



**CAREER AND TECHNICAL EDUCATION INFORMATION SYSTEM
PENNSYLVANIA DEPARTMENT OF EDUCATION
SECONDARY PROGRAM PROFILE
FOR SCHOOL YEAR 2013-2014**

DATE : 8/1/2013

School Number School Name, Address and Phone

6193 Greater Altoona CTC, 1500 4th Avenue Altoona, PA 16602-3616 Phone: (814) 946-8450

CIP Code	Status	Date Submitted
11.0801 Web Page, Digital/Multimedia and Information Resources Design	Approved	5/22/2012
CIP Cluster	Program Type	Date Approved
Information Technology	Program of Study	6/11/2012
Program Area	Registered Apprenticeship	Start School Year
Business Education	No	2012-2013

Program Information:

High Priority Occupations / Labor Market Data / Occupational Advisory Committee

CIP #11.0801 – Web Page, Digital/Multimedia and Information Resources Design. Students in this program have the opportunity to be involved in the Information Technologies Industry Cluster. The unemployment rate is 6.7% in Blair County; however, there is still a much-needed demand for Graphic Designers. The median regional wages are \$33,700 annually. The projected growth rate is 22%. This program will provide at least two letters of support from local employers who agree that the program prepares graduates to be qualified employees and the program meets their needs, as well as the needs of the community.

The 10-member Occupational Advisory Committee, which last met on March 12, 2013, approves the pursuit of Program of Study approval for CIP #11.0801. Members include: Jean Lewis, Webmaster, Pages by Design; Ned Miller, Webmaster, Crowshead; Steve Clark, Owner, Steve Clark Advertising; Philip Dubrow, General Manager, WTAJ TV-10; Amy Mearkle, Marketing Director, DelGrosso's; Joe Savino, Videographer, WPSU; Jason Garber, Programmer, IonZoft, Inc.; Barry Fineberg, Sales Director, WPS Solutions; James Carrieri, Graphic Design Director, NPC, Inc.; Keith Landis, Instructor, GACTC.

Occupational Analysis Data / Student Technical Competencies:

This program offers the curriculum framework as prescribed by the program of study for the CIP code of 11.0801.

Accountability Targets:

1. This is a three year program which prepares the students for various graphic design careers.
2. Students will be given the NOCTI #2750 examination at the end of the senior year in which all students are expected to achieve in the competent to advanced levels.
3. Students are expected to achieve in the proficient to advanced levels on the PSSA.
4. The students will be able to sit for the PrintED Advertising & Design Certification, MOUS Certification in MS Word, MOUS Certification in MS Excel, and MOUS Certification in MS PowerPoint.
5. The students will be certified in PrintED Advertising & Design Certification, MOUS Certification in MS Word, MOUS Certification in MS Excel, and MOUS Certification in MS PowerPoint.

Equipment and Technology:

Classroom Tools: 23" iMac Apple Computers, Adobe Creative Suite CS5, Xerox 700 Workcentre.

Classroom Technology: Microsoft Office, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Macromedia Flash, QuarkXpress, Macromedia Dreamweaver.



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Number of Prospective Students:

30

Support Services:

<p>Special Education students who have applied to the GACTC are selected on the same criteria as those within the Regular Education realm which is based upon good grades, acceptable attendance, and appropriate behavior. For students with special needs, the support coordinators are able to scrutinize IEPs so that appropriate program selection accentuates student strengths and career interest avenues. The support coordinators support both teachers and students throughout the school year to ensure that specially-designed instruction modifications are being used in the regular education setting to facilitate student success within their vocational education experience.</p>

Career & Technical Student Organizations:

<p>Students in the Multimedia & Web Design program are affiliated with DECA CTSO and have an active Chapter.</p>
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Advisory Committees

<p>Local Advisory Committee: The Greater Altoona Career & Technology Center complies with all mandates of the state, federal, and accreditation bodies to maintain a Local Advisory Committee composed of representatives of education, industry, business, joint apprenticeship councils, labor, and management. The purpose of the committee, which has been in existence for nearly four decades, is to advise the school board and the administration concerning the general philosophy, objectives, and program needs of the school. The Local Advisory Committee of the Greater Altoona Career & Technology Center meets twice yearly.</p>
<p>Professional Advisory Committee: The Professional Advisory Committee, consisting of the Superintendent of Record along with superintendents of the other seven member school districts, meet on a monthly basis to work with the Executive Director on educational matters concerning the center. The committee plays an integral part in the development of the Center's Strategic Plan. All Superintendents of the participating school districts serve on this committee. The Committee is authorized to form its own structure and schedule for meetings and to prepare whatever reports on recommendations it deems necessary for review by the Joint Operating Committee. The Chief School Administrator and the Executive Director serve as ex-officio members of all committees established by the Joint Operating Committee.</p>
<p>Joint Operating Committee: The JOC, a 20-member body comprised of representatives from each of the eight sponsoring school districts, meets the fourth Monday of each month. For an institution governed by a Joint Operating Committee, the most obvious stakeholders are the eight sponsoring school districts. It is imperative that the director and school administration work in harmony with the Joint Operating Committee representing the eight school districts that make up the aggregated board. This institution is the only focal point where these eight school districts come to work together in the best interest of a substantial representation of their student population.</p>

Sponsor Information:

Sponsor Number	Sponsor Name
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Student Industry Certifications:

Industry Certification	Certification Provider
Microsoft Office Specialist - Microsoft Excel (2000, XP, 2003, 2007, 2010)	Certiport
Microsoft Office Specialist - Microsoft Powerpoint (2000, XP, 2003, 2007, 2010)	Certiport



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Industry Certification	Certification Provider
Microsoft Office Specialist - Microsoft Word (2000, XP, 2003, 2007, 2010)	Certiport

Teacher Industry Certifications:

Industry Certification	Certification Provider
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