

# Arts Media and Entertainment Industry Sector

## Arts Media, and Entertainment Career Readiness Fund and Grant

The Californians Dedicated to Educations in collaboration with the California Department of Education (CDE) will set aside funds through the California Film Commission's Film (CFC) and TV Tax Credit Program to improve the quality and capacity of California secondary schools Arts, Media, and Entertainment (AME) education and Career Readiness programs. The goal is to support career readiness for the highly competitive Film and Television Industries by promoting practical application of Industry skills, supporting relevant curriculum, providing student and teacher internship opportunities, maintaining industry standard facilities, equipment, and materials, and encouraging a scaffold career readiness sequence of courses.

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## Building Capacity in the Arts Media and Entertainment Industry Sector

The California Department of Education, the Superintendent of Public Instruction, and the State Board of Education have Understand the role of the AME Industry in the California Economy. In 2005 the California State Board of Education adopted Career Technical Education Model Curriculum Standards for 15 Industry sectors in California. AME was one of the "new" industry sectors acknowledging the increasing significance of creative industries, both in the state's economy and in the career technical education field. Since 2007–2008, the first year enrollment data was collected student enrollment has grown from 22,500 students statewide to 142,800 students. A high quality AME program must contain four components: Industry relevant curriculum taught by a qualified career technical education (CTE) instructor, a student leadership component to prepare students for the competitive nature of the AME workplace, industry standard equipment, and materials, and opportunities for supervised Occupational Experience Projects (internships). Currently the only source of supplemental funding to support the expansion and efficacy of these programs is the Carl D. Perkins Vocational and Technical Education Act of 1998 (20 U.S.C. 2301 *et seq.*, as amended by Public Law 105-332. This grant program seeks to accomplish four major purposes:

- Enable local education agencies to improve the curriculum for students enrolled in AME programs through the development and implementation of (a) an integrated academic and vocational curriculum, (b) curriculum that reflects workplace needs and instruction, and (c) support services for special populations.
- Increase the competence of current and future high school, middle grades, and regional occupational centers and programs AME instructors in developing and implementing a new integrated curriculum, student and program certification systems, technical preparation strategies, and effective instructional methodologies.
- Promote the development and use of curriculum, instructional materials, and instructional strategies that prepare students in all aspects of the AME industry and foster critical thinking, problem solving, leadership, and academic and technical skill attainment.
- Increase linkages between secondary and postsecondary institutions offering AME education programs; between academic and AME educators; and between AME educators, the Film and Television industry, professional associations, and local communities.

Benefits of AME education programs are:

- Collaboration, articulation, and networking with all levels of delivery systems (elementary through postsecondary) for instructors
- Supervised entrepreneurial and workplace learning experiences for students
- Linkages and partnerships with business and industry for instructors and students
- Professional development opportunities for teachers, administrators, and counselors
- Curriculum development based on performance and content standards for instructors
- On-site technical assistance in programs for instructors and students

- A foundation for students in the academic and technical skills necessary for career and personal success
- Student leadership and interpersonal skills
- An authentic assessment of knowledge, skills, and abilities through on-demand demonstrations and portfolios

## Career Technical Student Leadership Organization

SKILLS USA, CA is the federally recognized Career Technical Student Organization for AME industry sector. SKILLS USA offers a comprehensive student leadership program that can be tailored to any of several CTE pathways. An integral part of each AME Pathway sequence is a meaningful leadership component connected to daily course instruction. The SKILLS USA, CA state advisor and staff coordinate and supervise all activities of the SKILLS USA, CA Association. The mission of SKILLS USA, CA is to : ***Provide Career and Technical Education (CTE) students with the opportunity to develop skills, leadership, character, and work ethic. Connect prepared students with careers in business and industry. Develop programs essential to California's economic stability, growth, and prosperity.***

## AME/CFC Career Readiness Incentive Grant

The AME CFC Career Readiness Incentive Grant provides local educational agencies with funds to improve the quality of their CTE programs in the AME industry sector vocational education programs. The goal is to strengthen and maintain a high-quality, comprehensive AME pathway programs in California's public school system to ensure a constant source of creative, employable, trained, and skilled individuals to meet the needs of California's diverse creative economy.