

Adams 12 Five Star Schools’ Legacy High School & Bollman Technical Education Center

Background

Legacy High School

Legacy High School’s Marketing Department hosts an annual event known as “Girls Night Out.” “Girls Night Out” is designed to reach out to female students and to increase underrepresented student enrollment in Marketing courses. Marketing Instructor Jacqui Geiselman coordinates this event which features a dinner, motivational women speakers from industry, games, give-aways, and drawings. All female students at Legacy High School are invited. In 2010, over 60 students attended and more are expected to come in successive years. Perkins funds were designated to help with costs associated with the printing and mailing of invitations, catering, and other costs of hosting the event. It has been discussed that in Fiscal Year 2012, the event may be expanded to help reach gender balance in other Non-Traditional and CTE programs in general.

Bollman Technical Education Center (Bollman TEC)

Bollman Tech is located in Thornton, Colorado and serves students from 5 district high schools including Horizon, Legacy, Mountain Range, Northglenn and Thornton. The MultiMedia Technology program currently has 14 students, three of whom are females.

Bollman Technical Education Center’s STEM-oriented MultiMedia Technology program has been revitalized this year by: the purchase of fifteen iMAC computers and Flash and Adobe software; and, the good fortune of finding a teacher with strong industry experience. The teacher, George “Gem” McLaughlin, comes with experience in California’s film industry. The CTE Director found this teacher by networking and creatively pursuing his recruitment from industry.

Vision and administrative support are obvious with this program. Gem McLaughlin has been pivotal in rejuvenating the Bollman MultiMedia Technology program with his innovative ideas and real world experience. McLaughlin said he has learned to focus on his students’ needs before volunteering to take on other projects. This is different than the industry he comes from where, when you are given the opportunity to do something extra, you should do it. He has found excitement and pleasure in teaching in Career and Technical Education but feels he still has lots to learn.

Key Innovation(s)

The secret to success for both “Girls Night Out” and the MultiMedia Technology program are strong, energetic, committed teachers. Administrative support is vital to both programs. Perkins funding has expanded the creativity, flexibility and program success achieved by these teachers.

Legacy High School

As explained earlier, Legacy High School’s “Girls Night Out,” is an innovative activity. Another innovation is that the Legacy High School Marketing Program is articulated with Front Range Community College.

Bollman Technical Education Center

Bollman TEC’s MultiMedia Technology program also articulates with Front Range Community College. To encourage, attract and retain female students (an underrepresented gender in this technology program), the teacher has had some of his female students oversee a multimedia booth and assist attendees at a Career Expo for eighth graders. He will duplicate a miniature version of this hands-on event in area high schools during the course registration period to expand career exploration opportunities.

Key Factors to Implementation

The strong industry experience of the teachers in both these programs has been essential to help create a relevant curriculum that prepares students for working in these respective fields.

In a PC-dominated world, making the case for the purchase of iMAC computers was challenging but succeeded because the Apple platform is the technology that is supported by industry and used extensively in related MultiMedia career fields.

The MultiMedia Technology program has a strong, supportive advisory committee and strong administrative support.

Web design may be the greatest area for jobs for students from the MultiMedia Technology program in Colorado. Most filmmaking is done outside of Colorado.

In addition to Perkins money, district funds were also critical toward acquiring the needed start-up equipment for the MultiMedia Technology program.

RESULTS

Legacy High School

The district anticipates that the Legacy High School Marketing program enrollment and completer status will continue to increase because of the Perkins-subsidized “Girls Night Out” event. “Girls Night Out” could easily be replicated statewide and in a variety of program areas.

Bollman Technical Education Center

Perkins funding enabled Bollman TEC’s MultiMedia Technology program to reopen as a program which is tied to the latest practices of this industry.

Anyone seeking to replicate either of these programs is advised to try to repeat Adams 12’s success in finding the right teachers to support these CTE programs, as this is critical. Finally, those launching similar programs should place a high priority on securing resources to permit the implementation of new, innovative ideas.