

## Attachment Part 1: Short-term Budget

The following equipment has been approved for purchase in 2018 for our CTE Journalism program. This equipment will specifically be used to build the broadcast journalism portion of our POS, delivering production equipment necessary for creating a newscast at technical standards approaching those at a professional news station.

Equipment	Approximate Cost	Potential Source
Three Prosumer-level Cameras, batteries, and carrying cases	\$5,000	Purchased in 2017/18 to get program started.
Tripods x3	\$500	
Audio Equipment	\$1,200	
Memory	\$200	
Teleprompter	\$400	
Lighting	\$260	
Two iMac Computers	\$1,750	
70” Flat Screen Monitor & Stand	\$1,000	
Equipment Storage Cabinet	\$650	Donated
Mac Mini	\$800	PTO Donation Request
TV studio-in-a-box-- production switcher and graphics computer	\$9,000	Perkins Request 2018/19
SNO Website Subscription	\$400	Building Funds
Online Rundown Software	\$480	
Additional Memory	\$50	
Video/Audio Cables	\$50	
Professional Development		
JEA Annual Spring Conference	\$750	Fundraising
Student Enrichment		
Bus Transportation for industry workshops and site visits.	\$700	Future Perkins Request
Total	\$15,690	

## Attachment Part 2: Long-term Budget

Industry donations should be able to provide some of the resources needed to supply up-to-date equipment for this program. The following items will help provide additional resources and training.

Equipment	Approximate Cost	Potential Source
Studio Lighting	\$990	Future Perkins Funding
Video Recorder/Player	\$3000	
Additional Cameras	\$3500	
Additional Microphones	\$650	Grant Requests/Building Funds
Additional Computers	\$2,000	

<b>Professional Development</b>		
JEA Annual Spring Conference	\$750	Fundraising
<b>Student Job-Site Visit</b>		
Bus Transportation for industry workshops and site visits.	\$700	Future Perkins Funding
<b>Total</b>	11,600	

### **Attachment Part 3: Southridge Journalism Program of Study – Plan Program Growth**

- Recruitment of students to fill three courses: Journalism, TV News/Documentary, and Yearbook.
  - a. Outreach to counselors
  - b. Engaging brochures and posters.
  - c. Recruitment of specific students via letter.
  - d. Recruitment of incoming freshmen during new Southridge family night (open house).

### **Content and Standards**

- Standards will be largely based on the skill sets established by the Oregon Department of Education, and the skills students need to succeed in today's rapidly changing journalism environment.
- Classes will be mainly hands-on, with students contributing to actual publications and broadcasts, including the school's digital newspaper, a weekly student newscast, and the yearbook.

*How I will ensure content is relevant and makes kids industry-ready.*

- Participate as a mentee with the Journalism Education Association (JEA) mentor program. (*Currently On-going*)
  - e. I have signed up for the program and am working with Bill Fletcher.
  - f. This is a two-year program.
  - g. Bill will be able to provide insight on curriculum content, provide connections with other journalism advisers/teachers, and utilize JEA resources for teaching skills necessary in today's journalism environment.
- Develop relationship with industry experts. (*Spring 2018*)
  - h. I will start to reach out to my industry contacts, as well as PCC instructors to inform my curriculum planning.
- Draw on my own work experiences.
  - i. I spent more than 10 years working in broadcasting and communications, growing skills which are still relevant in today's environment.

### **Alignment and Articulation**

- The Program of Study will align well with existing multimedia programs available at Portland Community College, or prepare students to enter a journalism program at a University. See the attached road map for further details.

- Southridge will discuss possible dual-credit options with Portland Community College, to find opportunities to attract students looking for college credit.
- Our partnerships and workshops provide exciting career training opportunities for students.

### **Assessment and Evaluation**

*How I will ensure content is relevant and makes kids industry-ready.*

- Participate as a mentee with the Journalism Education Association (JEA) mentor program. (*Currently On-going*)
  - j. I have signed up for the program and am working with Bill Fletcher.
  - k. This is a two-year program.
  - l. Bill will be able to provide insight on curriculum content, provide connections with other journalism advisers/teachers, and utilize JEA resources for teaching skills necessary in today's journalism environment.
- Develop relationship with industry experts. (*Spring 2018*)
  - m. I will start to reach out to my industry contacts in newspaper and television news, as well as PCC instructors to inform my curriculum planning.
  - n. We will present student-work for industry review on an annual basis, utilizing members of our advisory board, and my other contacts in journalism and design.
- Draw on my own work experiences. (*Currently On-going*)
  - o. I spent more than 10 years working in broadcasting and communications, growing skills which are still relevant in today's environment.

### **Student Support Services**

- Students will be doing hands-on, project based work, so that they can have a portfolio of projects to take with them on the next step of their career.
- We will present student-work for industry review on an annual basis, utilizing members of our advisory board, and my other contacts in journalism and design.
- We will examine career options in the field, and students will plan possible career paths that fit their interests and abilities.
- Students will have an opportunity to attend Fall Press Day, an annual event to learn more about journalism and the skills needed to excel in the industry.
- Students will have the opportunity to attend Yearbooks Northwest, an annual, three-day camp to learn essential techniques for news gathering, writing, and design, while mingling with yearbook experts and other motivated students.
- All students have access to and guidance in the CTE programs.
- Recruitment and active promotion of this POS will be done throughout the year to gain and retain a diverse population of students in this program, including minorities, economically disadvantaged, and other students.
- Another resource is the College and Career Center which has a fully dedicated set of staff to help students build their career plan, choose a path for further education post secondary, and determine the courses, training, or program requirements needed for students entry into a career or college.

### **Professional Development**

- Professional development will center around working with JEA in the advisor mentorship program.

- Other professional development opportunities are available through Northwest Scholastic Press, an arm of the University of Oregon School of Journalism and Communication, which promotes several local opportunities per year for journalism advisers to attend seminars on improving our work, with instruction from college professors and student media experts.
- Our yearbook publisher offers ongoing mentorship support, as well as a three-day camp for advisers and students.
- There are many opportunities for in-person and on-line professional development through local universities, community colleges, and national universities.

#### **Attachment Part 4 – Sustainability**

The initial investment into the program will provide a solid foundation of equipment for broadcast journalism production. (Other digital media courses can generally be run with pre-existing equipment.) Other district schools have acquired surplus technology from local TV stations, so I would expect we would be able to acquire several other equipment donations to add to the industry-standard equipment we already possess. As we move more students through the program, access to pathway funding through the state can help the program provide broadcast-quality equipment for relevant career training.

The Beaverton School District is providing a strong emphasis on CTE training, through the dedication of a program coordinator and continued in-building support. Southridge administrators have shown tremendous support for our program in their willingness to create and hold sections of required classes, even if the student numbers do not meet their general targets for elective classes. Their willingness to do so in 2017/2018 has paid off with strong enrollments for the following school year.

Continual investment in the program will help us provide industry-quality broadcasting equipment, ensuring that students are familiar with the tools used in newsrooms today. In addition, I would utilize funds for continued professional development, to ensure our curriculum is aligned to industry-relevant skills. Funds can also provide transportation so we can take students to a local TV station for real-world observations.