LEADING THE WAY
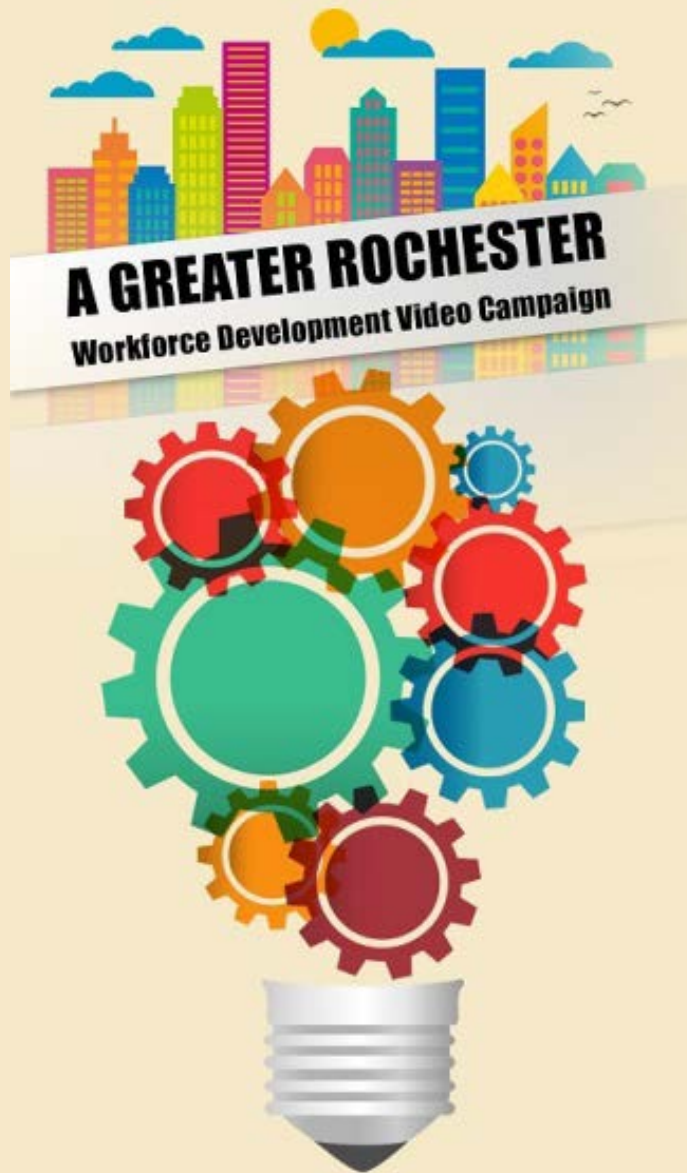
A GREATER ROCHESTER
Workforce Development Video Campaign

P-Tech Rochester
STUDENT PARTICIPATION PACKET

Sponsored by the Federal Reserve Bank *of* New York

LEADING THE WAY

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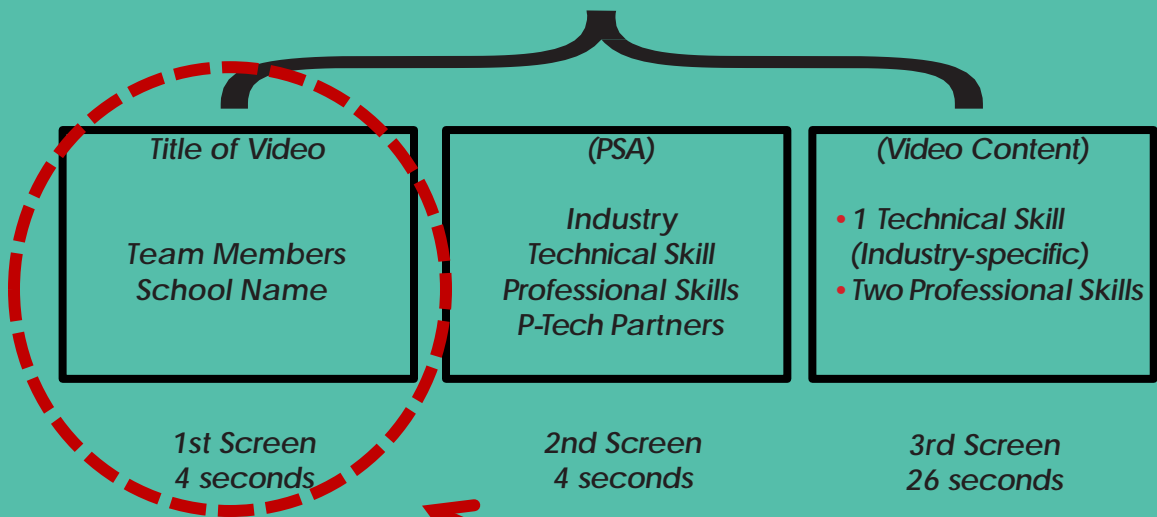
AWARDS CEREMONY
Video submissions will be judged by an independent panel of judges in front of a live audience of students, teachers, administrators, family, and industry representatives on **Wednesday, December 13th, 2017** (location to be determined).
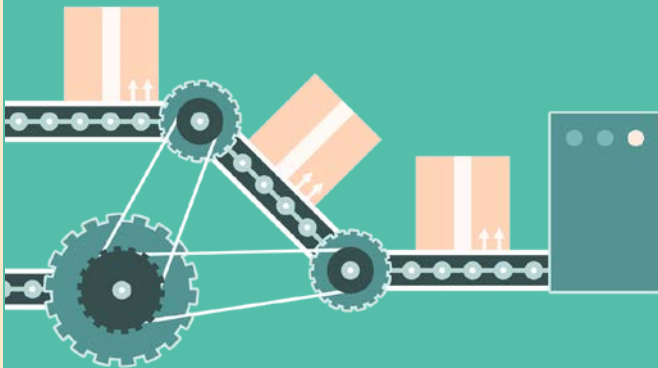
VIDEO STORYBOARD

MAX LENGTH FOR STUDENT SUBMISSION: 30 SECONDS

STUDENT SUBMISSION

Title of Video *Team Members* *School Name*	*(PSA)* *Industry* *Technical Skill* *Professional Skills* *P-Tech Partners*	*(Video Content)* • *1 Technical Skill* *(Industry-specific)* • *Two Professional Skills*
1st Screen *4 seconds*	*2nd Screen* *4 seconds*	*3rd Screen* *26 seconds*

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
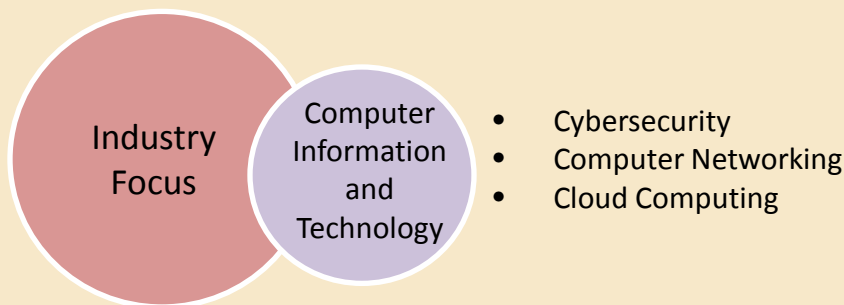**Video Content**: 26 Seconds
(See video Storyboard on page 2)

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

P-Tech Rochester
INDUSTRY FOCUS & TECHNICAL SKILLS

Industry Focus — **Computer Information and Technology**

- Cybersecurity
- Computer Networking
- Cloud Computing

Computer Information and Technology

- Use information technology components to design and build information systems
- Design, develop, implement, analyze, and operate complex information systems
- Design and implement security measures related to processing and transfer of information using industry recognized methodologies
- Utilize networking concepts and frameworks in the design, implementation, and maintenance of sophisticated information transfer systems
- Utilize cloud computing concepts and frameworks in the design, implementation, and maintenance of traditional and cloud-based computing solutions

New York State P-Tech
PROFESSIONAL SKILLS

Personal Traits	Group Experience	Problem Solving
• Integrity/Ethics • Dependability • Persistence/Maturity • Responsiveness	• Negotiation • Teamwork • Diversity • Communication	• Applied Knowledge • Flexibility • Planning • Continuous Improvement

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

Personal Traits
- <u>Integrity/Ethics</u> – Demonstrates honesty. Is Trustworthy, ethical and self-directed in work. Makes responsible decisions and avoids risky behaviors.
- <u>Dependability</u> – Is punctual and reliable, avoids absenteeism, meets deadlines. Is self-directed, productive and takes ownership of the quality and accuracy of work.
- <u>Persistence/Maturity</u> – Demonstrates the willingness and ability to work. Completes tasks as assigned. Knows how to learn.
- <u>Responsiveness</u> – 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
- <u>Negotiation</u> – Resolves conflicts. Proposes solutions.
- <u>Teamwork</u> – Interacts effectively with others. Actively listens and takes initiative. Demonstrates leadership when appropriate. Is respectful of the opinions and contribution of others.
- <u>Diversity</u> – Is comfortable with people of diverse backgrounds. Avoids the use of language or comments that stereotypes others.
- <u>Communication</u> – Communicates effectively in English, both verbally and in writing. Is an active listener and able to share ideas.

Problem Solving
- <u>Applied Knowledge</u> – 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.
- <u>Flexibility</u> – Adapts to a range of circumstances and is comfortable with change.
- <u>Preparation and Planning</u> – Prepares and plans effectively. Is detail oriented. Manages time and resources to complete tasks.
- <u>Continuous Improvement</u> – 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 **your** Industry Focus (e.g. Computer Information and Technology)

Industry Focus → Computer Information and Technology

- Cybersecurity
- Computer Networking
- Cloud Computing
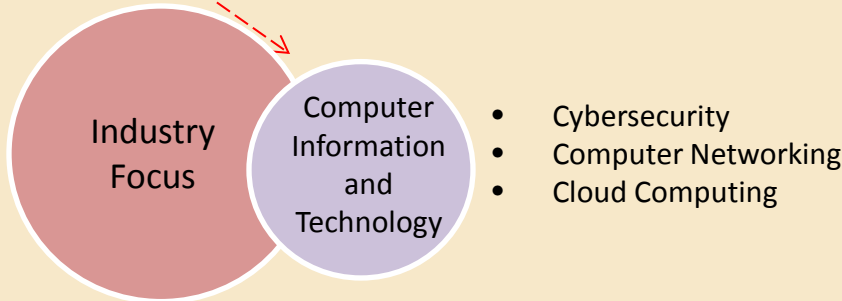
Step 2: Pick **One** Technical Skill associated with that Industry Focus (e.g. Use information technology components to design and build information systems)

Computer Information and Technology

- Use information technology components to design and build information systems
- Design, develop, implement, analyze, and operate complex information systems
- Design and implement security measures related to processing and transfer of information using industry recognized methodologies
- Utilize networking concepts and frameworks in the design, implementation, and maintenance of sophisticated information transfer systems
- Utilize cloud computing concepts and frameworks in the design, implementation, and maintenance of traditional and cloud-based computing solutions

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

Personal Traits	Group Experience	Problem Solving
• Integrity/Ethics	• Negotiation	• Applied Knowledge
• Dependability	• Teamwork	• Flexibility
• Persistence/Maturity	• Diversity	• Planning
• Responsiveness	• Communication	• Continuous Improvement

JUDGING
Videos 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

Western NY Tech Academy 1st Round Videos	P-Tech Rochester 1st Round Videos	Wayne Finger Lakes P-TECH 1st Round Videos

All videos submitted will undergo a Technical Round judged by Federal Reserve Bank of New York Staff

2nd Round Videos	2nd Round Videos	2nd Round Videos

Top 3 videos from each school will be selected by respective P-Tech School's representative, a Local/Regional Employer and a Federal Reserve Bank of New York representative.

Awards Ceremony	Awards Ceremony	Awards Ceremony

All nine finalists will be invited to an Awards Ceremony where a panel of judges will select the Grand Prize Winner & Runner-Up based on a set of criteria

Grand Prize Winner Runners-Up

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 Pharrell as much as the next person but unless you acquire permission from him personally you cannot use his 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.**