

COMMON QUESTIONS AND ANSWERS SURROUNDING THE AV COMMUNICATIONS PATHWAY

The VE2 Communications Technology program transitions to which pathway?

AV Communications is about the electronic storytelling and the different media that can be used to do so. Other pathways, such as Web and Digital Communications (technology used) and Visual Arts (2-D and 4-D design used) are other pathways in which this area is addressed. Even though there are courses in videography or photo imaging in AV Communications, the main focus is the story being told or created through visual images, not so much about the technology or design aspects that are used. Many of the VE2 program courses were project in nature which was not identified as journalism, but communications technologies (the use of technology). This has created some misunderstandings within the field over the years. (Some schools are actually applying for more than one pathway in this area so that they can hit all sides.)

How to determine which courses match what was taught in the past?

A local school will need to review the competencies presently being taught and see how they align to the new pathway courses. Also note that pathway courses are promoting a skill set development and not a product being produced. Students in the courses are to gain a wider view of how the skill set developed can be applied in the world of work. Review the course competencies and then identify the course codes that best fit

Please look at both the AV Communications pathway (part of the Arts, AV Tech and Comm. cluster) and Web and Digital Communications pathway (IT cluster) to see which fits your needs best. One has a stronger tie to electronic storytelling and the other technology.

Do the technical level courses need to be taught to offer the related application level course?

The expectation is the technical level course would indeed be taught first because it contains the technical level skill attainment needed to be successful in the application of the skills in the related application course (ex: Audio/Video Production Fundamentals—tech level; Video Production—App level). Of course, the offering of the courses could be done as a double up (both taught in the same classroom) allowing for all competencies to be taught. Please note however, this could cause some issues with the grade book programs.

What about licensure?

Please realize nothing is final until TEAL at KSDE recognizes it. It is presently under review now. Also realize that the VE2 Communications Technology program was not a journalism pathway. Rather it was based upon using technology to complete a project.

All the files in place now are for the VE2 programs. As we transition to pathways, the licensure/endorsements were revisited and licensure identified per course rather than per program.

The one course required of AV Communications is 21st Century Journalism. Business and English licenses are not recognized to teach 30100 (21st Century Journalism) nor any 11000 series Journalism

courses. Historical records (back as far as 2004) have indicated journalism as the only allowable endorsement for teaching journalism courses. Project courses under VE2 Communication Technology (journalism was not included in this program) did allow a range of licensure, which included Newspaper, Yearbook, Webpage Design and Graphic Design, however if the course was a journalism (technical writing) course, the only highly qualified teacher are those with a journalism endorsement, not a new limitation.

Please realize, answers must be based upon how the entire state interprets them and not what one school or another may want to do because they have this teacher with another license that would make a 'great teacher' for CTE. Licensure was not identified because "they have done it in the past". KSDE –CTE looks at the training at the undergraduate level which is what TEAL is identifying. Work experience or years in the classroom has merit, but that must be linked to a credential for TEAL to recognize it. KSDE-CTE didn't "list" a license if the new graduates are not trained in it. [That is why I believe we are having some teachers "stray" from their areas. They are looking at their own job situation AND allowing some administrators permission to "release" the qualified teachers from contracts and allowing others who are already on staff (regardless of training) to take them over.] KSDE-CTE is setting best practice, not "settling for" teacher licensure.

What to do if no one has journalism endorsement? (Options in italics and bold font)

Look at the Visual Arts and Web and Digital Communication pathways which allow a school to address this field in another way without the strong journalism requirement. Another option is for the teacher in question to *earn a journalism endorsement* which will be recognized with a provisional licensure after 50% of the coursework has been completed. Teachers will need to work with the licensure department at the university in which the endorsement is being earned for application procedure.

As it stands now, 21st Century Journalism recognizes only journalism endorsements; however the other courses within the pathway have a variety of endorsements recognized due to their degree training and content.

The webinar on Dec 1, 2011 goes into more detail, but realize even though the AV Communications pathway does have this limitation, Web and Digital Communication and Visual Arts does not, therefore you may want to *re-visit those pathways* if the licensure is an issue.

Also note that pathway courses need only be *taught every other year*, which means if your school does not have someone with that endorsement, you'll have until Fall of 2013 to locate one OR encourage staff to obtain it. Another notation is that KSDE is working on a *technical certificate* which would address this area as well as others, but will likely include a combination of experiences to earn. This will likely include college credits, professional development, work experience or a combination of the three. It is still being developed which is why I cannot be more detailed in response.

Can I call my pathway courses the same as I did before, like yearbook or newspaper?

As with other courses, local titles are a local option, however the title needs to reflect the skill set taught. The AV Communications pathway is also about the electronic storytelling which should be a consideration as well as reflect the competencies which are addressed in the course. Reviewers who reviewed the titles as part of the designing of the pathway felt those listed on the pathway design sheet to be good descriptions of the courses.

Where do my yearbook and newspaper classes fit?

Yearbook and newspaper course competencies need to be reviewed and then compared to the course competencies of the courses in this pathway as well as Visual Arts and Web and Digital Communications. Realize a 'skill set' is the focus of the courses and not product specific. Students that complete the courses must be able to see how the skill set can be applied in a variety of career areas. It is a local open what experiences happen with a course, however all competences in a pathway approved course must be taught and expected to be the main focus of that course.

What is meant by cross course projects?

Projects that had traditionally been part of a VE2 Communication Technology program could actually be separated by skill set to be addressed in separate courses. Using Yearbook as an example, the designing of the pages of the yearbook may be best taught in a Graphic Design course, the photos taken in the Photo Imaging course and ads sold in a Marketing course. This concept also reflects the career cluster philosophy of teachers working outside silos.

How can we teach all the essential knowledge and skills when they are too difficult for introduction students or there are too many to cover?

The essential knowledge and skills are to be taught in every course to build/enhance the 21st century skills of students, and all competencies are to be included. These can be taught simultaneously through the integration of a CTSO experience (such as FBLA or FCCLA) is considered best practice. Select the CTSO that best fits your subject area. Contact the state advisors (contact information available on the KSDE website) to learn more about CTSOs. Please note that DECA has a strong

What about the courses I want to teach that are not listed on the pathway design sheet?

Only the courses on the pathway design sheet are recognized as part of the pathway. If a school wishes to offer courses locally, that is allowed; however they are not part of the pathway and are not included in the application nor any KSDE reporting. Files would be kept locally as deemed necessary. Note that only the technical and application level courses listed on the design sheet are funded. No locally offered courses are fundable.

Which consultant do I work with for the VE2 Communications Technology program transition?

Gayla Randel is the lead consultant for the AV Communications and Visual Arts pathways and RJ Dake is the lead consultant for the Web and Digital Communications pathway.

With questions, contact:

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