

**2012-2013**

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# **EMAC ACADEMY HANDBOOK**

*Understanding the educational framework, aims and goals for parents, students and teachers.*

*Aug.2012*

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# WELCOME TO THE EMAC ACADEMY

A story can be told through a simple photograph. An experience can be shared through video, taking the viewer to exciting places. Words can make people think and inspire readers to make a difference. And companies can make their mark with legendary advertising campaigns.

Welcome to the Emerging Media and Communications Academy (EMAC) at Coppell High School.

Opening its doors to CHS students in August 2010, EMAC thinks big and develops 21<sup>st</sup> century learners into ethical, well-rounded individuals as they continue their journey to excellence as students and, eventually, professionals.

Any CHS event has the imprint of EMAC. Whether it's the KCBY-TV staff filming the excitement of the crowd, Round-Up yearbook photographers dotting the sideline capturing each big play or a Sidekick reporter getting postgame reaction on the field after a big Cowboys win on a Friday night, the development of these skills begins in an EMAC classroom.

These aren't the typical classrooms. They are vibrant television studios. They are newsrooms bustling with student journalists bringing the community today's news. They are photography labs with dark rooms and yearbook staff members producing one of the country's best publications. They are marketing centers where students gain real world experience through the world of advertising.

But there's more. A foundation is established in the classrooms, but a world of opportunity waits beyond their doors. Professional journalists routinely visit campus, sharing their wisdom and experiences in the profession. A vibrant Coppell community with stories to tell is served by some of the nation's best student reporters based here at our high school.

Red Carpet events in North Texas are dotted with professional photographers, with Coppell students right in line, working to get the best shots of the stars of the show. Appointments are set with agencies as students get a true taste of the competitive world of advertising.

National journalism conventions allow student to not only compete against other aspiring journalists, but also provide the opportunity to pick the brain and network with the winner of a Pulitzer Prize or Emmy. Field trips explore the region's biggest most prominent facilities and media centers. Internships give students a taste of their future.

Students learn to make ethical decisions in the classroom and understand the essence of their craft: to seek the truth and tell the story. They practice the power of media in the real world.

Filmmakers, reporters, photographers, producers, advertisers, graphic designers, webmasters, editors – these are just a few of the career opportunities awaiting an EMAC

student. But communicators are not limited to the world of media; communication is the key to all careers.

Welcome to the EMAC Academy. Get ready to be great.

Regards,

Irma Kennedy

EMAC Academy Coordinator

## **PROGRAM OVERVIEW**

The world of media is changing on a daily basis. Today's technology was unheard of even two or three years ago and is continually changing, impacting media and its effects on a global society. Understanding the steady demand for people who are skilled in using the vocabulary of words, images and sound and who understand the technologies this communication is based upon, the EMAC Academy will equip students with the necessary skills to be effective communicators.

With communication as a key principle necessary in life, the EMAC Academy provides students with skills and knowledge to become gainfully employed in all careers but will specifically prepare students interested in media industry careers. In high school, students will learn the art of self-discipline and teamwork while building self-confidence through the production of an authentic media product. As an academy, the focus will be on the academic preparation, emotional maturity, intellectual development, and social responsibility of our students.

By integrating the core curriculum with media and communications classes, students find relevance in coursework by exploring it through the lens of media while simultaneously examining their potential future career choices. Students will focus on and have relevant learning projects that allow them to make connections to the world around them as well as to their future careers, meanwhile building relationships within their Academy that are critical to a positive high school experience. Through the participation in a small learning community within the larger Coppell High School, students will benefit from this customized learning environment that leads them to college and career readiness.

Through this handbook, it is intended that teachers, students and parents will be able to draw confidently on a recognizable common educational framework, a consistent structure of aims and values and an overarching concept of how to develop the effective communications student. By focusing on the dynamic combination of knowledge, skills, independent critical and creative thought and international-mindedness, EMAC espouses the principle of educating the whole person for a life of active, responsible citizenship. The EMAC student is a lifelong learner.

# MISSION STATEMENT

The EMAC Academy will promote responsible journalism for a digital age by inspiring students to achieve excellence through the responsible usage of words, creativity and technology. Utilizing a rigorous curriculum in a small learning community, students will develop honor, integrity and life-long learning.

## PROGRAM VISION

Emerging Media and Communications Academy (EMAC) is a four year program that prepares students to become better communicators, a necessary life skill. EMAC focuses on communication careers in radio, television, film, web design, photography, magazine and newspaper/online reporting, and graphic design. Utilizing creative and rigorous education across our curriculum, we prepare students to be lifelong learners in a media-influenced society through meaningful, project-driven and traditional courses that blend subject-area learning with real world experiences. With a focus on global awareness, we work to educate the whole student. We instill strong journalistic ethics to seek truth, act independently, and minimize harm in order to achieve personal and academic goals.

The year 2012-13 will be the third year of the EMAC Academy providing media exploratory courses for freshmen while not requiring membership. Academy membership is for sophomores and juniors, who can join before the start of either year but must commit to an entire school year due to the fact that the curriculum calendar varies from general CHS classes. In each year of participation, students will produce a personal digital portfolio.

For more information about the EMAC Academy, please log on to [www.coppellisd.com/chs/academies](http://www.coppellisd.com/chs/academies) <http://tinyurl.com/emacacademy> or <http://emacacademy.wix.com/emac>

## SMALL LEARNING COMMUNITY

Smaller learning communities are focused learning environments within a larger school setting in which a group of teachers and other adults works closely with a particular group of students to meet their needs, monitor their progress, and provide academic support. Smaller learning communities are seen nationwide as one of the “best practices” in recent years. Small learning communities change the way students and teachers are grouped. They can include academies, schools-within-a-school, or career pathways. At CHS, the Academies focus on college and career readiness through rigor, relevance and relationships.

According to the National Education Academy (NEA), small learning communities demonstrate positive impacts on all students and are beneficial for many reasons. An extensive body of research suggests that small schools and small learning communities have the following significant advantages:

- Increased student performance
- Increased student engagement, fewer disciplinary infractions, and less truancy
- Greater student sense of affiliation and belonging
- A more personalized learning environment in which students have the opportunity to form meaningful relationships with both adults and peers
- More opportunities for teachers to gather together in professional learning communities that enhance teaching and learning leading to elevated teacher satisfaction
- Greater parent involvement and satisfaction
- College and career readiness

# SEQUENCE OF COURSES

While not committing to the EMAC Academy in the **freshmen year**, students will have the option of taking two semester- long introductory courses from the following list:

- Basics of Videoediting
- Reporting
- Digital Photography
- Advertising

In the **sophomore year**, students will take:

- ACAD Geometry
- ACAD Chemistry
- ACAD Spanish II (for those taking Spanish as a foreign language)
- ACAD English II
- ACAD World History
- and choose two other 0.5 credit elective courses from the following list:

ACAD Digital Graphics and Animation, Digital Photography II, Advanced Journalism, Advertising & Sales Promotion, Public Relations & Professional Selling, Advanced Video Editing.

- Another elective of their choice, i.e. band, athletics

In the **junior year**, students will take:

- ACAD Algebra II or Precalculus
- ACAD Chemistry or Physics
- ACAD Spanish III (for those taking Spanish as a foreign language)
- ACAD English III,
- ACAD U.S. History
- and participate in a CHS publication (Sidekick, KCBY, RoundUp or CHS Advertising)

**OR**

- attend dual credit classes
- Choose two other 0.5 credit elective courses from the following list: EMAC Digital Graphics and Animation, Digital Photography II, Advanced Journalism, Advertising & Sales Promotion, Public Relations & Professional Selling, Advanced Video Editing.
- Another elective of their choice, i.e. band, athletics

The first class of EMAC seniors will be the 2013–2014 school year

## COURSE PLAN:

EMAC Core Classes			
<p><b>9th</b></p> <p>Exploratory Year --elective classes Journalism Digital Photography Basics of Video editing</p>	<p><b>10th</b></p> <p>1704ACAD English II 3311 ACAD Chemistry 4200ACAD World History 6023ACAD Spanish II</p>	<p><b>11th</b></p> <p>1305ACAD English III 2331ACAD Algebra II or 2441ACAD Precal 6033 ACAD Spanish III 3321ACAD Chemistry or</p>	<p>The first class of EMAC seniors will be the 2013–14 class.</p>



Students in the EMAC Academy will specialize in different media pathways in order to gain greater experience in that preferred career path.

EMAC Media Pathways			
<b>KCBY-TV</b> <u>Career possibilities:</u> Broadcast journalism, video production, short film, public relations, advertising, graphics &	<b>Sidekick Newspaper</b> <u>Career possibilities:</u> Online & print reporting, photography, web design,	<b>RoundUp Yearbook</b> <u>Career possibilities:</u> Photography, layout & design, writer, graphic design, business media management,	<b>CHS In-House Ad Agency</b> <u>Career possibilities:</u> Advertising, sales and marketing, public relations, business media

In addition to the core Academy classes, students will enroll in the following courses under their preferred media strand.

## EMAC Media Classes

### KCBY-TV

Journalism  
Principles of Arts,  
A/V Tech *or*  
Basics of Video  
Editing  
KCBY I  
KCBY II  
KCBY III

### Sidekick

Journalism  
Digital Graphics *or*  
Digital Photography  
Sidekick I  
Sidekick II  
Sidekick III  
Desktop Publishing

### RoundUp Yearbook

Journalism  
Digital Photography  
Yearbook I  
Yearbook II  
Yearbook III  
Desktop Publishing

### CHS Ad Agency

Advertising and  
Public Relations  
Sports Marketing  
Social Media  
Marketing  
Marketing Dynamics  
Marketing Practicum

## ACADEMY CONTRACT

Students are required to submit a contract for a full year commitment to the Academy.

A new contract must be submitted during the registration process at the beginning of each school year. Students may choose to stay in the Academy, try a different Academy or integrate into the larger high school or New Tech.

## GRADUATE PROFILE

Through the continued emphasis on communication and ethics in the program, the EMAC graduate will possess leadership qualities that set him/her above his/her peers in maturity, experience, awareness of global issues and a responsibility to the truth. Students will gain an understanding of the importance on communicating the message with integrity and decency, avoiding real or perceived conflicts of interest, and respecting the dignity and intelligence of the audience as well as its (news and entertainment) subjects. Using 21<sup>st</sup> century skills of digital and traditional coursework to understand and address global issues, including financial, economic, business, entrepreneurial and cultural literacy, and eco-diversity and sustainability, students will become versed in the issues facing our world today. Understanding the need to collaborate and operate effectively within their own borders, as well as across all borders and cultures, students will gain:

- **Learning and thinking skills**, including critical-thinking and problem-solving skills, communications skills—reading and writing, creativity and innovation skills, collaboration skills, contextual learning skills, and information and media literacy skills.
- **Information and Communications Technology (ICT) literacy**, which is the ability to use technology to acquire and develop 21st century content knowledge and skills.
- **Life skills**, including leadership, ethics, accountability, adaptability, personal productivity, personal responsibility, people skills, self-direction, and social responsibility.
- **Global awareness**, learning from and working collaboratively with individuals representing diverse cultures, religions and lifestyles in a spirit of mutual respect and open dialogue in personal, work and community contexts. Through its summer travel abroad program, EMAC will allow students to experience and understand other nations and cultures, including the use of non-English languages.
- **Professionalism** through the media experiences created at Coppell High School in the media publications programs, (KCBY, Sidekick newspaper,

Coppell Student Media, Round-Up Yearbook, CHS Advertising) and in the encounters with media professionals through field trips, job shadowing, internships, etc.

- As in all careers, communication careers require a **code of ethics**. EMAC students will become aware of the need to live by a code of ethics, starting in high school. The EMAC code is derived from the Society of Professional Journalists' code of ethics. Students will focus on the truth, and be honest and trustworthy in all they do.
- **Community service** is a beneficial learning opportunity for students and is looked at favorably by colleges and universities. Academy students perform 10 hours of community service for the school, community, or charitable organizations each year.
- Students in the EMAC Academy will create a **digital media portfolio** with a collection of academic and extracurricular accomplishments throughout their high school career. Portfolios are door openers to many opportunities such as networking, interviewing, job finding, etc. by providing evidence of a student's communication and digital media skills and aptitude.
- Through the years, students with CHS publication experience have **gained early entry into upper level college journalism classes** with recommendation from Academy media teachers. The real world experiences provided through CHS Media/EMAC truly do prepare students to compete at the collegiate level.

EMAC  
Emerging Media and Communications Academy Students

Leaders

Ethical

Professional

Innovative

Global  
Citizens

Service-  
Minded

## CHARACTERISTICS OF EMAC STUDENTS

### Leaders

- Punctual
- Organized
- Responsible

### Ethical

- Honest
- Trustworthy
- Sincere

### Professional

- Role-Model
- Disciplined
- Communication

### Innovative

- Creative
- Dynamic
- Inspired

### Global Citizens

- Multicultural Respect
- International Equality
- Focus on Sustainability

### Service-Minded

- Empathetic
- Kind-hearted

- Compassionate

## **CAREER AND COMMUNITY PARTNERS**

Our numerous career and community partners provide guest speakers, equipment, industry contacts, mentors, and technical expertise. The following Academy partners are critical in the success of the Academy and our students:

- ❖ **WFAA-TV**
- ❖ **KDFW-TV**
- ❖ **KXAS-TV**
- ❖ **KTVT-TV**
- ❖ **KDAF CW Channel 33**
- ❖ **Dallas Film Society (DFS)**
- ❖ **Dallas International Film Festival (DIFF)**
- ❖ **DFW World Affairs Council**
- ❖ **DFS High School Roundtable**
- ❖ **Alford Media**
- ❖ **Dallas Cowboys**
- ❖ **Dallas Morning News**
- ❖ **Neighbors Go**
- ❖ **Pegasus News**
- ❖ **University of North Texas**
- ❖ **North Lake College**
- ❖ **IHN Productions**
- ❖ **Dallas Stars**
- ❖ **Dallas Mavericks**
- ❖ **Josten's**
- ❖ **Student Television Network**
- ❖ **Journalism Education Association**
- ❖ **National Scholastic Press Association**
- ❖ **Interscholastic League Press Conference**
- ❖ **Texas Rangers**



reater Dallas Press

## EMAC ACADEMY CODE OF ETHICS

(Derived from the Society of Professional Journalists' International Code of Ethics)

### Truth

EMAC members should seek truth and present news story accurately, in context, and as completely as possible.

- Resist any self-interest or peer pressure that might damage journalistic duty and service to the public.
- All stories should be solely facts related to the story with no “embellishments.”

### Fairness

EMAC members should present the news fairly and impartially, placing primary value on significance and relevance.

- Treat all persons of news coverage/story with respect and dignity.
- Avoid stories/coverage that show bias to people you know personally.

### Public Trust

EMAC members should recognize that as members of this academy, our first obligation is to CHS and what it entails.

- Understand that any commitment/motive other than service to CHS undermines trust and credibility.
- Recognize that service in the interest of CHS creates an obligation to reflect the diversity of this campus and guard against oversimplification of issues or events to this diversity.

### Integrity

EMAC members should present the news with integrity and decency, avoiding real or perceived conflicts of interest, and respect the dignity and intelligence of the audience as well as news subjects.

- Use technological tools with skill and thoughtfulness, avoiding techniques that skew facts, distort reality or sensationalize events.
- In all you do, do it in a way that makes you proud and not something to be shameful of in the future.

### Accountability/Responsibility

EMAC members should recognize that they are accountable/responsible for their actions to the public, the show, and themselves.

- Refrain from ordering or encouraging actions that would force other members to commit an unethical act.
- Always count on yourself to finish assignments and have them turned in on time.



# *Coppell High School Academy*

## *Social Media Guidelines*



- 1. FOLLOW ALL ACADEMY AND CAMPUS RULES ACCORDING TO THE ACADEMY HANDBOOK AND CHS STUDENT HANDBOOK.**

Students are responsible for all material (content, photos, comments, videos, etc.) they post online. Do not post items reflecting negatively on you, other students, teachers, and administrators relating to CHS and the Academy.
- 2. BE AN AMBASSADOR**

You are expected to represent the Academy in a positive manner at all times. Even when you are not in the classroom, you are an Academy representative and are held accountable for your actions.
- 3. BE HONEST AND TRUTHFUL**

Social media is a productive communication tool and students are encouraged to use it to their advantage. Do not post information that is inaccurate or hurtful to others. False information regarding assignments and projects posted online creates confusion among students.
- 4. RESPECT THE PRIVACY OF OTHERS**



Be extremely careful with what you post online in regards to privacy. Academy students are not allowed to post any items, including photos and videos, from inside a teacher's classroom without permission. You do not have the right to post the images of other students and teachers online without their consent, as parents may also wish to not have their student's image posted online.

#### **5. BE ACCOUNTABLE**

You do not have privacy online. What you post can have lasting effects as employers and college admissions departments conduct thorough background checks, including applicant's online activity.

## **COLLEGE PORTFOLIO**

Students in the EMAC Academy will create a digital media portfolio with a collection of academic and extracurricular accomplishments throughout the student's high school career. Portfolios can be used for many opportunities such as job finding, interviews, etc. The development of the portfolio begins with the introductory media classes and continues throughout all years within the academy.

In addition, students will learn the following valuable skills:

- Completing Applications
- Interviewing
- Networking
- Resume Writing
- Social Media Marketing
- Writing

Student learning opportunities are also enhanced through:

- Field Trips
- Guest Speakers
- CHS Student Publications
- Red Carpet and other real world media events
- Internships
- Job Shadowing

## **STUDENT EXPECTATIONS**

The EMAC Academy small learning community will focus on developing students academically, emotionally, and professionally. Students will be expected to follow school rules and participate in enrichment activities in order to fully benefit from the program.

Field trips will be scheduled throughout the year which will enhance the experience of students providing them with insight to the world of media. The EMAC Academy will abide by the CHS Career and Technology Department's Dress for Success criteria. Students are expected to comply with this policy. Students not following this dress code will not make the trip.

**Women**

- *Neatly pressed dress pants/slacks*
- *Sweaters, twin sets, cardigans, nice shirts/blouses*
- *Dresses or skirts – professional length*
- *Flip flops and athletic shoes are unacceptable*

**Men**

- *Neatly pressed dress pants with a belt*
- *Dress shirts with a tie or shirts with a collar (must be tucked into pants)*
- *Sweaters*
- *Flip flops and athletic shoes are unacceptable*

Students should plan accordingly in order to be able to participate in field trips. If, however, students have fallen behind in coursework and need to stay behind, students can petition the Academy coordinator for a waiver. If students are failing coursework, (based on the latest marking period) they will not be allowed to participate. Full participation in all Academy events and activities including showcases, meetings, brown bag lunches, teambuilding, summer camp and fundraising is expected.

The focus of the EMAC Academy is communication, therefore, communication is key. Academy teachers will work diligently to communicate with students as to the details of their classes and student progress. Students and parents are asked to communicate with teachers in a variety of ways in order to maximize productivity and avoid misunderstandings:

**COMMUNICATION RESPONSIBILITIES:**

- **Monitor** teacher websites
- **Speak directly with the teacher** in person or via email with any questions or concerns. Deadlines are critical in the world of media; however, If students will justifiably miss a deadline, it is important to be proactive and communicate with the teacher up front. This demonstrates concern for the coursework/project and provides teacher feedback that may help resolve the problem and get the student back on track.
- **Subscribe to the All-Academy announcements** blog (<http://coppellacademy.blogspot.com/>). This will provide an email update of all Academy - related announcements.
- **Check email in a timely manner** in order to access information that is sent by teachers and Academy leadership. (Parents, please be sure to update your email in portal in order that all emails sent through school portal reach you.)
- **Follow us on Facebook.** Student officers will communicate with all EMAC students via an EMAC Facebook group.

- **EMAC newsletter** –Academy coordinator will email parents and students a periodic EMAC newsletter highlighting what’s happening in EMAC overall, upcoming deadlines, as well as teacher and student recognition.
- **Punctuality** --In an effort to promote communication, students will arrive to all classes and meetings on time.

#### **ADDITIONAL RESPONSIBILITIES:**

- **Summer Boot Camp** – Students must attend the EMAC Academy Boot Camp in August prior to the start of the school year. At this camp, students will be instructed in the foundational rules and policies of the Academies, particularly those of the EMAC Academy, as well as begin to create the cohesive unit of the small learning community. Upper classmen will mentor younger students in the Big Brother/Big Sister program.
- **Academy meetings**-- Every 6 weeks, students will meet during C lunch in the lecture hall for a brown bag lunch. EMAC officers and teachers will communicate any pertinent information that needs to be shared. In addition, EMAC teachers will recognize students for their commitment, achievement and service in the EMAC academy. Students are asked to be prepared and bring their lunch in order to be punctual, as the doors will be locked once the meetings begin. With a short 30 minute lunch period there is not enough time for students to go to the cafeteria to purchase lunch without missing the meeting.
- **Passing grades for field trip participation** – Students must be passing in order to attend field trips. The end of the year All-Academy field trip will be a reward for active student participation throughout the year.
- **EMAC Showcase** --Students will participate in an EMAC Academy Showcase Day every semester. Students will be pulled from all their classes in order to work in teams on a media-related assignment. Students will work under deadline in the production of a multi-media project, including any of the following elements: print and online news stories, photography, broadcast journalism, short film, advertising and public relations, and/or social media.
- **Students will be asked to mentor** younger students by working on media camps for middle school and/or visiting the elementary and middle school media programs(as assigned) in order to encourage tomorrow’s EMAC students by sharing the knowledge they are learning.
- **Recruiting** – Students will be asked to assist EMAC leadership with recruitment efforts by participating in various informational booths outside of school hours which provide information for prospective students and parents at Open House, community expos and other after school or weekend events.

## **PROFESSIONAL ETHICS & RESPONSIBILITY**

In preparation for college and career readiness, students will be expected to reflect ethics and professionalism in their daily behavior, both in and out of school.

The skills of communication, honesty and integrity, collaboration, teamwork, optimal effort in one’s work and the ability to meet deadlines in a timely manner are necessary for success.

Therefore, it is important that students begin to learn to develop these skills in high school in order to be prepared for life and career success.

As in the working world, EMAC media students will carry press passes from class to class. Students will be required to bring them to class every day. The passes will allow students to have access, with teacher permission, to move about the school building in order to work on projects, interview subjects, take photos or video. The press pass can be revoked by teachers for violating professional ethics and responsibilities. Revocation of press passes will remove the right to access and students will not be allowed to leave the classroom to complete projects or collaborate with other students, teachers who may not be in their class.

## Academy Professional Ethics and Collaboration Rubric

Student Name \_\_\_\_\_ Period \_\_\_\_\_

Teacher \_\_\_\_\_ Subject \_\_\_\_\_ 6-Weeks \_\_\_\_\_

<b>Professional Ethics / Collaboration</b>	<b>Date / Initials</b>	<b>Date / Initials</b>	<b>Date / Initials</b>	<b>Date / Initials</b>	<b>Date / Initials</b>	<b>Possible Points</b>	<b>Points Earned</b>
<b>Professionalism</b> Student: <ul style="list-style-type: none"> <li>• Work is neat &amp; organized</li> <li>• Follows directions</li> <li>• Demonstrates best effort</li> <li>• Manages time well</li> <li>• Meets deadlines</li> </ul>						35	
<b>Academic Honesty</b> Includes: <ul style="list-style-type: none"> <li>• Academic integrity</li> <li>• Responsible Use of Technology</li> <li>• No cheating or plagiarism</li> <li>• No falsification of data</li> </ul>						35	
<b>Collaboration</b> Includes: <ul style="list-style-type: none"> <li>• Teamwork</li> <li>• Role fulfillment               <ul style="list-style-type: none"> <li>○ Commitment to team</li> <li>○ Mutual team management</li> <li>○ Peer tutoring</li> </ul> </li> </ul>						30	

<b>TOTAL POINTS</b>							
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**Academy Late Work Policy**

Late work will be accepted for 3 days with a 10 point deduction off PE-C grade per day PER ASSIGNMENT.

After that, student receives a 0 for all grades associated with assignment.

Some deadlines for certain assignments that model real-world workplace scenarios (i.e. engineering, media publications, major PBLs) WILL NOT BE ACCEPTED LATE. These deadlines are non-negotiable and the assignments cannot be turned in late. Students may lose points in categories other than PE-C. Teachers will inform students of assignments that fall under this category IN ADVANCE so that students are aware and can put forth maximum effort. It is highly suggested that the educator have “check-point” grades along the way to ensure the learners are on track for the assignment.

Comments:

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# LEARNING OUTCOMES GUIDELINES

These are end-of-year goals for students in each of the learning outcomes to use as a guideline when creating assessments. Students will not have mastered all of these learning outcomes at the beginning of the year as freshmen, but will improve in each of these areas throughout the year and their high school career in your academy.

**Oral / Written Communication**

- Demonstrates some evidence of preparation and planning before writing.
- Has a clear understanding of content.
- Provides adequate development and examples to support main ideas.
- Uses complete sentences and paragraphs, as needed, to explain ideas.
- Uses relevant academic vocabulary correctly.
- Demonstrates some evidence of proofreading – may be some mistakes in writing, but it does not impede understanding of ideas.
- Follows proper page formats, fonts, and spacing that contribute to the document’s readability and impact.
- Provides a product that is neat and mostly uses the correct format.
- Uses appropriate vocabulary, tone, and style to address the intended audience.
- Provides an effective conclusion.

- Speaks clearly and is easy to understand. Uses eye contact, limited verbal fillers, and shows confidence when speaking.
- When presenting, engages audience with word choice, tone, and gestures.

**Content Examples:**

- Math
  - Assess student understanding of linear functions graphs by analyzing a graph and explaining what the graph illustrates. Students should be able to articulate the meaning of slope, y-intercept, and labeling parts of the graph.
  - Students solve a problem on the board and are able to explain their work and the steps they took to solve the problem.
- Science
  - Assess student understanding of osmosis lab in their lab conclusions. Learners need to describe why some substances are able to pass through a membrane and others cannot. They need to write in complete sentences and explain the difference between passive and active transport.
- Language Arts
  - Assess student comprehension of short story through a journal entry. Learners need to relate short story to an event in their own life and explain what they would do in a similar situation. ELA teachers will be able to grade more specifically for main idea, use of transitions, parts of speech, intended audience, etc.
- Social Studies
  - Assess student knowledge of conflict and civilizations by explaining how limited resources in a region can lead to conflict among populations.

### **Critical Thinking / Problem Solving**

- Applies theories, principles and/or skills to new situations, settings or problems.
- Adapts ideas, products, behaviors or skills to fit new or different situations.
- Understands the applicability of the rules, definitions, laws, concepts, theories and principles of topic or skill under study to a given problem.
- Illustrates a given situation using appropriate representations such as diagrams, models, time lines, illustrations or step-by-step progression of object/principle/problem.
- Infers relationships between ideas, data sets, and phenomena.
- Diagrams a variety of viewpoints from the content.
- Compare and contrast concepts to other ideas, objects, and/or materials.
- Integrates ideas, images and/or objects to form innovative solutions or conclusions.
- Presents elements in a logical and justifiable manner.

#### Content Examples:

- Math
  - Students are given a graph of motion over time and must write a story to explain what could have happened to create the graph.
- Science
  - Assess student understanding of errors in data collected from bacterial growth in petri dishes. Students should be able to provide reasons some samples grew at faster rates than others and suggests ways to improve lab procedures to reduce variability in samples.
- Language Arts
  - After reading a novel, students are asked to rewrite the conclusion of the story using similar tone, language, and style of the original author.
- Social Studies
  - Students analyze a political cartoon from a particular period of time and are able to relate the cartoon to a recent current event.

### **Collaboration / Research**

- Plays an active role in generating new ideas in classroom discussions, group work, and when working with others.
- Takes initiative to be organized and complete tasks.
- Seeks help and support from peers and/or teacher when needed.

- Cooperates with others and demonstrates a willingness to help when needed.
- Supports the evaluation with references to appropriate material.
- Acquires the required amount of sources for the project.
- Correctly cites majority of sources using the format specified by the teacher.
- Chooses trustworthy sources relevant to the subject matter.
- Appropriately incorporates the gathered material into the project.
- Does not plagiarize, “copy and paste”, or otherwise use another person’s work.

### **Professional Ethics and Responsibilities**

- Prepared to work each day with needed classroom supplies.
- Meets due dates for assignments.
- Requires minimal redirection to stay on task.
- Arrives to class on time.
- Works responsibly, even in the absence of adult supervision.
- Communicates professionally with peers and adults through written and oral communication.
- Respects others ideas and property.
- Demonstrates honesty and expects it from others.

## **COMMUNITY SERVICE LEARNING**

A basic tenet of the EMAC Academy student is service-mindedness. **Students will participate in at least 10 hours of community service every year.** Through service learning, students will experience enhanced learning through direct application of principles and practices taught in class. EMAC will integrate meaningful community service with instruction in order to teach civic responsibility, encourage lifelong civic participation and strengthen our community for the common good.

## **FEES AND FUNDRAISING**

Students will pay a \$35 fee at the beginning of the school year. This will help fund various technology related items for student use, including CD’s, DVD’s, class hard drives and other additional technology expendables, press passes, boot camp, and an EMAC Academy t-shirt.

In addition, the EMAC Academy will hold its annual Spring Car Wash in late March – early April that serves as a teambuilding activity as well as helps raise money for additional equipment, technology, field trips, and speakers, etc.



# GLOBAL TRAVEL

Beginning in 2012, the EMAC Academy will take annual or bi-annual international trips to help develop international awareness through the international education tour company of EF Tours. The trips will require a minimum of six participants in order to be booked. Destination for each year will be determined by students and teachers. Students will be responsible for funding their own international travel fees.