



BREVARD PUBLIC SCHOOLS

LOCATION:

Viera, Florida

PROGRAM ENROLLMENT:

200 students per year

SUCCESS METRICS:

- Validates digital communications skills
- Certification satisfies state requirements
- Industry-recognized certification builds resumes

Earn your Adobe Certified Associate credential.



Success Story ●●●

Brevard Public Schools Validates Digital Communications Skills in Career and Technical Education Program

More than 200 students per year earning Adobe Certified Associate certification

CHALLENGE

In 2007 the Florida Legislature passed the Career and Professional Education (CAPE) Act to provide a statewide planning partnership between the business and education communities in order to attract, expand, and retain targeted, high-value industry and to sustain a strong, knowledge-based economy. A key component of the Act is state-approved industry certifications that are critical to Florida's employers.

Brevard Public Schools (BPS) has been an A rated school district for seven consecutive years and serves approximately 73,000 students in Florida. In order to satisfy the CAPE Act, BPS has worked to strengthen

its Career and Technical Education (CTE) program, which provides career and technical courses to help students gain workplace experience and career-related skills.

All BPS students are required to have three credits in high academic classes or complete three credits in a career and technical education program that leads to an industry credential.

One local school, Viera High School, wanted to promote digital communications and opened the Academy for Digital Arts and Media in 2008. BPS and Viera High School sought out an industry certification they could offer students in conjunction with the new Academy.



The ACA program is unique because not only does it allow our students to earn a credential from industry, it also gives them access to the latest cutting edge technology from Adobe."

Jim Hickey
Principal
Viera High School

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SOLUTION

BPS Director of Career and Technological Education, Janice Scholz, says the district began to research which industry certifications were out there for high school students and looked for those that matched with their CTE programs. "We found that Adobe had a great package for our business programs, and our advisory committee agreed that the Adobe Certified Associate certification matched with what industry wanted."

BPS purchased a district-wide site license for the Adobe Certified Associate (ACA) exams, which allowed them to offer unlimited Adobe® Flash® Professional, Adobe Dreamweaver®, Adobe Photoshop® and Adobe Premiere Pro® exams.

The Academy for Digital Arts and Media at Viera High school immediately adopted the ACA exams and implemented a curriculum to support student success. They became a Certiport Authorized Testing Center, and the instructors earned certification to prepare to teach their students.

"Our district requires the instructors earn certification, which I think is great because it helps us to become very well acquainted with the software," said Pete Episcopo, Digital Media Instructor. "The ACA program is unique because not only does it allow our students to earn a credential from industry, it also gives them access to the latest cutting edge technology from Adobe."

RESULTS

Viera High School students are averaging an impressive 94 percent passing rate each year. They had a 100 percent passing rate one year, which Episcopo refers to as their "perfect season."

Viera High School Principal, Jim Hickey, says certification is very important to his student body. "When students receive a certification they are able to present it to an employer," said Hickey. "It gives them something more than just a high school diploma to show what they have accomplished."

Student Oliver Harris has seen the benefits of certification and how it opens doors. "With the opportunity that the ACA certification has given me I've gotten a few offers for graphic design jobs and they want me to do websites or art for their company."

BPS students now lead the state in the number of certifications they earn, and the ACA certification is part of that success.

BPS hopes to expand the ACA program throughout the district, and Viera High School has led the charge. "It takes some success stories and Pete Episcopo and his students at Viera are doing that for us," said Scholz. "He challenged them, he made it exciting, the parents have embraced it and now other schools are learning from them to make this certification part of their school culture as well."