://tea.co1.qualtrics.com/jfe/form/SV_85EJ9pepzfdL6IZ

- Follow up request
    https://tea.co1.qualtrics.com/jfe/form/SV_bNuJhJd3IMZQuPP

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