

Arts, Media, and Entertainment Industry Sector Leadership Project

Coronado Unified School District Scope of Work September 1, 2019 to June 30, 2020

Background

The Proposition 98 Career Technical Education Initiative (CTEI) state funding provides local assistance funding to contract with local educational agencies (LEA) or Institutes of Higher Education (IHE) to strengthen, expand, or support career technical education (CTE) programs regionally or statewide. The CTEI funding guidelines provide criteria for how the funds must be spent and specific goals for funding contracts. These funds must go to LEAs or IHEs working in collaboration with California Department of Education (CDE) to build industry sector capacity or improve student participation or achievement. Expansion and capacity building in the Arts, Media, and Entertainment (AME) Industry Sector is aligned with the State Superintendent of Public Instruction's CREATE (Core Reforms Engaging Arts to Educate) CA initiative which seeks to foster high quality Arts and AME instruction in schools and build meaningful connections between educational programs and California industry.

Project Description

AME is a \$604.9 billion dollar a year industry. According to the 2019 *Otis Report on the Creative Economy*, 10.9 percent of California's 2.2 trillion dollar gross state product resulted from the direct and indirect impact of Creative Industry. This revenue generated 16.7 billion dollars in tax revenue for the State of California. Students enrolled in AME programs are the future leaders and workers in this rapidly expanding industry sector. AME course enrollment has grown by 10 percent or more for each of the past 7 years. The sector first collected enrollment data in 2007–08 and reported 22,000 plus students. In 2017–8 sector enrollment has grown to 218,000 plus students. This growth, while encouraging, has brought with it a number of challenges in terms of program design, instructional quality, and industry connection. This contract proposes to address these challenges on a statewide level by convening the three-day Annual AME Leadership Institute and Statewide Advisory meeting. This Institute will address five critical needs in developing high quality programs as described in the California State Plan for Career Technical Education in the AME Industry Sector.

- a. Building Leadership Capacity for AME teachers and administrators.
- b. Providing professional development to support curriculum alignment to revised CTE Standards and dissemination of model curriculum.
- c. Identifying resources and strategies to support Pathway Certification Models in the 11 AME Sub-pathways.
- d. Strengthening the engagement and connection among AME teachers, administrators, and creative industry leaders.

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e. Convening the annual AME Statewide Industry Advisory

This Institute will build on the growing infrastructure, begun at the 2015 Institute, to support AME industry sector expansion, establish and maintain strong connections with creative industry and post-secondary training programs, and provide AME teachers with the tools they need to train the creative leaders of an expanding statewide and global workforce.

The Contractor, Coronado Unified School District, has extensive experience in each of the five areas listed above. Program Director has trained AME leaders, developed curriculum in all four AME pathways, created the rubric and served in the selection process of AME Model Demonstration Programs, and demonstrated expertise in engaging AME industry partners. Contractor will provide expertise for the 2020 Institute, the development of the Institute agenda, contacting appropriate industry partners and presenters for the Institute in Pathway development, curriculum design, and implementation. The Contractor has also worked extensively with the SKILLS CA state director, and she has served as the Director of an AME Industry Sector Model Demonstration Site and as a member of the Steering Committee for CREATE CA.

Purpose and Objectives

The purpose of this contract is to fund California's Annual Statewide AME Professional Development Institute and AME Industry Sector Advisory meeting. The Institute would focus on five key areas critical for keeping pace with enrollment and program expansion: (1) Leadership training for AME teachers and administrators, (2) Aligning curriculum to the new Career Technical Education Model Curriculum Standards for AME, (3) Connecting teachers to the value of Career Technical Student Organization (4) Convening an AME Leadership Institute and Statewide AME Advisory meeting (5) High quality, standards aligned curriculum for all AME pathways.

Leadership and Professional Development Institutes have played an essential role in the success of California Partnership Academies, Agriculture education, Home Economics, and Health Career industry sectors. The Institutes provide the building blocks for high quality program development and industry connection. As a new and rapidly growing industry sector, we have reached the point where continuing to expand without training leaders, modeling high quality curriculum, connecting our students to a CTSO, and cementing relationships to industry partners will result in significant loss of program quality.

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Task 1 Institute Planning

- A. The Contractor will use information gathered from the 2018 Institute to refine an Institute plan to convene AME administrators, teachers, and industry partners to accomplish the following:
 - 1. Provide professional development to support curriculum alignment to the revised Career Technical Education AME Model Curriculum Standards, dissemination of Model curriculum, and the 11 Components of a High Quality CTE Program
 - 2. Strengthen the engagement and connection among AME teachers, administrators, and creative industry leaders.
 - 3. Increase AME administrator and teacher understanding of the role and value of Career Technical Student Organizations in building student leadership.
 - 4. Refine course sequences, pathway components, and curriculum outlines for the all AME Pathways
 - 5. Develop a plan for the Institute that provides for design elements, materials, and outreach travel as needed.
 - 6. Provide outreach to Keynotes and AME related exhibitors to share high quality industry practice, and emerging hardware and software technology
 - 7. Provide funding for travel to CDE to (a) meet with the CDE Contract Monitor to review and approve the Draft AME Leadership Institute plan, and (b) promote the 2018 AME Institute at other conferences and meetings around the state.
- B. The AME Leadership Institute plan will include:
 - 1. Negotiating a 2020 contract with a hotel that can meet capacity and technology and breakout session needs for expansion to at least 350 participants at the Institute due to the demand displayed at the 2019 Institute, and negotiating the best lodging rates for attendees.
 - 2. Identifying and contracting appropriate technology needs, based on the 2019 Institute attendee survey results, including video services and digital technology services. Contractor will select service providers based on location, knowledge of the industry sector, availability, and previous positive experience in providing quality services.
 - 3. Contacting last year's attendees and identifying new industry partners, AME administrators, and teachers for statewide leadership.

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4. Creating an Institute agenda for the AME Leadership Institute that responds to attendee survey results and specific input from industry attendees, including the addition of industry relevant breakout sessions, specific times and locations for “pathway alike” conversations, and opportunities to share best practices teacher to teacher.
5. Identifying new professional learning topics and presenters, based on the evaluations filled out by last year’s participants’ input from statewide AME Advisory committee and goals developed by AME Leadership team. Selection of breakout and plenary presenters will be approved by CDE Contract Monitor prior to extending an offer.
6. Identifying and securing industry leaders to serve as plenary or pathway keynote speakers and negotiating agreements including presentation scheduling and attendance logistics
7. Identifying and engaging new California and National Creative Industry Leaders in order to invite their participation in the conference as either presenters or attendees.
8. Creating an outreach plan with graphic designer Contractor and web communication staff.

The Contractor will work with “Keynote, Sponsors, and Exhibitor Outreach Coordinator” and “Industry Outreach Assistants” and the CDE Contract Monitor to identify breakout presenters, and industry experts and submit a draft Institute plan to CDE Contract Monitor no later than November 30, 2019 containing the above items including names, organizations, e-mail contact, phone numbers, and addresses where appropriate.

Contractor will submit final plan to CDE Contract Monitor no later than December 15, 2019.

Task 2 Institute Implementation and Coordination

The Contractor will execute the CDE Contract Monitor approved Institute Plan, which will include the following:

- A. Finalizing facilities arrangements by October 15, 2019, including,
 1. Guest room costs and conditions for attendees (location, check-in/check-out times)
 2. Meeting room costs, technical support, and parking
 3. Miscellaneous costs in meeting rooms, signage, tables and room set-up

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- B. Creating and distributing, both print and digital, an Institute Invitation and informational flyer with CDE Contract Monitor input, review, and approval by October 20, 2019.
- C. Producing, duplicating, and purchasing conference materials, with CDE Contract Monitor input, review, and approval (this will be ongoing through March 1, 2020).
- D. Securing speaker/presenter services to fill breakout sessions and plenary sessions, and identifying vendors and interested sponsors (this will be ongoing through March 10, 2020).
- E. Securing Institute registration and confirmation through a registration protocol with prior approval by the CDE Contract Monitor (through March 15, 2020).
- F. Securing Project Support for web communication and institute online evaluation. Institute evaluation sheets and surveys will be approved by CDE Contract Monitor prior to opening of Institute registration.
- G. Securing contractor for technical assistance for video services and digital communication services.
- H. Securing contractor for Audio Visual Services, including special technology for media industry speakers and student performers.
- I. Securing contractor to market the Institute at conferences and school districts as appropriate with the prior approval of the CDE Contract Monitor.
- J. Creating and distributing a registration Web page containing Institute materials, with CDE Contract Monitor input, review, and approval by October 30, 2019 (Registration will be ongoing through March 15, 2020) including:
 - 1. Agenda
 - 2. Institute program
 - 3. Breakout Power Points
 - 4. Keynote speaker biographies
 - 5. Institute evaluation forms and procedures
- K. Providing on-site interface with hotel staff and service personnel (this will be ongoing through March 17, 2020).

Contractor will maintain weekly contact with CDE Contract Monitor, via e-mail, phone, and attend 4 planning meetings with CDE Contract Monitor, Keynote and Vendor coordinator, and industry sector leaders to finalize Institute preparation and post Institute to evaluate Institute effectiveness. Times to be determined with CDE Contract Monitor approval.

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Task 3 Post Institute Reporting and Follow-up

The Contractor and staff will prepare and submit the following information to CDE Contract Monitor prior to June 15, 2020.

- A. A list of conference presenters including a copy of their power points and printed handouts via email (Microsoft Word and PowerPoint format) and Web site.
- B. A final list of conference attendees including affiliation and contact information, via email (Excel format).
- C. Originals of all attendee and presenter evaluation sheets or surveys including a report on attendee responses, via email (Microsoft Word format).
- D. Post Institute archive, including power points and photos.
- E. Travel to CDE to review with the CDE Contract Monitor, Institute outcomes, attendee surveys, and presenter feedback. Time to be determined with CDE Contract Monitor approval.