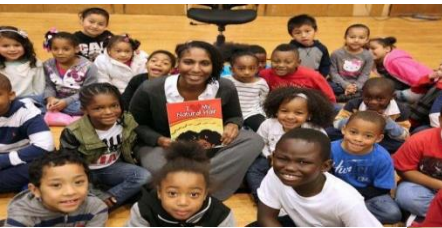




OAKLAND UNIFIED  
SCHOOL DISTRICT

*Community Schools, Thriving Students*

# High School Linked Learning Director's Report



Presented by Rebecca Lacocque

Presented to CTE Advisory Committee

March 20, 2024

# Outcomes:

---

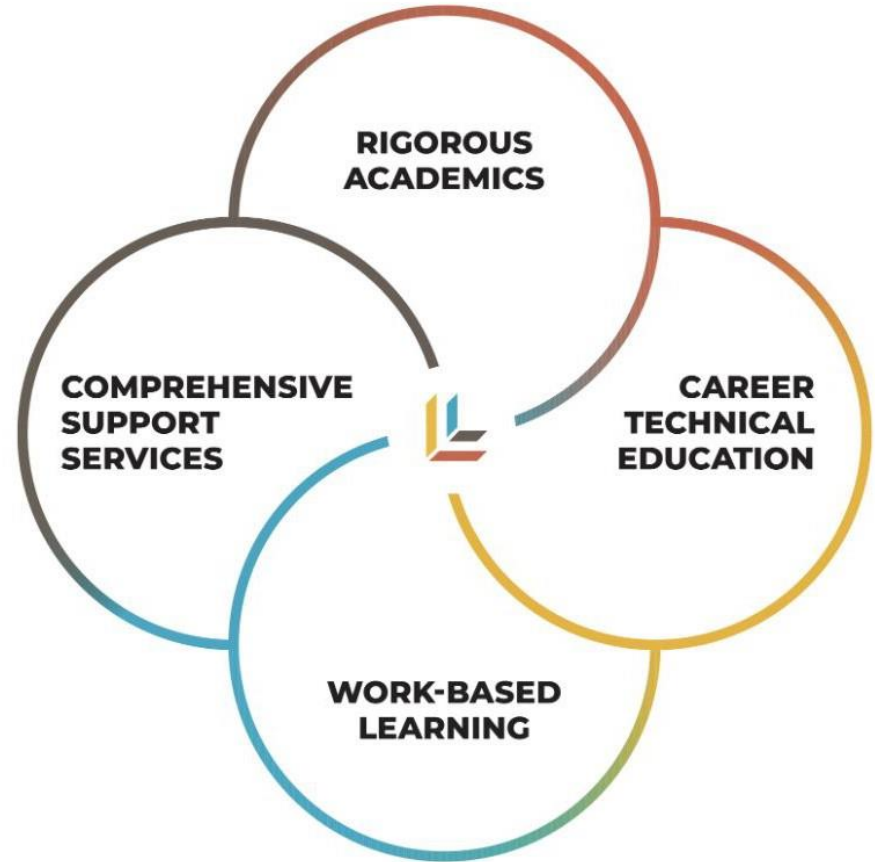
- Highlight Design, Visual, Media CTE program in the Media Academy at Fremont High School
- Orient CTE Advisory Committee to CTE program elements

# Career Technical Education in OUSD

*Real life work experiences*

*Apply academic and technical skills*

*Increase student college and career readiness  
and employability*



# OUSD Students are...



**COMMUNITY  
LEADERS**



**CREATIVE  
PROBLEM  
SOLVERS**



**RESILIENT  
LEARNERS**



**CRITICAL  
THINKERS**



**COLLABORATIVE  
TEAMMATES**



**College,  
Career,  
AND  
Community  
READY**



**OAKLAND UNIFIED SCHOOL DISTRICT**

Community Schools, Thriving Students

# What is a CTE Program?

---

**Standard 1.A.** Offers high-quality CTE curriculum and instruction aligned to CTE Model Curriculum Standards.

**Standard 1.B.** Offers CTE pathway(s) that provides a coherent sequence of courses, are reported in the California Longitudinal Pupil Achievement Data System (CALPADS) as CTE.

**Standard 2.** Provides career exploration and guidance opportunities for all pathway learners.

**Standard 3.A.** Provides support services for students, including counseling.

**Standard 3.B.** Student leadership development is embedded into career pathway teaching and learning.

**Standard 4.** Provides for system alignment, coherence, and articulation, including ongoing and structural regional or local partnerships with postsecondary educational institutions, documented through formal written agreements.

**Standard 5.A.** Form ongoing and meaningful industry and labor partnerships, evidenced by written agreements and through participation on advisory committees and collaboration with business and labor organizations to provide opportunities for pupils.



# What is a CTE Program?

**Standard 5.B.** Provides opportunities for pupils to gain access to pre-apprenticeships, internships, and work-based learning (WBL) opportunities for industry to provide input to the CTE programs and curriculum.

**Standard 6.** Provides opportunities for pupils to participate in after school, extended day, and out-of-school activities and competitions.

**Standard 7.A.** CTE pathway program reflects regional and/or local labor market demands and focuses on current or emerging high-skill, high-wage, or high-demand occupations.

**Standard 7.B.** Is informed by the regional plan of the local SWP consortium.

**Standard 8.** Leads to an industry recognized credential or certificate, or appropriate postsecondary education or training, employment, or postsecondary degree.

**Standard 9.A.** CTE courses are staffed by skilled teachers or faculty.

**Standard 9.B.** Dedicates resources for professional development for CTE teachers, including educator externships with industry.

**Standard 10.** Provides opportunities for pupils who are individuals with exceptional needs to participate in all programs.



To learn more about Linked Learning pathways in OUSD High Schools, contact [rebecca.lacocque@ousd.org](mailto:rebecca.lacocque@ousd.org).



## Arts, Media & Entertainment

- Media Academy @ Fremont
- Multimedia Academy @ Oakland International
- Visual Arts Academy Magnet Program (VAAMP) @ Oakland High
- Visual and Performing Arts Academy (VAPA) @ Skyline
- Media Pathway @ Madison Park Academy



## Building Trades & Construction

- Architecture and Design Academy @ Fremont



## Business & Finance

- Entrepreneurship Pathway @ McClymonds
- RISE Business Leaders of Tomorrow Pathway @ Oakland High School



## Education, Child Development & Family

- Education and Community Health Academy @ Skyline
- Education Pathway @ Street Academy



## Energy, Utilities & Environment

- Green Energy Academy @ Skyline
- Environmental Science Academy @ Oakland High



## Engineering & Design

- IDEA @ Oakland High
- Project Lead the Way @ McClymonds
- Sustainable Urban Design Academy @ Castlemont
- Engineering Academy @ Oakland Tech
- Architecture and Design Academy @ Fremont



## Fashion & Interior Design

- Fashion, Art & Design Academy @ Oakland Tech



## Health Science & Medical Technology

- Health & Biotech Academy @ Oakland Tech
- Life Academy of Health & Bioscience @ Life Academy
- Public Health Academy @ Oakland High
- Health and Fitness Pathway @ Dewey Academy
- Community Health Equity Academy @ Castlemont
- Mental Health Pathway @ Rudsdale Newcomer
- Education & Community Health Academy @ Skyline



## Hospitality, Tourism & Recreation

- Hospitality and Culinary Arts Pathway @ Ralph J. Bunche Academy



## Information Technology

- Computer Science & Technology Academy @ Oakland Tech
- Computer Science & Game Design @ Skyline
- Community Leadership and Innovation Pathway @ CCPA
- Technology Pathway @ Rudsdale
- Technology Pathway @ Sojourner Truth



## Marketing, Sales & Services

- Social Entrepreneurship Pathway @ MetWest



## Public Services

- Law & Social Justice Pathway @ Oakland High
- Race, Policy & Law @ Tech

# Fremont High School's Media Academy, A Distinguished Academy

Founded in 1986, the Media Academy is a training ground where students are immersed in a creative community that utilizes technology to communicate through various forms of media. The Career Technical pathway provides students with personalized learning experiences to prepare them for life after high school in college/career, as freelance artists and entrepreneurs. The academy was awarded the Linked Learning Silver certification in 2018 and earned Distinguished Academy status in spring 2024.

OPINION  
GUEST ESSAY

## What Grown-Ups Don't Understand About School

What is school really for? Students at Oakland's Fremont High answer this question with their cameras.

Sept. 1, 2022



*New York Times, 10th CTE Multimedia I*



*Student Work, 10th CTE Multimedia I*

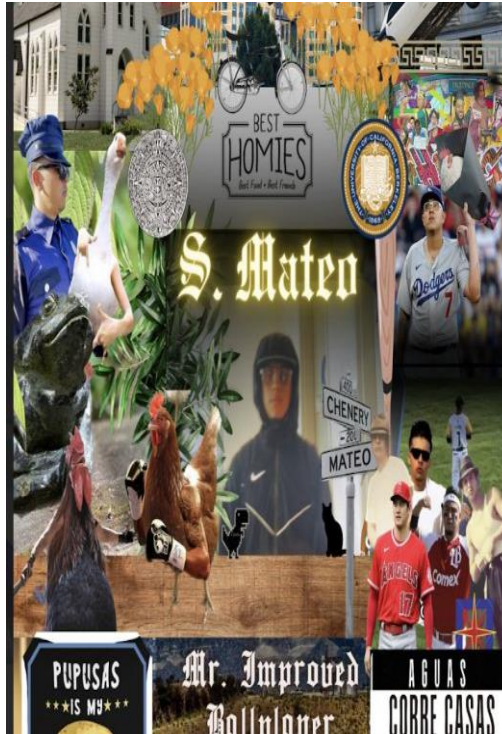


## Fremont High School Media Academy Integrated Projects

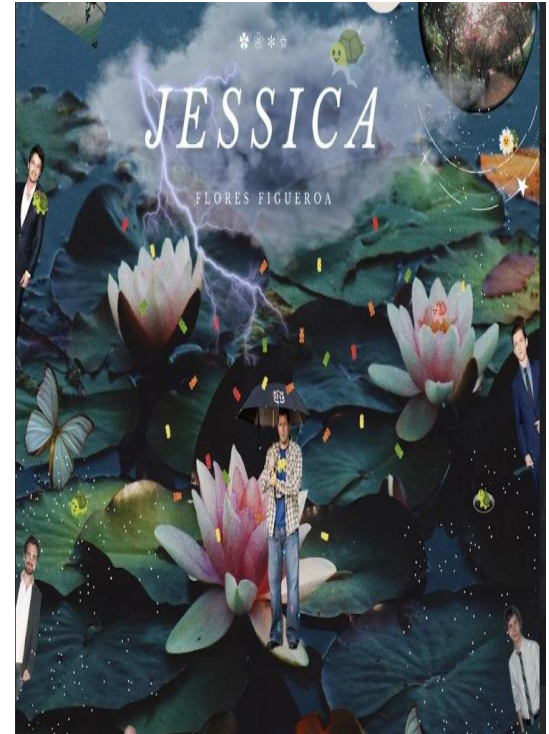
Program Area	Subject/Teacher	Project Description	Evidence
CTE Classes	10th CTE Multimedia I Kevin Kunishi	Photo Essay Commission for The New York Times - "What is School Really For?"	<a href="#">Curriculum</a>
			<a href="#">Student work</a>
			<a href="#">New York Times - Students Photo Essay</a>
	10th CTE Multimedia I Leon Sykes II	Over twelve days, participants will brainstorm, write, review, record, edit, and finalize their perspectives for submission to KQED's Youth Takeover Challenge.	<a href="#">Curriculum</a>
			<a href="#">Student work</a> <a href="#">KQED Youth Media Showcase</a>
	11th CTE Art of Digital Film Nicholas Basta	Identity Collage. Remix photos in Canva to make a poster design that represents who you are.	<a href="#">Curriculum</a>
			<a href="#">Student work</a>
	12th CTE Advanced Digital Film <del>Jasmine</del> Miranda	The seniors of the Media Academy orchestrated the planning, directing, shooting, and editing of a single-camera mini-performative television segment film centered around their senior capstone topic.	<a href="#">Project Rubric</a> <a href="#">Scope of Work</a>
			<a href="#">Student Capstone TV Segment</a> <a href="#">Sample Student Film Website</a>

# Media Academy Student Projects & Skills

- ❑ Design and visual graphics
- ❑ Photos and photo essays
- ❑ Podcasting and radio
- ❑ Audio recording and music production
- ❑ Film making, editing and production
- ❑ Screenplays
- ❑ 360 film/virtual reality
- ❑ Computer animation
- ❑ Journalism interviewing and reporting
- ❑ Script writing
- ❑ Social media marketing
- ❑ Reporting news and writing feature stories
- ❑ Presentation skills



Identity Collage, 11th CTE Art of Digital Film



Identity Collage, 11th CTE Art of Digital Film

# Work-Based Learning Continuum Learning Outcomes



## Career Awareness

Learning ABOUT work.

Build awareness of the variety of careers available and the role of post-secondary education; broaden student options.

### Learning Outcomes:

Describe a variety of career pathway options.

Describe how basic skills such as math and reading are used in the workplace

Explain the importance of post-secondary education and training following high school graduation

## Career Exploration

Learning ABOUT work.

Explore career options and post-secondary requirements to motivate and inform decision-making in high school and post-secondary education.

### Learning Outcomes:

Explain basic knowledge and skills required for success in college and careers

Connect individual skills and interests to variety of career options

Connect the pathway experience to the workplace experience

Describe how post-secondary education connects to a career path of interest

Describe and use multiple resources to find jobs

Explain the options available through and importance of post-secondary education

## Career Preparation

Learning THROUGH work.

Apply learning through practical experience that develops knowledge and skills necessary for success in careers and post-secondary education.

### Learning Outcomes:

Explain how the workplace functions and the skills required to succeed

Demonstrate ability to apply for employment (write a resume, interview, complete application)

Demonstrate appropriate business dress, behavior and etiquette

Describe a workplace experience, the skills required to succeed

Explain the elements and importance of workplace safety

Demonstrate general work-related skills including collaboration, effective communication, creativity, critical thinking and taking initiative

## Career Training

Learning FOR work.

Train for employment and/or post-secondary education in a specific range of occupations.

### Learning Outcomes:

Demonstrate knowledge AND skills specific to employment at specific site in line with specific industry standards

Develop an informed, detailed plan for career path through post-secondary and beyond

Utilize resources available at job site, and at post-secondary institution to support individual career plan

Complete clinical or apprenticeship experience as needed for full employment in career field

Explain work history and career path to others, in and outside of industry of choice

# Industry & Community Partnership

---

Partners serve on an academy steering committee that provides guidance and oversees the program. They help: 1) develop career technical curriculum, 2) provide guest speakers, 3) host workplace field trips; 4) provide mentorship, and 5) provide internships and summer jobs.

Media Academy students are required to participate in an internship during their junior year. For the past 12 years, Fremont students (10-12 grades) have had the opportunity to participate in paid internships like OUSD's ECCCO summer internship program.



KQED



*Marcus King*

*Media Academy Industry Partners*

# Media Academy & Peralta Colleges Partnership

---

Through Laney College, Fremont Media Academy students are given the opportunity to enroll in an Adobe Photoshop Basics dual enrollment course. Students are exposed to collegiate academic rigor and earn college and high school credit.

