Wisconsin Youth Apprenticeship

Arts, A/V Technology and Communications

PROGRAM GUIDE

Investing in Wisconsin's Future

Department of Workforce Development

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For more information contact:

Department of Workforce Development
P.O. Box 7972
Madison, WI 53707-7972

Arts, A/V Technology and Communications
YOUTH APPRENTICESHIP
PROGRAM GUIDE

Description

The Arts, A/V Technology and Communications Career Cluster -- Printing Technology Pathway careers range from press operators to customer service representatives and sales. The printing industry "applies creativity and technical skills to transform text and graphics into finished products."[1] Industries range from commercial printing, label and tag printing, greeting card printing, specialty printing, packaging printing, to other trade services, such as binding and finishing. Furthermore, printing is one of the largest manufacturing industries in the United States, employing 1 million people in over 38,000 establishments. Wisconsin ranks 8th with printing sales exceeding over 45,000 people in 1020 establishments.[2]

The Arts, A/V Technology and Communications career cluster is expected to be driven by changing trends. While newspapers and magazines have been impacted by declines in print volumes, the need for immediate media, integrated across communication platforms, is increasing the need for technological expertise in computers and graphic design. This trend is fueling increased demand in this area[3].

This Youth Apprenticeship occupational area focuses on one pathway within the Arts, A/V Technology and Communications industry: Graphic Arts and Printing Technology. People who work in the Printing Technology pathway create visual concepts through design with color, lettering, images, and logos. They then take those designs and convert them into printed material in 3 stages: Pre-press, press, and binding and finishing.[2]

The Youth Apprenticeship Program was approved by the Wisconsin State legislature in 1991 to provide a direct link between business, schools, and youth to meet the workforce demands of technology, teamwork, communication, and leadership.

Wisconsin Youth Apprenticeship (YA) is a rigorous program that combines academic and related technical classroom instruction with mentored on the job learning for high school students. By training youth apprentices, employers play an active role in shaping the quality of their future workforce, improving the skill level of potential workers, and enhancing their competitive positioning in the marketplace. Employers,

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[1] Arts, A/V Technology and Communications Career Cluster brochure, NCTEF, 2010.
[2] Printing Industries of America (www.printing.org) and the Great Lakes Graphics Association (www.glga.info)
[3] Department of Labor, Occupational Outlook Handbook, 2010-2020.

school districts, local consortiums, parents, and potential YA students are referred to the *Youth Apprenticeship Program Operations Manual* for general YA Program requirements.

Objective_____

The Wisconsin Arts, A/V Technology and Communications YA Program is designed to provide students with a working understanding of occupational and technical skills in one of the six pathways within the Arts, A/V Technology and Communications industry. This program provides the framework for educators and industry to work together to produce work-ready, entry-level employees that will compete favorably in a global market, as well as, provide for post-secondary educational advancement while integrating work-based learning in the school and at the worksite.

The following features distinguish a YA Program from other similar youth school to work programs.

Level Two Youth Apprenticeship is a two-year program for high school juniors and seniors with an interest in a particular field; i.e., printing technology. One-year Youth Apprenticeship Programs are also available to pursue.

Youth apprentices, parents, employers, YA program coordinators, and school districts enter into a written agreement approved by the Department of Workforce Development.

Statewide skills are established by the industry, making the youth apprentice skill set more relevant to the state's employers.

Youth apprentices are trained at the worksite by skilled mentors and are paid minimum wage or better for their work. Students average 10-15 hours per week.

Youth apprentices receive a high school diploma and a Certificate of Occupational Proficiency from the Wisconsin Department of Workforce Development (DWD) at graduation.

Youth apprentices may receive advanced standing credit and/or transcripted credit for the YA Program at a Wisconsin Technical College and/or at some four year colleges. See **Appendix F** for current details.

Statewide skill standards focus on skills and knowledge needed by employers for entry level employment in the Arts, A/V Technology and Communications industry.

Students apply and are interviewed by Arts, A/V Technology and Communications employers for positions in the Arts, A/V Technology and Communications YA Program. The state approved skill standards and program guide for the Arts, A/V Technology and Communications YA Program are used in both the classroom instruction and worksite learning. If the local school district is unable to provide the related technical classroom instruction courses, they may contract with their local technical college or employer practitioners to do so.

The skill standards are competency based. Competencies are performance-based outcome statements of occupational related skills defined by representatives of Arts, A/V Technology and Communications worksites throughout Wisconsin and aligned with national skill standards. The competencies in this program are aligned with the National Association of State Directors of Career Technical Education Consortium (NASDCTEc) Career Cluster Skill Standards in Arts, A/V Technology and Communications, http://www.careertech.org/ for two of the Arts, A/V Technology and Communications pathways: Printing Technology and Visual Arts.

The competencies will be taught at the worksite in combination with supportive, related technical classroom instruction. While the skill competencies are established statewide, program implementation and oversight occurs through local consortium committees to assure local needs are met.

Target Population

This Youth Apprenticeship occupational area focuses on having Arts, A/V Technology and Communications Printing Technology pathway YA students acquire basic skills pertinent to understanding and working with printing and post-press machinery and processes and/or graphic design and pre-press files. The Printing and Post-Press Operations unit allows students to work with press and post-press equipment according to safety regulations and child labor laws. The Graphics and Pre-Press unit provides students with opportunities to design and manipulate images and prepare print files for printing.

All students successfully meeting current high school graduation requirements and with a good attendance record for that year are encouraged to apply for the Arts, A/V Technology and Communications Youth Apprenticeship (YA) Program. The student must apply to the program in the year previous to program entry and be on track toward fulfilling high school graduation requirements in their school district. SEE **Appendix G** for students entering or continuing the Arts, A/V Technology and Communications YA Program in 2012.

All Youth Apprentices must complete the industry-wide foundational skill competencies consisting of competencies in core employability skills, safety and security. The Required Skill competencies may be completed concurrently with the specific technical skills.

Potential youth apprentices will be required to complete a minimum of 450 work hours with 180 hours (2 semesters) of related technical classroom instruction for a Level One (1-year) Arts, A/V Technology and Communications YA Program or a minimum of 900 work hours with 360 hours (4 semesters) of related technical classroom instruction for a Level Two (2-year) Arts, A/V Technology and Communications YA program.

Arts, A/V Technology and Communications YA students are required to perform all of the Core, Safety and Security skills. **Level One (one year)** YA students also are required to complete a technical skill unit. **Level Two (two year)** YA students are to complete an additional technical one year unit in addition to the Level One requirements. The Press and Post-Press Unit may be repeated two times as long as different processes are learned.

Arts, A/V Technology and Communications Units

Printing Technology Pathway-

> Graphic Design and Pre-Press Unit
> Press and Post-Press Operations Unit

Arts, A/V Technology and Communications Program Responsibilities

The following responsibilities are outlined for individuals involved in the Arts, A/V Technology and Communications YA Program.

Students-

1. Maintain academic skills and attendance at the high school to remain on track for high school graduation.
2. Participate in progress reviews as scheduled.
3. Exhibit maturity and responsibility to meet requirements of employment as designated by the employer.

Parents or Guardians-

4. Ensure that adequate transportation is available to and from the worksite.
5. Participate in student progress reviews as scheduled.

School District-

6. Recruit students and coordinate student enrollment in the program with the consortiums and/or employers.
7. Integrate the YA Program related technical classroom instruction and worksite training into the student's overall education program with high school graduation credit issued for each semester successfully completed.
8. Participate in student progress reviews as scheduled.

YA Program Coordinators-

9. Apply and maintain approval from the DWD to operate a YA Program.

10. Ensure a minimum of 450 hours of worksite instruction/experience plus a minimum of 180 hours of related technical classroom instruction for each one year YA program.
11. Establish and meet regularly with an advisory committee that will identify when and where tasks will be taught during the Arts, A/V Technology and Communications YA Program.
12. Develop and maintain a yearly commitment with participating high schools, technical colleges, and local businesses to accommodate the number of students involved in the Arts, A/V Technology and Communications YA Program.
13. Establish and maintain a YA student grievance procedure.
14. Provide employer mentor training.

Related Technical Classroom Instruction Faculty-

15. Qualify in the specialty areas being taught in the YA Program.

Employers and Worksite Mentors-

16. SEE **Appendix B –** Arts, A/V Technology and Communications YA Implementation Guide for Employers.
17. Participate in a mentor training session and provide on the job training of the Youth Apprentices.

Department of Workforce Development-

18. Monitor national and state regulatory agencies, such as OSHA, for changes and impact on the Arts, A/V Technology and Communications Youth Apprenticeship Program.

Program Guide Organization_____

The competencies in this program are aligned with the National Association of State Directors of Career Technical Education Consortium (NASDCTEc) Career Cluster Skill Standards in Arts, A/V Technology and Communications, http://www.careertech.org/, for two of the Arts, A/V Technology and Communications pathways: Printing Technology and Visual Arts.

The Arts, A/V Technology and Communications YA Program also requires that Related Technical Classroom Instruction is provided to support attainment of the knowledge necessary to master the competencies. While recommendations for specific Related Technical Classroom Instruction are detailed separately in **Appendix C**, instructional requirements will vary depending on local consortium and advisory group decisions. It is strongly advised that local consortiums work with their advisory groups to determine appropriate Related Technical Classroom Instruction based on their local needs and resources.

The Youth Apprenticeship Program curriculum is written and organized according to the Worldwide Instructional Design System (WIDS) format and includes the Arts, A/V Technology and Communications YA Skill Standards Checklist, Program Appendices, and Unit Appendices, and Course Outcome Summary (COS) for the program. Overall progress is documented on the Skill Standards Checklist, which lists skill level achievement for each competency achieved. The Unit Appendices outline each skill competency with corresponding performance standards and learning objectives.   The Performance Standards describe the tasks and behaviors, as applicable, that employers should look for in order to evaluate the competency. The Learning Objectives outline the recommended content to be covered in the related technical classroom instruction. SEE **Appendix D** - Wisconsin Instructional Design System (WIDS) Format and Youth Apprenticeship Program Guide Terms and **Appendix E** - Use and Distribution of the Curriculum for further details.

Evaluation_____

The student must successfully complete the related technical classroom instruction and demonstrate the minimum skill level required on the Arts, A/V Technology and Communications YA Skill Standards Checklist for each competency according to the applicable curriculum. Worksite mentors and/or instructors use this checklist to evaluate the learner on each of the required skills. It is the responsibility of the mentor(s) to rate the students skill level on all tasks performed at the worksite.

Arts, A/V Technology and Communications YA Program Completion

Upon successful completion of high school and the Level Two (2 year) Arts, A/V Technology and Communications YA Program requirements, the youth apprentice will receive a high school diploma and the applicable Certification of Occupational Proficiency from the Department of Workforce Development indicating "Arts, A/V Technology and Communications Youth Apprenticeship." Youth Apprentices who successfully complete a Level One (1 year) Arts, A/V Technology and Communications YA Program and who are on track for graduation will be eligible for a Level One Certificate from the Department of Workforce Development. Furthermore, the YA students may;

1. Continue to work in the Arts, A/V Technology and Communications industry.
2. Apply to a registered apprenticeship.
3. Pursue a degree or diploma from a Wisconsin Technical College with advanced standing and/or transcripted credit.
4. Apply for admission to a four-year University of Wisconsin school with high school academic elective credit for admission.
5. Go into military service.

SEE **Appendix F** for current agreements for post-secondary credit at Wisconsin Technical Colleges and University of Wisconsin colleges.

Appendices

Appendix A -   Work Contracts, Child Labor Laws, Liability and Insurance

Appendix B -   Arts, A/V Technology and Communications YA Implementation Guide for Employers

      Benefits to the Employer

      Role of the Employer

      Role of the Mentor

      Checklist for Program Participation

      Checklist for Program Operation

      Frequently Asked Questions

      Work Contracts, Child Labor Laws, Liability and Insurance (insert Appendix A)

Appendix C -   Recommended Related Technical Classroom Instruction

Appendix D -   Wisconsin Instructional Design System (WIDS) Format and Youth Apprenticeship Program Guide Terms

Appendix E -   Use and Distribution of the Curriculum

Appendix F -   Post Secondary Credits

Appendix G -   Grandfather Clause – Program Transition Guidelines

Appendix H -   Arts, A/V Technology and Communications Skill Standards Checklist

Appendix I -   Arts, A/V Technology and Communications YA Course Outcome Summary (COS): Overview and Table of Contents

Appendix J -   Arts, A/V Technology and Communications Required Skills Curriculum (Units 1-2)

Appendix K -   Graphic Design and Pre-Press (Unit 3)

Appendix L -   Press and Post-Press Operations (Unit 4)