

# Campbell High School Parent Meeting



## Career, Technical, and Agricultural Education

What is CTAE?

What is a Career Pathway?

What Career Pathways are offered at Campbell HS?

What courses does my student begin with in a Career Pathway?

What are the benefits of a student becoming a Pathway Completer?

# CHS CTAE Career Pathways

## PREPARING FOR YOUR FUTURE

**CTAE will prepare students to become college and career ready to compete in a global workforce through exploration, experience, and extension.**



Campbell's CTAE Program will empower students to successfully participate and compete in a dynamic global workplace. To this end, the curriculum focuses on:

- infusion of rigorous and relevant academic instruction
- application of essential global emerging technologies
- early identification of career cluster opportunities
- career employability and economic/living skills
- preparation for post-secondary studies and lifelong learning

### **What is CTAE**

Campbell High School offers several CTAE Career Pathways that consist of three sequenced courses, an end of pathway assessment (EOPA), and credentials that align with national and state- wide skills certifications.

### **Benefits of a CHS CTAE Pathway Completer**

Complete all 3 Level courses in a pathway, pass the EOPA, and a student will receive a Pathway Completion Certificate, Graduation Cord, and the student's name will be placed on a Campbell HS CTAE banner of pathway completers displayed in the school. Each Pathway may offer additional credentials.





## 64 CTAE Pathways

CTAE

Concentrators  
have a 98.25%

Graduation  
Rate

72% of CCSD  
CTAE students  
earn Industry  
Credentials

## What is a CTAE Pathway?

A pathway is a sequence of three (3) courses in the same career cluster.

## What is a CTAE Pathway Concentrator?

To be a pathway concentrator, a student needs to successfully complete two (2) CTAE courses in a pathway.

## What is a CTAE Pathway Completer?

To be a pathway completer, a student needs to successfully complete all three (3) CTAE courses in the pathway. CTAE pathway completers that pass the End of Pathway Assessments earn industry credentials of value.



CCSD  
CTAE

16 Career  
Clusters

Campbell High School offers

**16 Career Pathways**

in

**11 Career Clusters**

and

**2 Standalone courses**

- **Finance Literacy**
- **Work Based Learning**

# What are GA Career Clusters?

In Georgia, CTAE is made up of 17 career clusters:

1. Agriculture, Food, & Natural Resources → 1. Agriculture Pathway – Plant and Landscape Systems
2. Architecture & Construction
3. Arts, AN Technology, & Communications → 2. Audio-Video Technology and Film I  
3. Audio-Video Technology and Film II  
4. Graphic Communications
4. Business Management & Administration
5. Education & Training → 5. Early Childhood Care and Education II (Being Phased Out)
6. Energy
7. Finance → Financial Literacy – Standalone Course
8. Government & Public Administration → 6. JROTC - Army
9. Health Science → 7. Emergency Medical Technician/Patient Care/Health Informatics/Phlebotomy  
8. Sports Medicine → These are 2 additional Career Pathways being offered in Fall 2023
10. Hospitality & Tourism → 9. Culinary Arts
11. Human Services → 10. Interiors, Fashion, and Textiles
12. Information Technology → 11. Web and Digital Design  
12. Programming
13. Law, Public Safety, Corrections, & Security → 13. Criminal Investigations  
14. Applications of Corrections
14. Manufacturing\*
15. Marketing, Sales, & Service → 15. Marketing
16. Science, Technology, Engineering, & Mathematics → 16. Engineering and Technology
17. Transportation, Distribution, & Logistics



CHS Graphic Design Level 2 students



CBA launched a new business logo and retractable banner that Ms. Christine Di Natale (GD Teacher) & Graphic Design Level 2 students worked and created along with support from Steve Gardner, owner of Alpine Graphic Solutions, Inc.



CBA networking events offer great opportunities for students.



*“The lasting result is an improved workforce in Cobb with highly trained individuals who can make a positive financial impact on the City of Smyrna, Cobb County, and the City of Atlanta.”* — Joshua Ford, Assistant Principal, Campbell High School

the product. Both students and businesses worked on developing professional aptitudes during the project-based learning activity.

During CBA networking events, students are offered continued opportunities through work-based learning, internships, apprenticeships, and jobs. Students can provide a need for a business that lacks employees with the relevant technological skills needed to stay relevant in today’s business climate. For example, by hiring a generation of workers fluent in social media and website development, local businesses will have the capacity to improve their online presence and grow their potential profit.

So far, the students participating in the program are hitting the mark. “When I was president of the Smyrna Business Association

in 2018, we approached Josh Ford and [CHS teacher] Michael Chasteen about helping us find high school interns for our association. We wanted four, and they sent 11,” says David Monroe, owner/broker, JWC Real Estate, and principal/owner, Berryfield Hotel Group. “These interns were so sharp, our members embraced them and even used them in their own businesses. The interns get real-world business stories of success as well as failure, and they also get to understand the social side of business, not just numbers.”

The students are enjoying the program as well. Eleventh-grader Lyric Love is a Work Based Learning student and CBA intern. “Being a part of the Campbell Business Association has been an incredibly enriching experience,” she says. “Having the ability

to work with Mr. Ford and Mr. Chasteen in order to help them with the day-to-day responsibilities of the business has not only helped us build upon our communication skills, but also aided in the development of our employability skills.”

**Business benefits**

CBA luncheons take place monthly in Campbell High’s gymnasium lobby, catered by local restaurants. A business can become a CBA member and sponsor through two sponsorship opportunities that provide a substantial return of benefits. Businesses also can support the funding of the program by becoming a CBA member for \$50, which assists with the program’s ability to give back to educators, students, and businesses.

# CHS CTAE Pathways and Course Offerings

## Agriculture Pathway - Plant and Landscape Systems

- Level 1 course - Basic Agricultural Science
- Level 2 course - General Horticulture and Plant Science
- Level 3 course - Nursery and Landscape

### EOPA

- NOCTI - Plant and Landscape Systems Certificate

**Instructor:** Veronica Owens • Veronica.Owens@cobbk12.org

## Army Junior Reserve Officers Training Corps (AJROTC)

- Level 1 course - Leadership Education and Training (LET)  
1-2 - The Emerging Leader
- Level 2 course - Leadership Education and Training (LET)  
3-4 - The Developing Leader
- Level 3 course - Leadership Education and Training (LET)  
5-6 - The Supervising Leader
- Level 4 course - Leadership Education and Training (LET)  
7-8 - The Managing Leader

### Credentials

- Completion of a Cadet Digital Portfolio
- Enlist in Military Service upon High School Graduation as a higher rank "Private E-2"

## Hospitality and Tourism: Culinary Arts Pathway

- Level 1 course - Introduction to Culinary Arts
- Level 2 course - Culinary Arts I
- Level 3 course - Culinary Arts II

### EOPA

- NOCTI - Culinary Arts Certificate

### Instructors:

- Chef Liz • Elizabeth.Alentjev@cobbk12.org
- Chef Gonzalez • Richard.GonzalezSegura@cobbk12.org

## Interiors, Fashion, and Textiles

- Level 1 course - Foundations of Interior Design
- Level 2 course - Fundamentals of Fashion
- Level 3 course - Textile Science

### EOPA

- NOCTI - Interior Decorating and Design Certificate

**Instructor:** LaKisha Jones • LaKisha.Jones@cobbk12.org

## Law and Public Safety - Criminal Investigations

- Level 1 course - Introduction to Law, Public Safety, Security, and Corrections
- Level 2 course - Criminal Justice Essentials
- Level 3 course - Criminal Investigations

### EOPA

- NOCTI - Criminal Investigations Certificate

### Instructors:

- Joshua Kimball • Josh.Kimball@cobbk12.org

### Instructors:

- Lieutenant Colonel (LTC) retired, Michael O Hulsey • Michael.Hulsey@cobbk12.org
- SGM (R) Shedina L. McCabe • Shedina.McCabe@cobbk12.org
- 1SG Gerard Brown • Gerard.Brown@cobbk12.org
- SGM Martin Smith • Martin.Smith@cobbk12.org

## Audio Visual Technology & Film I

- Level 1 course - Audio and Video Technology and Film
- Level 2 course - Audio and Video Technology and Film II
- Level 3 course - Audio and Video Technology and Film III

### EOPA

- NOCTI - Television Production

**Instructor:** Chad North • Chad.North@cobbk12.org

## Audio Visual Technology & Film II

- Level 1 - Audio and Video Technology and Film
- Level 2 - Audio and Video Technology and Film II
- Level 3 - Broadcast Video Production Application

### EOPA

- Skills Connect - Television Video Production

**Instructor:** Chad North • Chad.North@cobbk12.org

## Health Care Science and Sports Medicine Offered in Fall 2023

### Level 1 Course

- Introduction to Healthcare Science

### Level 2 Course

- Essentials of Healthcare

## Work Based Learning

- Standalone course

### Pre-requisites:

- 11th-12th grade
- On Track for Graduation
- Completion of a Career Pathway or 1 CTAE course
- Teacher recommendation
- Student is responsible for their own transportation to the job-training experience
- Application required

### Instructor:

- Contact for info: Julian Wright • Julian.Wright@cobbk12.org



## Campbell High School

925 Powder Springs St.  
Smyrna, Ga 30080

678-842-6850

## Early Childhood Care and Education II (being phased out)

- Level 1 course - Early Childhood Education I (no longer offered)
- Level 2 course - Early Childhood Education II
- Level 3 course - Early Childhood Education Practicum

### EOPA

- NOCTI - Early Childhood Care and Education - BASIC Certificate

**Instructor:** LaKisha Jones • LaKisha.Jones@cobbk12.org

## Engineering

- Level 1 course - Foundations of Engineering
- Level 2 course - Concepts of Engineering
- Level 3 course - Applications of Engineering

### EOPA

- NOCTI - Engineering Certificate

**Instructor:** Wilbert Smith • Wilbert.Smith@cobbk12.org

## Financial Literacy Course

- Standalone course
- Ramsey Digital Classroom - Foundations in Personal Finance Fourth Edition
- Includes 13 Chapters through a series of modules of self-directed student learning

**Instructor:** Gloria Flemming • Gloria.Flemming@cobbk12.org

## Graphic Communications

- Level 1 course - Introduction to Graphic Design
- Level 2 course - Graphic Design & Production
- Level 3 course - Advanced Graphic Design

### EOPA

- ACA Adobe Illustrator Certification

**Instructor:** Christine Di Natale • Christine.DiNatale@cobbk12.org

## Hospitality and Tourism: Culinary Arts Pathway

- Level 1 course - Introduction to Culinary Arts
- Level 2 course - Culinary Arts I
- Level 3 course - Culinary Arts II

### EOPA

- NOCTI - Culinary Arts Certificate

## Law and Public Safety - Applications of Corrections

- Level 1 course - Introduction to Law, Public Safety, Security, and Corrections
- Level 2 course - Criminal Justice Essentials
- Level 3 course - Applications of Corrections

### EOPA

- Skills Connect - Criminal Justice (CSI) Certificate

**Instructor:** Griffin Chalfant • Griffin.Chalfant@cobbk12.org

## Marketing Management Pathway

- Level 1 course - Marketing Principles
- Level 2 course - Marketing & Entrepreneurship
- Level 3 course - Marketing Management

### EOPA

- Oklahoma Career Tech Testing - Marketing Manager Trainee Certificate

### Instructors:

- Breanna Lewis • Breanna.Lewis@cobbk12.org
- Julian Wright • Julian.Wright@cobbk12.org

## Programming

- Level 1 course - Introduction to Software Technology
- Level 2 course - Computer Science Principles or AP Computer Science Principles
- Level 3 course - Programming Apps & Society

### EOPA

- Certipoint Information Technology (IT) Specialist-Software Development
- AP Computer Science Exam through College Board

**Instructor:** Dr. Edward Winthrop • Edward.Winthrop@cobbk12.org

## Web and Digital Design

- Level 1 course - Introduction to Software Technology
- Level 2 course - Digital Design
- Level 3 course - Web Design

### EOPA

- W3Schools HTML Certification

**Instructor:** Gloria Flemming • Gloria.Flemming@cobbk12.org

# What is an Industry Credential of Value?

A credential of value is an assessment / credentialing opportunity that would not only support the mandates set forth in the Perkins IV Legislation but would also support Georgia students in their quest to leave high school with valuable credentials. The credentials of value offered in GA are comprised of:

- Industry certifications/credentials
- Occupational assessments
- State licensures and state-developed assessments



## Industry Credential Examples



# What is Work-Based Learning?

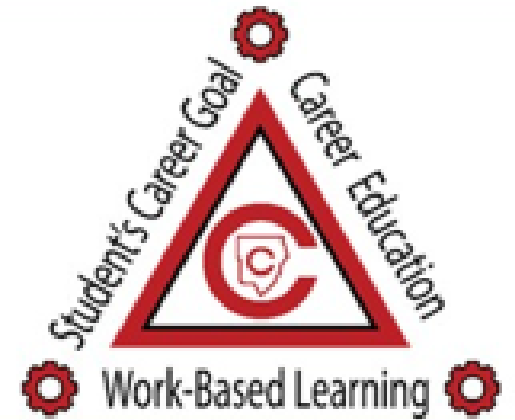
Work-Based Learning is a class where students earn credit through a variety of work experiences which allow them to apply the skills they have learned within their pathway of choice.

# What is Youth Apprenticeship?

Youth Apprenticeship is a more in-depth application of career skills where students spend a total of 360 hours in the workspace. Students earn credit for these structured combination of school based and work-based learning.



Work-Based Learning Diagram:



Over 500 students participated in WBL in SY2022





# What is a Career & Technical Student Organization?

Career & Technical Student Organizations provide students with opportunities to apply academic, technical, and employability knowledge and skills necessary in today's workforce. CTSOs served over 2,000 CCSD students through DECA, FBLA, FCCLA, FEA, FFA, HOSA, SkillsUSA, and TSA in SY2022.

