

Arts, AV and Communication Career Cluster

Two Pathways: 1) Visual Arts; 2) AV Communications

KACCTE Approval given: January 19, 2011

History of the Cluster Development

KSDE felt the need to provide background information regarding how competencies were determined and organized for the CTE state-approved Arts, AV Technology and Communication pathways. Please read the entire document before beginning to review the pathway design and course competencies to better understand the process and factors which influenced what you see.

BUSINESS AND INDUSTRY INPUT/DEVELOPMENT OF THE COMPETENCIES:

Bill North, Curator for the Beach Museum, Kansas State University is the Arts, AV and Communications representative on the Kansas Advisory Committee for Career and Technical Education (KACCTE). The pathway development process began by identifying representatives from the field to gain answers to *“what skills is the Arts, AV and Communications industry looking for in future employees?”* Their answers were tied to the www.careertech.org essential knowledge and skills document for Arts, AV and Communications (Refer to www.careertech.org , Arts, AV and Communication Cluster, Essential Knowledge and Skills, 2008 version). Comment from Kansas business and industry (B&I) was requested between early-December, 2010 to early-January, and 2011.

In addition, a number of meetings took place between B&I and KSDE in October, 2010-January, 2011. The comments from those meetings, as well as those from the B&I essential knowledge and skill review were compiled. Those compiled comments were then compared to the course competencies identified in the 2010 (summer/early fall) work for career cluster development.

TEACHER/FIELD REVIEW OF COMPETENCIES:

Terry Byfield, CTE Resource Specialist, Shawnee Mission Schools graciously volunteered to post the January, 2011 pathway designs and new course competencies for teacher/field review via Google docs where comments were accepted until Friday, January 14, 2011. This review timeline was very short, not because of trying to keep anyone from comment, but to allow schools to transition to this new pathway through the CPPSA in the spring of 2011. All courses and competencies were required to be completed and presented to KACCTE for approval on January 19, 2011. KACCTE approved the pathway design and course competencies as presented, which are found on the KSDE website under “Arts, AV Tech and Communications”.

PATHWAY TITLES:

The Visual Arts pathway title was retained through the development process; however the name of the second pathway transitioned to “AV Communications” to reflect the need to focus on the evolution of the communications area to include audio, video, web-based and electronic applications. We believe the title “AV Communications” reflects this.

PATHWAY FOCUS IS ON SKILL SET DEVELOPMENT:

The courses that make up the pathway designs were identified due to the need to develop a skill set, which means the development of skills that are transferrable across numerous occupations within the cluster. These courses were not organized by a particular project or product. The benefit of this focus is that it allows schools the opportunity to select the application of the skills, be it a daily/weekly school broadcast, electronic newspaper, the design of an interior space/exhibit or any number of other projects. Please keep in mind this “skill set development” focus as you review the courses and determine local course titles.

TEACHER QUALIFICATIONS:

All pathways have separate teacher qualifications per course. This allows for the overlapping of courses within a variety of pathways. A document is being developed for the KSDE website (www.ksde.org) for reference. Contact Gayla Randel (grandel@ksde.org) with licensure questions.

PATHWAY APPLICATION (CPPSA)/VE2 PROGRAM TRANSITION:

The pathway designs, courses and course competencies are available on the KSDE website under “Arts, AV Tech and Communication”. Pathway applications (CPPSA) are open for submission between November 15 and March 15 annually, and new pathways are encouraged for those interested in Arts, AV Technology and Communications. In addition, note that all **Communications Technology VE 2 programs (CIP Code 10.0105)** must transition between Nov 15, 2011 and Mar 15, 2012 to retain funding for the 2012-2013 year. Communications Technology VE2 programs can transition to AV Communications (CIP Code 09.0702) /Visual Arts (CIP Code 50.0499) pathways (found in the Arts, AV cluster) or Web and Digital Communications (CIP Code 11.1004) pathway (found in the Information Technology cluster) or both. Contact Gayla Randel (grandel@ksde.org) for information regarding the AV Communications pathway and R.J. Dake (rjdake@ksde.org) for Web and Digital Communications pathway.

This is also true for the **Fashion, Textiles & Interiors, Production and Services VE2 programs (CIP Code: 19.0905)**. Transition to the Visual Arts (CIP Code 50.0499) pathway is required between Nov 15, 2011 and Mar 15, 2012 to retain funding for the 2012-2013 school year. Pathway design sheets, courses and course competencies are found on the KSDE website under “Arts, AV Tech and Communications. Look for “Visual Arts”, noting the strand developed for this area. Contact Gayla Randel (grandel@ksde.org) for further information.

IN SUMMARY:

The career cluster development process has been lengthy and complex. KSDE appreciates the patience and flexibility demonstrated by faculty and administrators as we complete the development and move to the implementation phase. If you are not already, contact Gayla Randel (grandel@ksde.org) to be placed on the Arts, AV Tech and Communications list serv to

receive timely communication regarding KSDE updates, teaching resources, technical assistance opportunities and industry updates.