

2018

Excellence in Action Award

Nashua Technology Center at Nashua High School South

Video Production & Broadcasting I & II

Arts, A/V Technology & Communications Career Cluster

OVERVIEW

The Video Production & Broadcasting program of study at Nashua Technology Center in Nashua, NH, is the result of a school responding to the needs of its students. Nashua Technology Center administered a needs assessment and student interest survey in 1998-99, which revealed that students had a significant interest in the TV and Video Broadcasting Career Pathway. After a few years of planning with industry and education partners in the community, the Video Production & Broadcasting program was established in 2001. All students learn the basic foundation of media skills, from field to studio production. To support success in both career and college, learners earn a user certification in Avid Media Composer editing software and up to three college credits through the New Hampshire Community College system.

Student Demographics (54)	Percentage
Male	50%
Female	50%

GAINING REAL-WORLD SKILLS THROUGH WORK-BASED LEARNING IN AND OUT OF THE CLASSROOM

While gaining knowledge in the classroom, each learner has access to top-of-the-line equipment and an instructor who has extensive knowledge of the industry due to his work in the field prior to teaching. Outside of the classroom, learners are exposed to the industry first-hand through established and sustained partnerships among the program, local television studios and community organizations.

The City of Nashua's Public Education Television Channel, for example, has been a program partner for seven years. The channel offers internship opportunities for students to produce local community programming, including election debates and community forums.

Students also regularly attend field trips to WMUR Channel 9 in Manchester, NH, and WHDH Channel 7 in Boston, MA, during which they take tours of the facilities and speak with professionals.

In class, students gain knowledge about public service announcement (PSA) videos and put that knowledge into action through a partnership with the Nashua Prevention Coalition. Recently, learners created a PSA focused on drug prevention, which was used by a variety of outlets including local movie theaters, public education channels, and the Nashua Prevention Coalition website.

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INTEGRATING CAREER TECHNICAL EDUCATION (CTE) INSTRUCTION AND CORE ACADEMICS

Not only is work-based learning a crucial aspect of the program, but learners are also exposed to rigorous academic coursework and have regular opportunities to engage in co-curricular projects with academic classes including math, English, social studies, science and foreign language. For example, learners worked with the Social Studies and English departments to produce the Greater Nashua Municipal election forum. Students developed the interview questions for the candidates, outlined the broadcast format, wrote the script for the 30-minute television show, and filmed it to broadcast live on the City of Nashua's Public Education Television Channel.

GIVING BACK TO MOVE CTE FORWARD

Reflecting larger state trends in New Hampshire, the program noticed a decrease in enrollment, despite a clear labor market demand for skilled video and AV professionals, which compelled instructors to come together to develop a robust recruitment and marketing effort. At the center of their strategy is their students. Selected students serve as program ambassadors and participate in various activities throughout the school year to help promote CTE as a whole, in addition to their particular program of study. They give tours of the programs at open house events, talk to junior high school students, and lead the CTE sampling program prior to course selection. During the sampling program, junior high school learners can experience up to two programs of study by attending classes and participating in hands-on activities.

"I didn't get into teaching for the awards. I got into it to help prepare students for the real world — whether they go into video production or not. We really work hard with the students to make sure they get a great education in film and media but also learn crucial college and career readiness skills so that they are prepared for the real world." — Jeffrey Leone, Instructor of the Video Production & Broadcasting Program

Success by the Numbers



100%

Participated in Work-Based Learning



100%

Graduated High School



86%

Enrolled in Postsecondary Education



27%

Earned an Industry-Recognized Credential



50%

Earned Postsecondary Credit