Expanding Technology and Engineering Career Pathways in Georgia

Purpose/Background

The purpose of this project was to develop a high quality video media that high school/middle school engineering and technology teachers could use to inform and recruit interested students to their instructional programs. Additionally, the video media could be used to inform school decision makers (administrators and school counselors) as well as parents of students about the engineering and technology education instructional program. This field of study is an essential component of the STEM education approach and is often overlooked by students and well as school officials because it is not deemed to be part of the overall academic curriculum. By providing a short video presentation students and school officials can begin to understand the relevancy and value of the engineering and technology education instructional program.

Goals

1. Design the content of an instructional/recruitment media that will highlight, (a) STEM concepts of academic discipline integration, (b) STEM related career options, and (c) the goals and options of the engineering and technology education programs available at the secondary and post-secondary levels.

2. Develop an instructional/recruitment media (DVD, Streaming Video, POD Cast) that will highlight, (a) STEM concepts of academic discipline integration, (b) STEM related career options, and (c) the goals and options of the engineering and technology education programs available at the secondary and post-secondary levels.

3. Disseminate the instructional/recruitment media to all engineering and technology education high school teachers throughout the state of Georgia.

4. Evaluate the effectiveness of the instructional/recruitment media in attracting students to enroll in engineering and technology education secondary programs.

Description of the Project

Progress to Date:

Currently, video production has taken place and final editing of the video materials is underway. Through support of the OIT (Ron Braxley) a media production schedule has been established and followed. The following activities have been accomplished to date:

1. Initial production meeting - 11/2008
2. Preproduction meeting with Georgia Department of Education – 12/2008
3. Production planning (script planning and writing) – 1/2009
4. Teacher focus group data collection – 2/2009
11. Video taping of scenario on location – Engineering and Technology Education Laboratory, UGA – 4/10/2009
   a. Two versions of the video was produced (short – 2 minutes and long – 6 minutes)

Still to Be Done:
The following activities are planned to accomplish the goals of the project:
1. Final editing and formatting of media product – 6/2009
2. Presentation of video materials to Georgia teachers during the Georgia Association for Career and Technical Education Conference (July 19-22, 2009) and the Georgia Engineering and Technology Education Association Conference (October 23-25, 2009).

Data Collection and Analysis
No data has been collected at this time. Data will be collected when the 2009-2010 school year begins in August 2009. Most secondary teachers are not on contract at this time and therefore not available to review and submit their analysis of the video materials developed in this project. A survey instrument is being developed to use in collecting teacher input regarding the media developed in this project.

Findings
No findings to report at this time.

Conclusions and Recommendations
Conclusions and recommendations will be submitted once the data has been collected and the analysis performed.

Dissemination
Dissemination of the video media developed in this project will be made available at no charge to teachers throughout the
State of Georgia as well as other states via streaming video (YouTube and POD Cast) as well as dedicated DVD disks. The primary presentation of the media materials developed for this project will be during the Georgia Association for Career and Technical Education Conference (July 19-22, 2009) and the Georgia Engineering and Technology Education Association Conference (October 23-25, 2009).