



CTE *Currents*

Featured School: Hilltop High School

Program of Study: Information Technology

Courses:

- Multimedia Productions
- Video Production
- Web Publishing and Media Design

Program of Study: Hospitality and Tourism

Course:

- Marketing Sales and Services

Program of Study: Engineering and Design

Courses:

- Introduction to Engineering
- Principles of Engineering
- Civil Engineering & Architecture

ERNESTO
ZAMUDIO



HILLTOP
HIGH SCHOOL
PRINCIPAL

At Hilltop High School we offer three different Programs of Study through the CTE / ROP program. We offer Engineering, Sales and Marketing through the Hospitality and Tourism Academy and the Video Production and Multimedia Productions courses are through the Information Technology Academy.

These programs of study provide our students with real life work skills, and also prepares them for college. In our Sales and Marketing program students learn how to have their own business. They learn about initial stages of creating a business plan, human resource management, promotions and marketing their product or service, financial stability, and customer service.

Our video production and multimedia program provides students the opportunity to learn all aspects of video editing and production. Students are in charge of filming, editing, and producing the morning bulletin. In addition, students get an opportunity to work as anchors and embed audio and video graphics to create professional quality videos. Students are also able to get an ACA (Adobe Certified Associate) certification as part of the multimedia class. Our Engineering students are exposed to all facets of engineering. They begin with

2D designs and move on to 3D graphics using a variety of programs. Students gain the necessary skills to obtain a job as soon as they graduate from high school and this prepares them for a degree in engineering.

All of the CTE classes are project-based and provide a wide range of opportunities to our students that go beyond the traditional classroom setting. Our students are given a challenging curriculum that involves them in real life work scenarios and problems. Our teachers have strong subject matter experience and engage students by using a variety of research-based instructional strategies that allow students to successfully achieve mastery of the subject. In their classrooms, one will find academic language development through the use of student structured interactions and guided practice. Furthermore, a major focus of the classes
(Ernesto Zamudio cont'd on next page)

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(Ernesto Zamudio, cont'd)

is the promoting of higher order thinking skills.

All programs are aligned with state and district standards and the programs encompass a combination of CTE and core curriculum classes. What makes these programs so unique is that regardless of the students' goals after high school, they get the necessary preparation to be successful in the work force or in college.

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**PAMELA
SKALICKY**



**COORDINATOR:
HOSPITALITY AND
TOURISM ACADEMY**

The exciting part of being in a career academy is the opportunity to get a head start on your future. Our academies represent a high

school reform movement that is focused on smaller learning communities with a career theme. The Hospitality and Tourism Management course (HT) focuses on preparing students for careers in hospitality management, sales and marketing, and business skills used in the HT industry.

The Academy of Information Technology (IT) teaches students skills in web design, robotics, engineering and programming aspects of the IT Industry. Both academies meet the A-G requirements and ensure eligibility into four-year colleges and universities. The academies offer mentoring, internships, educational field trips, career planning, job shadows in Hospitality and Tourism and Information Technology, guest speakers, and extended classroom experiences.

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**TEACHER PROFILE:
ROBIN
GARLAND**



**TEACHES:
MARKETING SALES
AND SERVICES**

Marketing Sales and Services is aimed at tomorrow's leaders in sales management and marketing who realize today that advanced, professional education is a requirement to meet the challenges and opportunities of tomorrow in the career field. To be prepared for both college and careers, students are taking advantage of the new program of study in our Marketing, Sales and Service course. In addition, all Sales and Marketing students are enrolled in one or two Junior Achievement (JA) Programs. The JA Company Program encompasses a business, entrepreneurship, and economics curriculum for students in grades nine through twelve.

(Robin Garland cont'd on next page)

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(Robin Garland, cont'd)

The program emphasizes business content, while providing a focus on social studies, mathematics, reading, and writing skills. The JA Company Program experience enhances our students' classroom curriculum. Students use innovative thinking to learn business skills that support positive attitudes as they explore and enhance their career aspirations. JA Titan is an online simulation where students are in the CEO's seat. They navigate through a competitive market while manipulating decisions on price, production, marketing, capital investment, and research and development. Their decisions leads to the success or failure of their virtual company. After weeks of in-class competition, the top teams from each school are qualified for the competition. My future plan for this course is to start a DECA (formerly known as Distributive Education Clubs of America) Chapter. DECA's programs and activities have constantly evolved so as to apply the latest technology and cutting-edge educational research. We are preparing emerging leaders for careers in marketing, finance, hospitality and management. This training will make them ready for any challenge, academically, or in their chosen industry

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TEACHER PROFILE: SOPHIA GRAY



TEACHES:

- MULTIMEDIA PRODUCTIONS
- VIDEO PRODUCTION
- WEB PUBLISHING AND MEDIA DESIGN

Multimedia Productions is a course that teaches students the basics of desktop publishing, design, editing images and video, and allows students the opportunity to be fully certified through Adobe in Photoshop, Flash and Dreamweaver. It is a course that not only teaches students industry basics and critical thinking skills but also offers students the opportunity to use their creativity at full force. Video Production is a course that teaches students the basics of pre and post-production. It also teaches students what it is like to work in the industry as a director, producer, editor, or

other positions that exist within the industry. Students have the opportunity to work with iMovie and Final Cut Express and are able to use both their critical thinking skills and creativity to create a variety of videos. Some of the videos range from documentaries and short films, to public service announcements and commercials. These projects are geared to make them college and career-ready, with the disciplines needed to succeed in both.

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A Program of Study is a student plan that involves a multi-year sequence of Career Technical Education courses that supports core academic knowledge, skills, concepts and content with technical and occupational skills.

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These concepts, knowledge and skills will better prepare students for both college and career upon graduation.

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TEACHER PROFILE:
IVAN
RUBIO



TEACHES:
• INTRODUCTION TO
ENGINEERING
• PRINCIPLES OF
ENGINEERING
• CIVIL ENGINEERING &
ARCHITECTURE

I believe that the engineering courses I'm teaching are very important because students are exposed to everything of the highest technical calibre currently in the industry. Students use state-of-the-art software like *Autodesk Inventor*, *Autodesk Revit* and other programs that are essential components in designing and developing projects. This may range from designing mechanical parts to creating a housing building project.

Students have been participating in competitions that challenge their knowledge. When they

realize that they can out-do themselves and others, they are eager to learn more in order to be well prepared for the real world of college and work.

With the combined efforts of our district superintendent, Dr. Brand, and CTE Director Gerardo Chavez, these programs will obviously grow and verify the importance of the training we are providing in these industries. A student learning these competitive skills is highly qualified to begin employment as a draftsman.

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Students from
The Hospitality and Tourism
Program of Study



Students from
The Information Technology
Program of Study