

Arts, Media, and Entertainment Industry Sector Leadership Project

Coronado Unified School District Scope of Work September 1, 2020 to June 30, 2021

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 "Jobs of Tomorrow" initiative which seeks to foster high quality STEAM instruction in CA schools and build meaningful connections between educational programs and California industry.

Project Description

AME is a \$650.3 billion dollar a year industry. According to the 2019 *Otis Report on the Creative Economy*, 10.9 percent of California's \$3.3 trillion gross state product resulted from the direct and indirect impact of Creative Industry. This industry sector generated 2.7 million jobs, \$209.6 billion in labor income, and over \$650 billion in annual output 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 8 years. The sector first collected enrollment data in 2007–08 and reported 22,000 plus students. In 2018–19 sector enrollment grew to 231,000 plus students and over 1,400 teachers. 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 Annual AME Leadership Institute and Statewide Advisory meeting in the spring of 2021. *In light of the continuing COVID pandemic, the 2021 AME Leadership Institute will be a Virtual Event.*

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 industry sector teachers;
- c. Connecting teachers to the value of Career Technical Student Organization;
- d. Engaging and connecting AME teachers, administrators, and creative industry leaders, in order to increase the "Jobs of Tomorrow" for students," and

Arts, Media, and Entertainment Industry Sector Leadership Project

Coronado Unified School District

Scope of Work

September 1, 2020 to June 30, 2021

- e. Convening the annual AME CA 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 oversee the budget and sub-contracts, agenda development, and contacting appropriate industry partners and presenters. 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) Providing leadership training for AME teachers and administrators; (2) Providing professional development to support industry sector teachers; (3) Connecting teachers to the value of Career Technical Student Organization; (4) Convening a Virtual AME Leadership Institute and Statewide AME Advisory meeting; and (5) Strengthening the engagement and connection among AME teachers, administrators, and creative industry leaders.

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.

Arts, Media, and Entertainment Industry Sector Leadership Project

Coronado Unified School District

Scope of Work

September 1, 2020 to June 30, 2021

Task 1 Institute Planning

A. The Contractor will use information gathered from the 2018 Institute and 2019 Virtual 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 development in the 11 sub-pathways.
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 and sub-pathways.
5. Develop a plan for the Institute that provides for virtual technology management, communications, design elements, marketing, and registration.
6. Provide outreach to keynotes, workshop leaders, speakers, and AME-related exhibitors to share high quality industry practice, emerging hardware, and software technology.

B. The AME Leadership Institute plan will include:

1. Identifying and contracting appropriate technology needs, based on the 2019 Virtual Institute attendee survey results, including online platform management services and other digital technology services. Contractor has selected service providers based on knowledge of the industry sector, knowledge of virtual programming and technology, and previous positive experience in providing quality services.
2. Contacting 2018 and 2019 attendees and identifying new industry partners, AME administrators, and teachers for statewide leadership.
3. Creating an Institute agenda for the Virtual 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.

Arts, Media, and Entertainment Industry Sector Leadership Project

Coronado Unified School District Scope of Work September 1, 2020 to June 30, 2021

4. Identifying new professional learning topics and presenters, based on the evaluations filled out by the two last year's participants' input from the Statewide AME Advisory committee and goals developed by the AME Leadership team. Selection of breakout and plenary presenters will be approved by CDE Contract Monitor prior to extending an offer.
5. Identifying and securing industry leaders to serve as plenary or pathway keynote speakers and negotiating agreements including presentation scheduling and virtual attendance logistics
6. Identifying and engaging new California and National creative industry leaders in order to invite their participation in the conference as either presenters or attendees.
7. Creating a marketing plan.

The Contractor will work with "Virtual Event Services" contractor and the "Programming Assistance" contractor, to identify breakout presenters, and industry experts and submit a draft Institute plan to CDE Contract Monitor no later than December 15, 2020 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 January 15, 2021.

Task 2 Institute Implementation and Coordination

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

- A. Finalizing virtual event arrangements by November 15, 2020, including,
 1. Online platform selection
 2. Event logistics (event management schedule; technical design elements)
 3. Communications and promotion design
- B. Creating and distributing, both print and digital, an Institute Invitation and informational flyer with CDE Contract Monitor input, review, and approval by November 15, 2020.
- C. Producing, duplicating, and purchasing conference materials, with CDE Contract Monitor input, review, and approval (this will be ongoing through March 30, 2021).

Arts, Media, and Entertainment Industry Sector Leadership Project

Coronado Unified School District

Scope of Work

September 1, 2020 to June 30, 2021

- D. Securing speaker/presenter services to fill breakout sessions and plenary sessions, and identifying vendors and interested sponsors (this will be ongoing through March 15, 2021).
- E. Securing Institute registration and confirmation through a registration protocol with prior approval by the CDE Contract Monitor (through March 30, 2021).
- F. Securing web communication and institute online evaluation through the online platform to be approved by CDE Contract Monitor prior to opening of Institute registration.
- G. Creating and distributing a registration web page containing Institute materials, with CDE Contract Monitor input, review, and approval by October 30, 2020 (Registration will be ongoing through March 30, 2021) including:
 - 1) Agenda
 - 2) Speakers
 - 3) Biographies of keynotes
 - 4) Registration information

Contractor will maintain weekly contact with CDE Contract Monitor, via e-mail, text, phone, and attend 4 Zoom planning meetings with CDE Contract Monitor, “Virtual Event Services” contractor, “Programming Assistance” contractor, and industry sector leaders to finalize Institute preparation and post-Institute to evaluate Institute effectiveness. Times to be determined with CDE Contract Monitor approval.

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, 2021.

- 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 online attendee and presenter evaluation or surveys including a report on attendee responses, via email (Microsoft Word format).
- D. Post Institute archive, including power points and photos.

Arts, Media, and Entertainment Industry Sector Leadership Project

**Coronado Unified School District
Scope of Work
September 1, 2020 to June 30, 2021**

- E. Zoom meeting with the CDE Contract Monitor to discuss Institute outcomes, attendee surveys, and presenter feedback. Time to be determined with CDE Contract Monitor approval.