

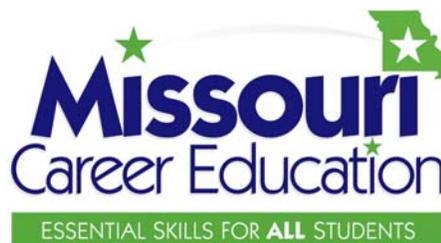
STATEWIDE VALIDATION

of
National Career Cluster Knowledge and Skills Statements
with
Suggestions to Better Prepare the Workforce of Tomorrow

*Responses Received from Online Survey of Missouri Business and Industry
Conducted November 20, 2006 through January 8, 2007*

16 Career Clusters

- *Agriculture, Food and Natural Resources*
- *Architecture and Construction*
- *Arts, Audio-Visual Technology, and Communication*
- *Business, Management and Administration*
- *Education and Training*
- *Finance*
- *Government and Public Administration*
- *Health*
- *Hospitality and Tourism*
- *Human Services*
- *Information Technology*
- *Law, Public Safety, Corrections and Security*
- *Manufacturing*
- *Marketing, Sales and Service*
- *Science, Technology, Engineering and Mathematics*
- *Transportation, Distribution and Logistics*



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How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video Technology and Communications? (Section 1 of 8) **ACADEMIC**

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Apply Language Arts knowledge and skills to this career pathway.	80% (85)	18% (19)	2% (2)	0% (0)	0% (0)	1.22
Apply Mathematics knowledge and skills to this career pathway.	16% (17)	60% (64)	21% (22)	3% (3)	0% (0)	2.10
Apply Science knowledge and skills to this career pathway.	11% (12)	47% (49)	36% (38)	6% (6)	0% (0)	2.36
Total Respondents						106

How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video Technology and Communications? (Section 2 of 8) **COMMUNICATIONS**

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Comprehend and use reading strategies to learn meaning, technical concepts and vocabulary.	79% (82)	18% (19)	3% (3)	0% (0)	0% (0)	1.24
Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.	75% (78)	24% (25)	0% (0)	1% (1)	0% (0)	1.27
Use correct grammar, punctuation and terminology to write and edit documents.	79% (82)	18% (19)	3% (3)	0% (0)	0% (0)	1.24
Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.	67% (70)	29% (30)	3% (3)	1% (1)	0% (0)	1.38
Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.	50% (52)	46% (48)	3% (3)	1% (1)	0% (0)	1.55
Apply active listening skills to obtain and clarify information.	79% (82)	20% (21)	1% (1)	0% (0)	0% (0)	1.22

Develop and interpret tables, charts, and figures to support written and oral communications.	31% (32)	43% (45)	24% (25)	2% (2)	0% (0)	1.97
Total Respondents						104

How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video and Communications? (Section 3 of 8) INFORMATION TECHNOLOGY APPLICATIONS

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Use Personal Information Management (PIM)/Productivity applications.	14% (14)	39% (39)	28% (28)	3% (3)	15% (15)	2.24
Use Electronic Mail applications.	61% (62)	30% (30)	7% (7)	1% (1)	1% (1)	1.47
Use Internet applications.	66% (66)	30% (30)	2% (2)	1% (1)	1% (1)	1.37
Use Writing Publishing applications.	47% (47)	40% (40)	10% (10)	1% (1)	1% (1)	1.64
Use Presentation applications	43% (43)	37% (37)	19% (19)	1% (1)	1% (1)	1.78
Use Database applications.	28% (28)	44% (44)	20% (20)	5% (5)	3% (3)	2.02
Use Collaborative/Groupware applications.	14% (14)	32% (32)	35% (35)	9% (9)	10% (10)	2.43
Use computer Operations applications.	36% (36)	34% (34)	18% (18)	9% (9)	4% (4)	2.00
Use Computer-based Equipment (containing embedded computers (or processors) used to control electromechanical devices).	35% (35)	30% (30)	22% (22)	6% (6)	8% (8)	1.99
Total Respondents						101

How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video Technology and Communications? (Section 4 of 8) SYSTEMS

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Analyze the history and evolution of the arts, audio-visual technology, and communications to their current place in society and the economy.	32% (32)	38% (38)	24% (24)	3% (3)	4% (4)	1.98
Examine the organizational structures within this career cluster for diversity and functions.	20% (20)	39% (39)	32% (32)	5% (5)	5% (5)	2.23
Analyze the economic base and how this impacts its business practices and society.	28% (28)	42% (42)	22% (22)	4% (4)	4% (4)	2.02
Explore evidence of interdependence of the technical and the artistic sides of this career cluster.	34% (34)	35% (35)	26% (26)	1% (1)	5% (5)	1.94
Analyze the formal and informal influences in the abstract and formal structures of business organizations within this career cluster.	17% (17)	41% (41)	32% (32)	6% (6)	5% (5)	2.28
Total Respondents						101

How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video Technology and Communications? (Section 5 of 8) SAFETY

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Analyze responsibility for developing and maintaining a safe and healthy work environment related to the arts, audio-video technology, and communications.	38% (37)	35% (34)	23% (22)	2% (2)	2% (2)	1.88
Analyze safety related problems that may result from working with electrical current.	33% (33)	30% (30)	18% (18)	11% (11)	7% (7)	2.08

Apply safety procedures in operating equipment commonly used within the career pathways of this cluster.	40% (40)	34% (34)	18% (18)	4% (4)	3% (3)	1.85
Analyze life style choices and preparation for physically demanding work activities related to pathways in this career cluster.	30% (29)	32% (31)	29% (28)	7% (7)	3% (3)	2.14
Demonstrate personal safety while on work-related assignments in various locations beyond the business site.	42% (42)	37% (37)	16% (16)	2% (2)	2% (2)	1.77
Total Respondents						99

How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video Technology and Communications? (Section 6 of 8) LEADERSHIP AND TEAMWORK, ETHICS, PROBLEM-SOLVING:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Apply leadership knowledge and skills to achieve group goals and consensus.	54% (53)	34% (34)	11% (11)	1% (1)	0% (0)	1.60
Apply teamwork knowledge and skills to group situations to achieve collective goals.	63% (62)	31% (30)	5% (5)	1% (1)	0% (0)	1.44
Exhibit ethical conduct in writing, creating, printing, broadcasting, and performing.	87% (85)	11% (11)	2% (2)	0% (0)	0% (0)	1.15
Apply knowledge of laws affecting this career cluster.	49% (49)	43% (43)	7% (7)	0% (0)	0% (0)	1.58
Apply decision-making and problem-solving techniques to develop potential solutions to workplace problems.	70% (69)	24% (24)	6% (6)	0% (0)	0% (0)	1.36
Total Respondents						99

How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video Technology and Communications? (Section 7 of 8) EMPLOYABILITY AND CAREER DEVELOPMENT:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Explain written organizational policies, rules and procedures to help employees perform their jobs.	32% (31)	52% (51)	11% (11)	4% (4)	1% (1)	1.88
Identify and demonstrate positive work behaviors and personal qualities.	68% (67)	31% (31)	1% (1)	0% (0)	0% (0)	1.33
Identify and explore career opportunities in one or more career pathways.	29% (28)	49% (48)	21% (21)	0% (0)	1% (1)	1.93
Develop a personal career plan to meet career goals and objectives.	40% (40)	44% (44)	14% (14)	1% (1)	0% (0)	1.76
Demonstrate ability to seek and apply for employment.	54% (53)	37% (36)	7% (7)	2% (2)	0% (0)	1.57
Demonstrate ability to evaluate and compare employment opportunities and accept employment.	41% (41)	46% (46)	10% (10)	2% (2)	0% (0)	1.73
Total Respondents						99

How essential are the following cluster FOUNDATION knowledge and skills to a career in the Arts, Audio/Video Technology and Communications? (Section 8 of 8) TECHNICAL SKILLS:

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Demonstrate the use of technical knowledge and skills that relate to pathways in this cluster.	57% (55)	35% (34)	6% (6)	0% (0)	2% (2)	1.48
Demonstrate knowledge of the systems within various pathways in this cluster.	43% (42)	39% (38)	11% (11)	0% (0)	7% (7)	1.66
Total Respondents						98

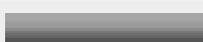
Please comment on other skills and knowledge that are essential as a foundation for success in an array of careers and educational pursuits in the Arts, Audio/Video Technology and Communications career cluster.

Total Respondents

20

(See Comments page)

Please select a career pathway:

		Response Percent	Response Total
Audio-Video Communications Technology and Film		4.8%	5
Journalism and Broadcasting		31.7%	33
Performing Arts		22.1%	23
Printing Technology		5.8%	6
Telecommunications		2.9%	3
Visual Arts		32.7%	34
Total Respondents			104

How essential are the following skills for the "Performing Arts" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Demonstrate an awareness of the arts in various cultures.	33% (7)	57% (12)	10% (2)	0% (0)	0% (0)	1.76
Compare and contrast the roles of creators, performers, and others involved in the production and presentation of the performing arts.	52% (11)	48% (10)	0% (0)	0% (0)	0% (0)	1.48
Analyze basic movement content in dance.	52% (11)	38% (8)	0% (0)	0% (0)	10% (2)	1.42
Demonstrate complex steps and patterns from various dance styles and traditions.	38% (8)	24% (5)	19% (4)	10% (2)	10% (2)	2.00

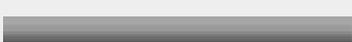
Demonstrate, both alone and with others, vocal or instrumental performance that includes a varied repertoire of music.	38% (8)	38% (8)	10% (2)	14% (3)	0% (0)	2.00
Analyze aural examples of various repertoires of music representing diverse styles, cultures and historical periods.	38% (8)	43% (9)	19% (4)	0% (0)	0% (0)	1.81
Demonstrate knowledge of music theory.	19% (4)	48% (10)	33% (7)	0% (0)	0% (0)	2.14
Analyze the physical, emotional, and social dimensions of characters found in dramatic texts from various styles and media.	38% (8)	43% (9)	14% (3)	0% (0)	5% (1)	1.75
Demonstrate acting technique.	33% (7)	43% (9)	10% (2)	5% (1)	10% (2)	1.84
Compare and contrast the roles of playwrights, actors, and others involved in the production and presentation of the performing arts.	29% (6)	48% (10)	19% (4)	0% (0)	5% (1)	1.90
Demonstrate the ability to write stage, film, television, or electronic media scripts in a variety of traditional and current formats.	19% (4)	43% (9)	19% (4)	14% (3)	5% (1)	2.30
Demonstrate knowledge of commercial aspects of performing arts.	48% (10)	38% (8)	14% (3)	0% (0)	0% (0)	1.67
Analyze how technical design (lighting, sound, costumes, make-up, etc.) contributes to performance.	29% (6)	62% (13)	5% (1)	0% (0)	5% (1)	1.75
Research past and present production stage sets, costumes, lighting, and other effects that support a performance.	24% (5)	52% (11)	5% (1)	10% (2)	10% (2)	2.00
Demonstrate how technology reinforces, enhances, or alters performances.	24% (5)	57% (12)	19% (4)	0% (0)	0% (0)	1.95

Analyze how artistic processes, organizational structure, and business principles are interrelated in the various arts.	62% (13)	38% (8)	0% (0)	0% (0)	0% (0)	1.38
Total Respondents						21

What other skills and knowledge are essential for this career pathway?

Total Respondents	4
(See Comments page)	

How would you characterize your relationship to the workforce in the career pathway of Performing Arts? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		59.1%	13
I supervise people who are in this career field		77.3%	17
I work in this career field		95.5%	21
I have a friend or relative who works in this career field		54.5%	12
I have an interest in improving the quality of the workforce in this area		81.8%	18
I have an interest in attracting more people to this career field		77.3%	17
I have no professional connection with this career field		0%	0
Other (please specify)		9.1%	2
Total Respondents			22

14. Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		95.5%	21
Return to the Arts, Audio/Video Technology and Communications career cluster list to select another pathway.		4.5%	1
Total Respondents			22

How essential are the following skills for the "Visual Arts" career pathway?

	Very Important	Important	Slightly Important	Not Important	No opinion	Response Average
Research the scope of career opportunities and qualifications in the Visual Arts Pathway .	65% (20)	23% (7)	10% (3)	0% (0)	3% (1)	1.43
Research the history and evolution of visual arts and their role within society.	45% (14)	35% (11)	13% (4)	0% (0)	6% (2)	1.66
Analyze elements and principles of the visual arts and what they communicate.	71% (22)	19% (6)	3% (1)	0% (0)	6% (2)	1.28
Analyze and create two- and three-dimensional art forms from various media in the visual arts.	74% (23)	19% (6)	3% (1)	0% (0)	3% (1)	1.27
Total Respondents						31

What other skills and knowledge are essential for this career pathway?

Total Respondents	11
(See Comments page)	

How would you characterize your relationship to the workforce in the "Visual Arts" career pathway? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		53.1%	17
I supervise people who are in this career field		68.8%	22
I work in this career field		93.8%	30
I have a friend or relative who works in this career field		56.2%	18
I have an interest in improving the quality of the workforce in this area		93.8%	30
I have an interest in attracting more people to this career field		78.1%	25
I have no professional connection with this career field		3.1%	1
Other (please specify)		12.5%	4
Total Respondents			32

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		96.9%	31
Return to the Arts, Audio/Video Technology and Communications career cluster list to select another pathway.		3.1%	1
Total Respondents			32

How essential are the following skills for the "Printing Technology" career pathway?

	Very important	Important	Slightly Important	Not Important	No opinion	Response Average
Apply knowledge of the processes required for the production of various printed products.	100% (7)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Manage the printing through customer service and sales, scheduling, and quality control.	57% (4)	43% (3)	0% (0)	0% (0)	0% (0)	1.43
Demonstrate preparation of customer materials for imaging.	71% (5)	29% (2)	0% (0)	0% (0)	0% (0)	1.29
Analyze image retrieval through refinement, page assembly processes and type set, and trapping.	43% (3)	43% (3)	14% (1)	0% (0)	0% (0)	1.71
Analyze output processes, including digital, film, directive platemaking, and cylinders.	43% (3)	57% (4)	0% (0)	0% (0)	0% (0)	1.57
Examine the finishing and distribution operations related to printing.	29% (2)	71% (5)	0% (0)	0% (0)	0% (0)	1.71
Apply knowledge of basic printing processes.	57% (4)	43% (3)	0% (0)	0% (0)	0% (0)	1.43
Total Respondents						7

What other skills and knowledge are essential for this career pathway?

Total Respondents						1
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How would you characterize your relationship to the workforce in the career pathway of Printing Technology? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		57.1%	4
I work in this career field		71.4%	5
I supervise people who are in this career field		57.1%	4
I have an interest in improving the quality of the workforce in this area		57.1%	4
I have an interest in attracting more people to this career field		71.4%	5
I have no professional connection with this career field		14.3%	1
I have a friend or relative who works in this career field		28.6%	2
No response		0%	0
Total Respondents			7

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		85.7%	6
Return to the Arts, Audio/Video Technology and Communications career cluster list to select another pathway.		14.3%	1
Total Respondents			7

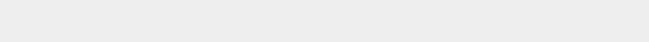
How essential are the following skills for the "Telecommunications" career pathway?

	Very important	Important	Slightly Important	Not Important	No opinion	Response Average
Demonstrate the use of industry-specific terminology, tools and test equipment related to telecommunications.	67% (2)	0% (0)	33% (1)	0% (0)	0% (0)	1.67
Describe the characteristics of analog and digital technologies applications for telecommunications.	33% (1)	67% (2)	0% (0)	0% (0)	0% (0)	1.67
Demonstrate installation techniques and processes utilizing telecommunication tools and materials.	67% (2)	33% (1)	0% (0)	0% (0)	0% (0)	1.33
Analyze schematics, diagrams, and blueprints using appropriate terms, vocabulary and industry-specific codes and	33% (1)	67% (2)	0% (0)	0% (0)	0% (0)	1.67
Apply decision-making and problem-solving techniques to repair and replacement procedures for telecommunications industry.	100% (3)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Apply knowledge of telecommunications to provide service and solve problems for customers.	100% (3)	0% (0)	0% (0)	0% (0)	0% (0)	1.00
Apply knowledge of telecommunications security.	33% (1)	67% (2)	0% (0)	0% (0)	0% (0)	1.67
Apply knowledge of network applications.	33% (1)	67% (2)	0% (0)	0% (0)	0% (0)	1.67
Total Respondents						3

What other skills and knowledge are essential for this career pathway in Missouri?

Total Respondents						1
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How would you characterize your relationship to the workforce in the career pathway of Telecommunications? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		100%	3
I work in this career field		100%	3
I supervise people who are in this career field		100%	3
I have an interest in improving the quality of the workforce in this area		66.7%	2
I have an interest in attracting more people to this career field		66.7%	2
I have no professional connection with this career field		0%	0
I have a friend or relative who works in this career field		0%	0
No response		0%	0
Total Respondents			3

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		100%	3
Return to the Arts, Audio/Video Technology and Communications career cluster list to select another pathway.		0%	0
Total Respondents			3

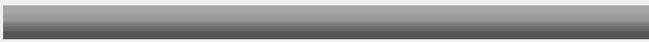
How essential are the following skills for the "Audio-Video Communications Technology and Film" career pathway?

	Very important	Important	Slightly Important	Not Important	No opinion	Response Average
Explore career opportunities in Audio and Video Technology and Film.	80% (4)	0% (0)	20% (1)	0% (0)	0% (0)	1.40
Apply knowledge of equipment and skills related to video production.	83% (5)	17% (1)	0% (0)	0% (0)	0% (0)	1.17
Exhibit knowledge of editing audio and video productions.	83% (5)	17% (1)	0% (0)	0% (0)	0% (0)	1.17
Demonstrate technical production support for audio, video, and film presentations.	83% (5)	17% (1)	0% (0)	0% (0)	0% (0)	1.17
Exhibit the knowledge and skills required to design a production for audio-video presentation.	83% (5)	17% (1)	0% (0)	0% (0)	0% (0)	1.17
Total Respondents						6

What other skills and knowledge are essential for this career pathway in Missouri?

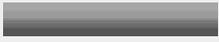
Total Respondents	1
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How would you characterize your relationship to the workforce in the career pathway of Audio-Video Communications Technology and Film? Answer as many as applicable.

		Response Percent	Response Total
I make hiring decisions		50%	3
I work in this career field		100%	6
I supervise people who are in this career field		83.3%	5
I have an interest in improving the quality of the workforce in this area		66.7%	4

I have an interest in attracting more people to this career field		66.7%	4
I have no professional connection with this career field		0%	0
I have a friend or relative who works in this career field		0%	0
No response		0%	0
Total Respondents			6

Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		66.7%	4
Return to the Arts, Audio/Video Technology and Communications career cluster list to select another pathway.		33.3%	2
Total Respondents			6

How essential are the following skills for the "Journalism and Broadcasting" career pathway?

	Very important	Important	Slightly Important	Not Important	No opinion	Response Average
Explore career opportunities in Journalism and Broadcasting.	38% (11)	48% (14)	14% (4)	0% (0)	0% (0)	1.76
Demonstrate writing processes used for various journalism media.	76% (22)	24% (7)	0% (0)	0% (0)	0% (0)	1.24
Demonstrate writing processes for broadcast.	59% (17)	31% (9)	7% (2)	0% (0)	3% (1)	1.46
Demonstrate the ability to plan and deliver a broadcast production.	66% (19)	21% (6)	10% (3)	0% (0)	3% (1)	1.43

Demonstrate knowledge and understanding of technical support related to broadcasting.	21% (6)	62% (18)	14% (4)	0% (0)	3% (1)	1.93
Exhibit knowledge of business issues related to journalism and broadcasting.	41% (12)	45% (13)	14% (4)	0% (0)	0% (0)	1.72
Exhibit knowledge of ethics and legal issues related to journalism and broadcasting.	83% (24)	17% (5)	0% (0)	0% (0)	0% (0)	1.17
Total Respondents						29

What other skills and knowledge are essential for this career pathway in Missouri?	
Total Respondents	6

How would you characterize your relationship to the workforce in the career pathway of Broadcasting and Journalism? Answer as many as applicable.			
		Response Percent	Response Total
I make hiring decisions		62.1%	18
I work in this career field		79.3%	23
I supervise people who are in this career field		58.6%	17
I have an interest in improving the quality of the workforce in this area		82.8%	24
I have an interest in attracting more people to this career field		72.4%	21
I have no professional connection with this career field		0%	0
I have a friend or relative who works in this career field		13.8%	4
No response		0%	0
Total Respondents			29

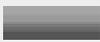
Thank you for your responses. Please indicate what you would like to do next.

		Response Percent	Response Total
Continue to the final wrap-up questions of this survey.		93.1%	27
Return to the Arts, Audio/Video Technology and Communications career cluster list to select another pathway.		6.9%	2
Total Respondents			29

In which state do you live?

		Response Percent	Response Total
Missouri		92.4%	85
Other (please specify)		7.6%	7
Total Respondents			92

Please indicate the professional area in which you work:

		Response Percent	Response Total
Business/Industry		40.2%	37
State Agency		3.3%	3
Federal Agency		0%	0
Association/Chamber		4.3%	4
Secondary Education		7.6%	7
Postsecondary Education		15.2%	14
Other (please specify)		29.3%	27
Total Respondents			92

Years of work experience:			
		Response Percent	Response Total
Student		1.1%	1
0-1		0%	0
2-5		2.2%	2
6-10		16.3%	15
11-20		26.1%	24
21-30		29.3%	27
31+		25%	23
Total Respondents			92

What other comments would you like to add related to career education in Missouri?	
Total Respondents	10
(See Comments page)	

Would you be willing to participate in future surveys like this related to Missouri Career Education and workforce development?			
		Response Percent	Response Total
Yes		46.7%	42
Maybe		34.4%	31
No		18.9%	17
Total Respondents			90

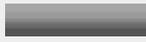
Would you be willing to serve on a local or state advisory council for the betterment of career education and workforce preparation in Missouri?

		Response Percent	Response Total
Yes		25.6%	23
Maybe		38.9%	35
No		35.6%	32
Total Respondents			90

If you indicated "yes" or "maybe" to either of the two questions above, please provide DESE your contact information (include name, company, address, telephone number, and e-mail address). This information will be used solely for the purposes described.

Total Respondents	51
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Through which channel did you receive this survey?

		Response Percent	Response Total
Trade association or professional society		32.6%	30
Chamber of Commerce or industry group		1.1%	1
Business colleague		9.8%	9
e-mail from Department of Elementary and Secondary Education		22.8%	21
Educator		5.4%	5
Website link		0%	0
Word-of-mouth		3.3%	3
Other (please specify)		25%	23
Total Respondents			92

Was this survey easy to use?			
		Response Percent	Response Total
Yes		83.7%	77
No		2.2%	2
Somewhat		7.6%	7
Comments		6.5%	6
Total Respondents			92

COMMENTS FOR ARTS, A/V TECHNOLOGY & COMMUNICATION:

FOUNDATION Knowledge and Skills:

Please comment on other skills and knowledge that are essential as a foundation for success in an array of careers and educational pursuits in the Arts, Audio/Video Technology and Communications career cluster.	
<u>1.</u>	Strong writing and interviewing skills.
<u>2.</u>	The ability to take basic knowledge of a wide range of topics and research to learn more advanced knowledge. Teamwork. Teamwork. Teamwork! Listen, plan, respond, act in several levels of work product. DO NOT BE AFRAID TO FAIL!
<u>3.</u>	Public Speaking Current Events Literature Marketing Advertising History Fluency in at least one Foreign Language
<u>4.</u>	Our students may have some of the skills necessary, but understanding what it takes to keep a job is lacking. Our students have grown up too easy and in some cases believe that if they just show up for work, thats good enough. We need to teach real life skills that teach the demands of the common workplace
<u>5.</u>	The primary focus of my company is reserve power within the telecom industry. Having medium to high skills in software based applications are very important. True, team work, use of language, and the ability to articulate or convey messages are all important, however, computer knowledge is essential
<u>6.</u>	Knowledge in the area of education and education trends are essential for developing arts education programs.
<u>7.</u>	Learning how to think for oneself and live proactively.
<u>8.</u>	Develop a general awareness of the long history and evolvement of communication through the arts. Develop an understanding of audience diversity, perception and interpretation of messages.
<u>9.</u>	It is very important that the students use their minds first to communicate and demonstrate their ideas. Then, find the means and tools to execute those ideas.
<u>10.</u>	Positive and open-minded personality that assesses the needs of the organization and promotes healthy relationships at the workplace.
<u>11.</u>	My point of reference is the performing arts. This survey is tricky because certain skill sets are necessary for Administration vs. Production vs. Performance. However all of the foundational subjects suggested above do come into play at some point for each category. I am answering with an Arts Administration bias.
<u>12.</u>	Students interested in following this career path need to have good writing and math skills in order to be able to not only work with technology, but also to help create the art associated with the career choice.
<u>13.</u>	Must have an entrepreneurial spirit, be a problem solver, and be self motivated.
<u>14.</u>	Should have a broad base of knowledge in chosen field--- be able to perform all basic techniques and create works of that art form
<u>15.</u>	The ability to stay focused, but flexible. Staying open to changes in technology - so many of the systems we use now were unheard of only a decade ago. The ability to take risks, try new things, not be afraid to fail along the way - it's all a learning experience.
<u>16.</u>	Many students have a very limited concept of career opportunities available in the arts. Also, given the non-profit nature of most arts organizations, strong writing skills are extremely important to any organization seeking contributed funding. An introduction to the basics of philanthropy would provide significant grounding and context for someone looking for a career in the arts.
<u>17.</u>	Freelance business rules for the Artist. Copyright and usage rights should be studied. Fir success, history is essential.
<u>18.</u>	A broad base of education in the sciences and humanities, both in High School and on the undergraduate college level, is the best choice for any young artist. To reflect one's culture and personality as a performer or in design requires a fully rounded individual. Graduate level studies done in one's mid and late 20s are more career focused and equip a performer or designer with a more focused and complete training for professional employment. Acquiring specialized training without a broad base of knowledge is more difficult and renders most young artists without enough world view knowledge to make choices and decisions that resonate on a universal level.
<u>19.</u>	a solid liberal arts education

- | | |
|------------|---|
| <u>20.</u> | Reading, writing, and math skills are all used. Be creative but learn how to do your work according to acceptable standards first and foremost. |
|------------|---|

PATHWAY Knowledge and Skills:

PERFORMING ARTS

What other skills and knowledge are essential for this career pathway?

- | | |
|-----------|---|
| <u>1.</u> | Presentation skills are essential in order to communicate one's ideas to groups. |
| <u>2.</u> | Again...these are tricky because it depends on the discipline the student is considering. I answered with a theatre bias. |
| <u>3.</u> | These questions were difficult to answer with general responses. Many of them depend on which genre and what aspect of the arts you're pursuing: dance vs. theater, performance vs. administration, etc. I think one of the main dilemmas facing the arts today is how to adjust arts organizations to be relevant in a culture which favors "on-demand" performances and does not have arts training as a "given" for children anymore. Lots of organizational structures will need to change in order for the organizations to survive. |
| <u>4.</u> | Physical and psychological well-being. A career in the performing arts is demanding both mentally and physically. It is important to also be able to market your skill base effectively through printed and electronic media. Also essential is an ability to talk and listen carefully while under pressure. |

VISUAL ARTS

What other skills and knowledge are essential for this career pathway?

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|------------|--|
| <u>1.</u> | Commit to showing up and performing the job duties on a regular basis, once a position has been accepted. |
| <u>2.</u> | Understanding the cultural history of the arts and the variety of ways that artists and the (visual) arts are perceived by society. |
| <u>3.</u> | Develop a solid thinking process to communicate ideas. |
| <u>4.</u> | Ability to read instructions and follow directions from text and illustrations is important. |
| <u>5.</u> | To be a professional visual artist one must have an entrepreneurial spirit, be a problem solver and creative thinker. They also must have an independent nature and be self motivated. |
| <u>6.</u> | communication (written and verbal) about artwork produced |
| <u>7.</u> | Business skills and interpersonal skills and a very strong work ethic |
| <u>8.</u> | Knowledge of chemistry and physics, for the materials of art. Knowledge of psychology and physiology - the perception of works of art by the viewer. |
| <u>9.</u> | Writing skills are an absolute must. |
| <u>10.</u> | Exposure to exhibit, field trips for youth. |
| <u>11.</u> | Excellent writing skills. Ability to collaborate. Strong organizational skills. Solid budgeting abilities. |

PRINTING TECHNOLOGY

What other skills and knowledge are essential for this career pathway?

- | | |
|-----------|---|
| <u>1.</u> | Ownership of reproductions, usage rights. |
|-----------|---|

AUDIO-VIDEO COMMUNICATIONS TECHNOLOGY and FILM

What other skills and knowledge are essential for this career pathway in Missouri?

- | | |
|-----------|---|
| <u>1.</u> | these questions are too obvious!!!!!!!!!!!!!! |
|-----------|---|

JOURNALISM AND BROADCASTING

What other skills and knowledge are essential for this career pathway in Missouri?	
1.	Knowledge of a variety of topics would be a great basis for a general reporter.
2.	Must develop an understanding and appreciation of the First Amendment, its historical foundation and the role it plays in today's society. How about Demonstrate writing process for a newspaper, magazine, blog, website? For the past 15 years technology has changed these fields greatly and continues to do so. People entering these fields need to be versed in media convergence. This "track" may be an anachronism. Broadcasting is too narrow a focus to be of any use. Students need to know how to work in a world that combines print media, audio, video, internet, wireless, computer-generated animation, etc., etc. It also is most critical that students learn the differences among news, advertising, marketing and entertainment.
3.	Accepting personal responsibility for one's decisions and actions. Committing to show up for work and actually perform the duties of the job on a regular and productive basis.
4.	Have a solid understanding of government structure and processes; likewise with corporations. Ability to analyze financial information.
5.	Demonstrate the ability to plan and deliver print news and feature articles, including writing style, headlines, and supporting images appropriate for reader level and targeted audience. Demonstrate the ability to plan and conduct interviews. Demonstrate the ability to edit text for greater impact, conciseness. Demonstrate the ability to gather and assess information sources.
6.	foreign-language aptitude (esp. Spanish)

OTHER COMMENTS:

What other comments would you like to add related to career education in Missouri?	
1.	We have to teach other than to the MAP test to prepare our students. Knowledge is a great thing, but our students are not capable of using their knowledge in a productive way
2.	We need more education and opportunities on a continuing basis, and available to all---the experienced and inexperienced alike.
3.	Broad knowledge, such as in general history/politics, is important for those wanting to work in journalism. Younger people seem to be more and more disconnected with events and processes that happened while they were growing up.
4.	Very important to industry as they provide the hands on training that is needed in technical fields today. College trained people do not have specific skills but are more global in nature and want a specific direction and training that are sometimes hard for small business to provide.
5.	Appreciate the opportunity to contribute to your important work.
6.	it cannot be stressed enough (or overlooked) the importance art education plays in developing higher level thinking skills in our society ie elementary, secondary and postsecondary education. Creating the habit in students to look within themselves for answers, authenticity, self sufficiency etc. These are obvious qualities which art education plays a valuable role. The role of educator, curator, artist, visual or otherwise needs to be supported and recognized as a vital part of our changing world.
7.	The visual arts need to be a part of the core curriculum in elementary and secondary education.
8.	Missouri could use vocational arts schools
9.	Historical references and contemporary insight have been neglected by the education industry.
10.	Missouri needs more Arts Education in Elementary, Middle and High Schools. The arts offer many effective ways to reach some young minds that might have a difficult time with traditional educational approaches. The Arts build a strong ability to work in community with others - as compelling as in sports - and balancing traditional study and physical education makes for a more creative and effective work force entering the colleges and communities of Missouri after graduation.