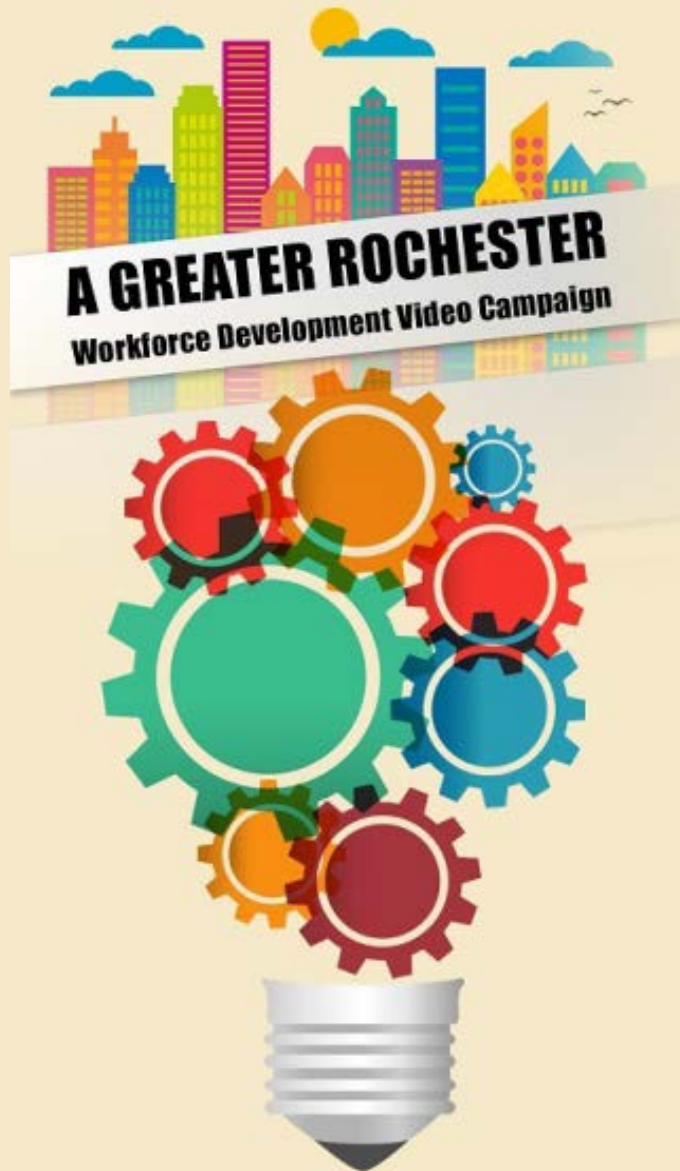


LEADING THE WAY



Western New York Tech Academy STUDENT PARTICIPATION PACKET

Sponsored by the Federal Reserve Bank of New York

LEADING THE WAY



A GREATER ROCHESTER
Workforce Development Video Campaign



GOAL

The Federal Reserve Bank of New York is sponsoring LEADING THE WAY, a workforce development video campaign created to raise awareness about in-demand occupations and industries in the Greater Rochester region.

WHY WORKFORCE DEVELOPMENT?

Without a skilled workforce the region's economy may not have enough workers to help companies expand or attract new employers which lead to economic growth. As new jobs are created the effects on the economy multiply as income generated is spent locally on goods and services.

THE CHALLENGE

Starting this fall the campaign will challenge P-TECH students to create a 30-second video demonstrating technical and professional skills in an in-demand industry. Students will highlight **ONE** technical skill associated with a P-TECH career pathway and **TWO** professional skills selected between Personal Traits, Group Experience, and Problem Solving (See page 5).

PRIZES

The winning video will air in a movie theater near the winning school and in downtown Rochester. The Federal Reserve Bank of New York will upload the winning video to its public website and put the video on display in the NY Fed's museum.

TEAM STRUCTURE

Students should form into teams of 3 and each student may only be part of one team. There is no limit to the number of teams from your school. Students may act in each other's video but not be a part of the team. However, all students participating in the competition on a team or acting in a video must complete the permission forms.

SUBMISSION GUIDELINES

Videos should be submitted in .MOV format to your teacher or school administrator on or before **Friday, November 3rd**. Each student must also sign and submit a **Submission Waiver and Release Form** and parents or legal guardian must sign a **Parent Release Form and a Participant Release form**.


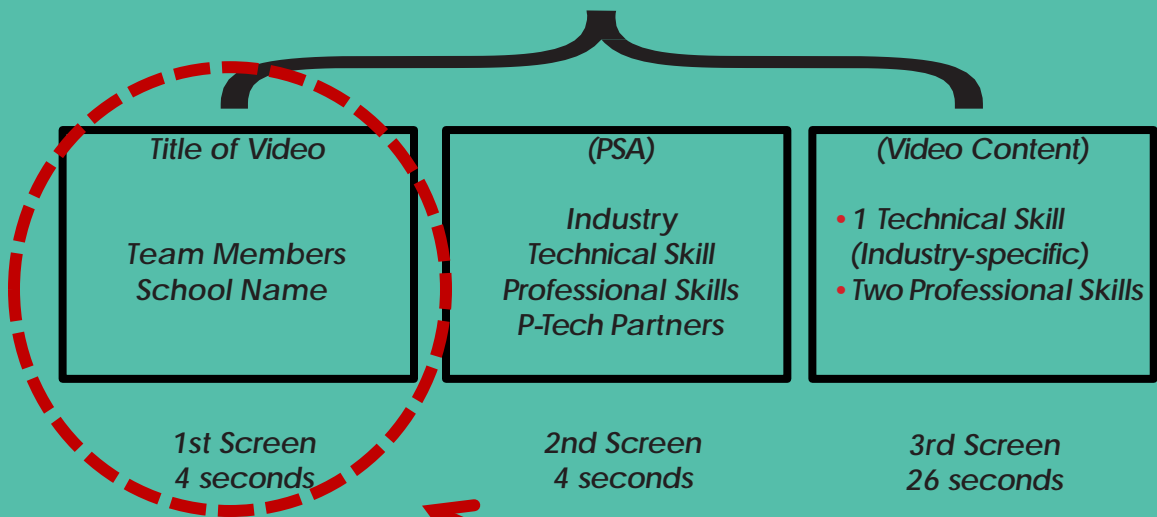
AWARDS CEREMONY

Video submissions will be judged by an independent panel of judges in front of a live audience of students, teachers, administrators, family, and industry representatives on **Wednesday, December 13th, 2017** (location to be determined).

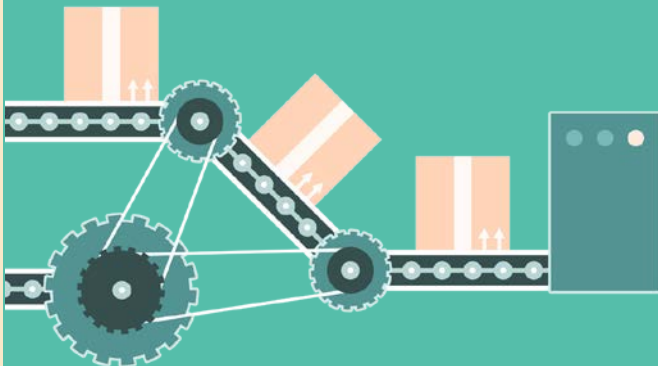
VIDEO STORYBOARD

MAX LENGTH FOR STUDENT SUBMISSION: 30 SECONDS

STUDENT SUBMISSION



REMEMBER! The title screen does not count towards the 30 seconds!



VIDEO COMPONENTS

Title Screen: 4 Seconds (Does not count toward 30 seconds)

PSA Announcement Screen: 4 Seconds

Video Content: 26 Seconds

(See video Storyboard on page 2)

Title of Video and PSA Screen Requirements

- Background should be a plain black screen
- Font Type: Calibri or Similar
- Font Color should be white
- Text should be centered

Western New York Tech Academy

INDUSTRY FOCUS & TECHNICAL SKILLS



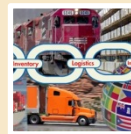
Accounting

- Apply financial accounting concepts
- Apply appropriate cost accounting concepts in problem-solving situations
- Demonstrate knowledge of economic concepts relating to consumer and business firm behavior
- Knowledge of basic income taxation concepts



Food Processing Technology

- Comprehend industry practices for analysis of the chemistry and microbiology of food
- Compare and contrast the operation of different food processing operations
- Evaluate good management practices in supervision and management
- Employ good manufacturing practices for producing safe and quality food products
- Identify and solve problems that may arise in food processing



Supply Chain Management

- Knowledge of basic business functions and how they interact in the business environment
- Knowledge of theories and techniques used to ensure successful business outcomes
- Knowledge of today's interdependent global marketplace and the impact on business

New York State P-Tech PROFESSIONAL SKILLS

Personal Traits

- Integrity/Ethics
- Dependability
- Persistence/Maturity
- Responsiveness

Group Experience

- Negotiation
- Teamwork
- Diversity
- Communication

Problem Solving

- Applied Knowledge
- Flexibility
- Planning
- Continuous Improvement

The following lists each of the P-Tech Professional Skills with performance expectations:

Personal Traits

- Integrity/Ethics – Demonstrates honesty. Is Trustworthy, ethical and self-directed in work. Makes responsible decisions and avoids risky behaviors.
- Dependability – Is punctual and reliable, avoids absenteeism, meets deadlines. Is self-directed, productive and takes ownership of the quality and accuracy of work.
- Persistence/Maturity – Demonstrates the willingness and ability to work. Completes tasks as assigned. Knows how to learn.
- Responsiveness – Responds well to supervision and direction. Accepts and applies constructive criticism. Recognizes and reflects workplace norms and culture. Dresses appropriately and avoids the personal use of technology during work hours.

Group Experience

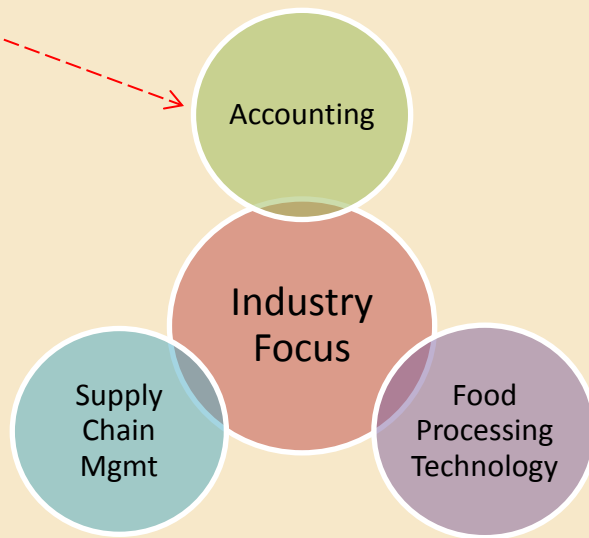
- Negotiation – Resolves conflicts. Proposes solutions.
- Teamwork – Interacts effectively with others. Actively listens and takes initiative. Demonstrates leadership when appropriate. Is respectful of the opinions and contribution of others.
- Diversity – Is comfortable with people of diverse backgrounds. Avoids the use of language or comments that stereotypes others.
- Communication – Communicates effectively in English, both verbally and in writing. Is an active listener and able to share ideas.

Problem Solving

- Applied Knowledge – Selects and applies appropriate technologies to complete tasks. Reads with understanding and uses math to analyze and solve problems. Access information. Applied occupational and technical knowledge to tasks.
- Flexibility – Adapts to a range of circumstances and is comfortable with change.
- Preparation and Planning – Prepares and plans effectively. Is detail oriented. Manages time and resources to complete tasks.
- Continuous Improvement – Thinks critically. Understands strengths and weaknesses and knows when to ask questions. Reflects on tasks, analyzes processes and suggests improvement. Provides and receives productive feedback.

HOW IT WORKS

Step 1: Pick **One** Industry Focus (e.g. Accounting)



Step 2: Pick **One** Technical Skill associated with that Industry Focus (e.g. Apply financial accounting concepts)



Accounting

- Apply financial accounting concepts
- Apply appropriate cost accounting concepts in problem-solving situations
- Demonstrate knowledge of economic concepts relating to consumer and business firm behavior
- Knowledge of basic income taxation concepts

Step 3: Pick **Two** Professional Skillsets (Personal Traits & Group Experience)

Personal Traits

- Integrity/Ethics
- Dependability
- Persistence/Maturity
- Responsiveness

Group Experience

- Negotiation
- Teamwork
- Diversity
- Communication

Problem Solving

- Applied Knowledge
- Flexibility
- Planning
- Continuous Improvement

JUDGING

All videos submitted will undergo three (3) rounds of judging.

ROUND 1: TECHNICAL ROUND

Students must submit their video entry to their teachers on **Friday, November 3rd**. Teachers will have time to review videos before submitting videos to the New York Fed on Monday, November 20th. Submitted videos will undergo a review by the Federal Reserve Bank of New York to ensure compliance with the rules and regulations of the contest.

ROUND 2: **Thursday, December 7, 2017**

Three (3) videos will be selected from your school to advance to the final round as follows:

Video 1 - Will be selected by your school

Video 2 - Will be selected by a local business

Video 3 - Will be selected by a New York Fed staff

AWARDS CEREMONY: **Wednesday, December 13, 2017**

This is the final round of judging - the award ceremony! Video submissions will be judged by an independent panel of judges in front of a live audience of students, teachers, administrators, family, and industry representatives. Judges will be asked to consider the following criteria when scoring:

I. Content Accuracy

How accurate is the video?

II. Educate

Does the video present a clear message that educates the audience on the chosen industry?

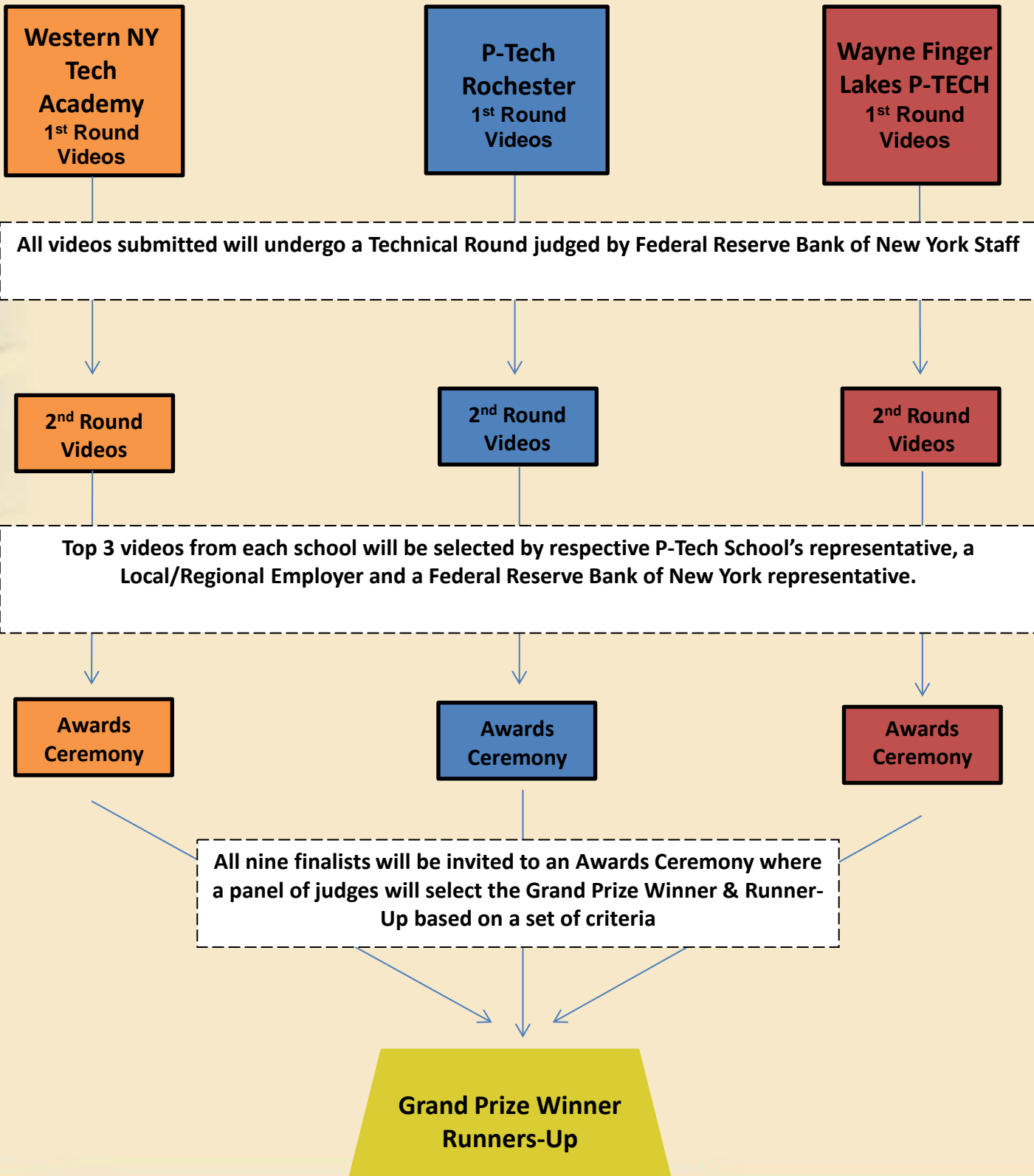
III. Connect

Will the video connect to the target audience? Is the message relevant to the target audience?

IV. Uniqueness

Is the video unique / creative in conveying the message in its presentation?

VIDEO FINALISTS SELECTION



FREQUENTLY ASKED QUESTIONS

Video Requirements

- **Why can the video only be 30 seconds long?** Standard length for a media commercial slot is thirty seconds. As the winning video will be airing in theaters it must be in compliance with public media requirements.

Video Creation and Format

- **What type of equipment do I need?** Students may use a variety of equipment to create their videos, including handheld cameras, smart phones, or professional equipment. Etc.
- **What is .Mov format?** The .mov file format is often used to save movie files and video clips to your computer or other media device. Files that are saved in .mov format are compressed, making it easier to download and stream video from the Internet to your computer or portable media device. Many of the movies and videos that are available online are distributed in .mov format.
- **Are there sample videos I can review?** Yes! You can visit the video contest webpage for a link to past video contest winners.

Judging

- **Who are the panel of experts for the final round?** The panel of experts will be disclosed closer to the date of the finals. Traditionally, judges are professional representatives of the media, entertainment, academic, and business community.

Have more questions regarding the video contest? Please refer additional questions about the video contest to your teacher.

TIPS FOR SUCCESS

YOUR VIDEO CAN INCLUDE:

- Comedy
- Documentary
- Dramatization
- Animation
- New Formats



TIPS:

- Do not depict any nudity, animal cruelty, harmful or illegal activity in your video. Do not include foul language.

YOUR VIDEO CAN INCLUDE:

- MUSIC!



TIPS:

- We love T. Swift as much as the next person but unless you acquire permission from her personally you cannot use her music in your video.
- Use the website creativecommons.org for a selection of FREE, LICENSED music that you can use for your video.

TEAMS:

- Your team is the creative force behind your video.
- 3 students or less per team



TIPS:

- Actors do not have to be part of the team.
- Students can only be part of **ONE** team.