

LEADING THE WAY



Wayne Finger Lakes P-Tech 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 co-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 within the Personal Traits, Group Experience, and Problem Solving skillsets (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 will put the video on display in the NY Fed's museum. The winning students will also receive career advice during a special luncheon or dinner along with your teacher, school administrator, and family.

TEAM STRUCTURE

Students may 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 and do not need to be 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, October 28**. 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**.

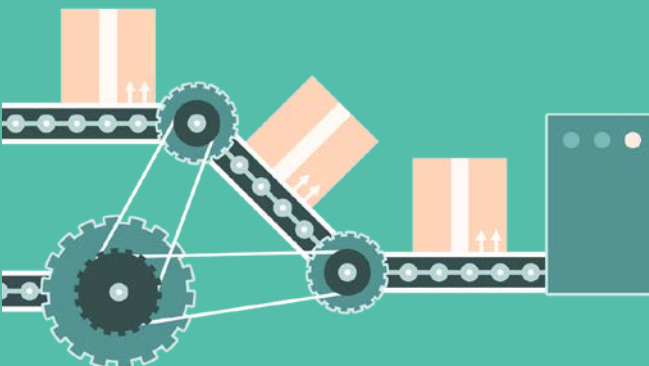
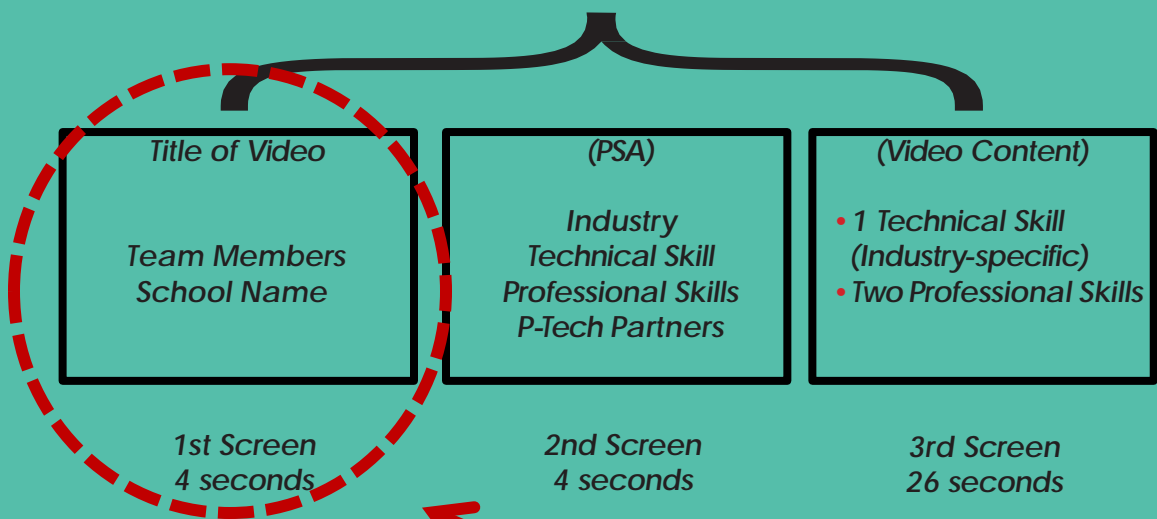
AWARDS CEREMONY

Video submissions will be judged by an independent panel of three judges in front of a live audience of students, teachers, administrators, family, and industry representatives.

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

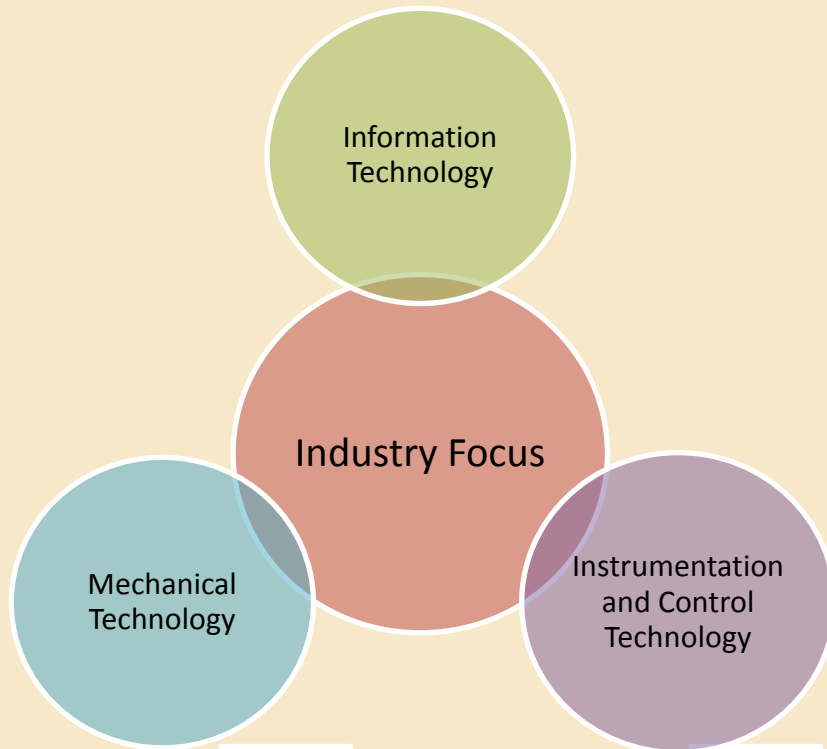
Video Content: 26 Seconds

(See video Storyboard on page 2)

Title of Video and PSA Screen Requirements

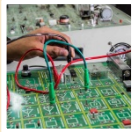
- Background should be a plain black screen
- Font Type: Calibri or Similar
- Font Color should be white
- Text should be centered

Wayne Finger Lakes P-TECH INDUSTRY FOCUS & TECHNICAL SKILLS



Information Technology

- Troubleshooting and Diagnosing Technical Problems in Computer Systems and Networks
- Assemble, Configure, and optimize modern computer systems
- Research, design, build, configure, and implement computer network systems
- Write clear and concise technical documentation, user documentation, technical specifications, and needs analyses



Instrumentation and Control Technology

- Use Computer-aided Drafting (CAD) software to create solid models
- Use, model, analyze, and build basic analog and digital circuits
- Assess technical needs of sensors and signal conditioning to create and evaluate systems for data acquisition
- Use and assess business case for automation systems and entailing programmable logic, automation control, mechatronics, and machine vision
- Troubleshooting and practicing safety procedures



Mechanical Technology

- Be able to create 2-D computer aided drawing (CAD) and 3-D models from sketches or physical models
- Knowledgeable of common mechanical engineering calculations
- Understand properties of common materials used in fabrication of products
- Understand the manufacturing process and equipment associated with that fabrication

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 – In 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

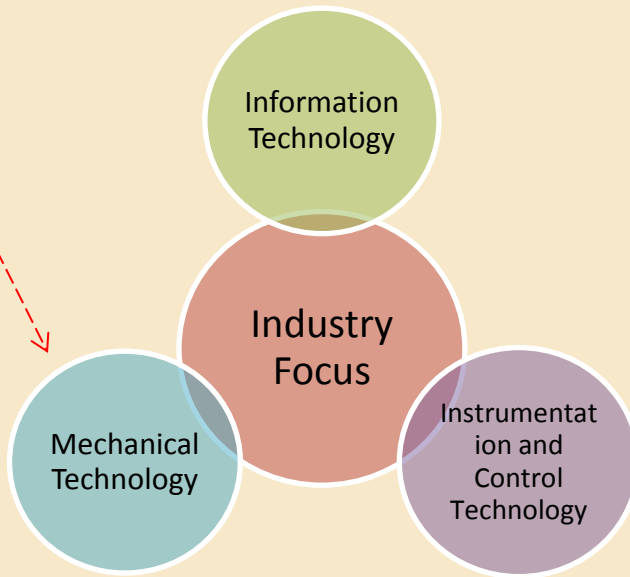
- Negotiation – Resolves conflicts. Proposes solutions.
- Teamwork – Interacts effectively with others. Actively listens and takes initiative. Demonstrates leadership when appropriate. Is respectful of the opinions and contribution of others.
- Diversity – Is comfortable with people of diverse backgrounds. 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. Mechanical Technology)



Step 2: Pick **One** Technical Skill associated with that Industry Focus (e.g. Utilizing Computer-aided Drafting)



Mechanical Technology

- Be able to create 2-D computer aided drawing (CAD) and 3-D models from sketches or physical models
- Knowledgeable of common mechanical engineering calculations
- Understand properties of common materials used in fabrication of products
- Understand the manufacturing process and equipment associated with that fabrication

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

Personal Traits
<ul style="list-style-type: none">• Integrity/Ethics• Dependability• Persistence/Maturity• Responsiveness

Group Experience
<ul style="list-style-type: none">• Negotiation• Teamwork• Diversity• Communication

Problem Solving
<ul style="list-style-type: none">• Applied Knowledge• Flexibility• Planning• Continuous Improvement

JUDGING

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

ROUND 1: TECHNICAL ROUND

Submitted videos will undergo a review by the Federal Reserve Bank of New York to insure compliance with the rules and regulations of the contest.

ROUND 2:

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 the Federal Reserve Bank of New York

FINAL ROUND:

This is the final round of judging- the award ceremony! Video submissions will be judged by an independent panel of three 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 and occupation(s)?

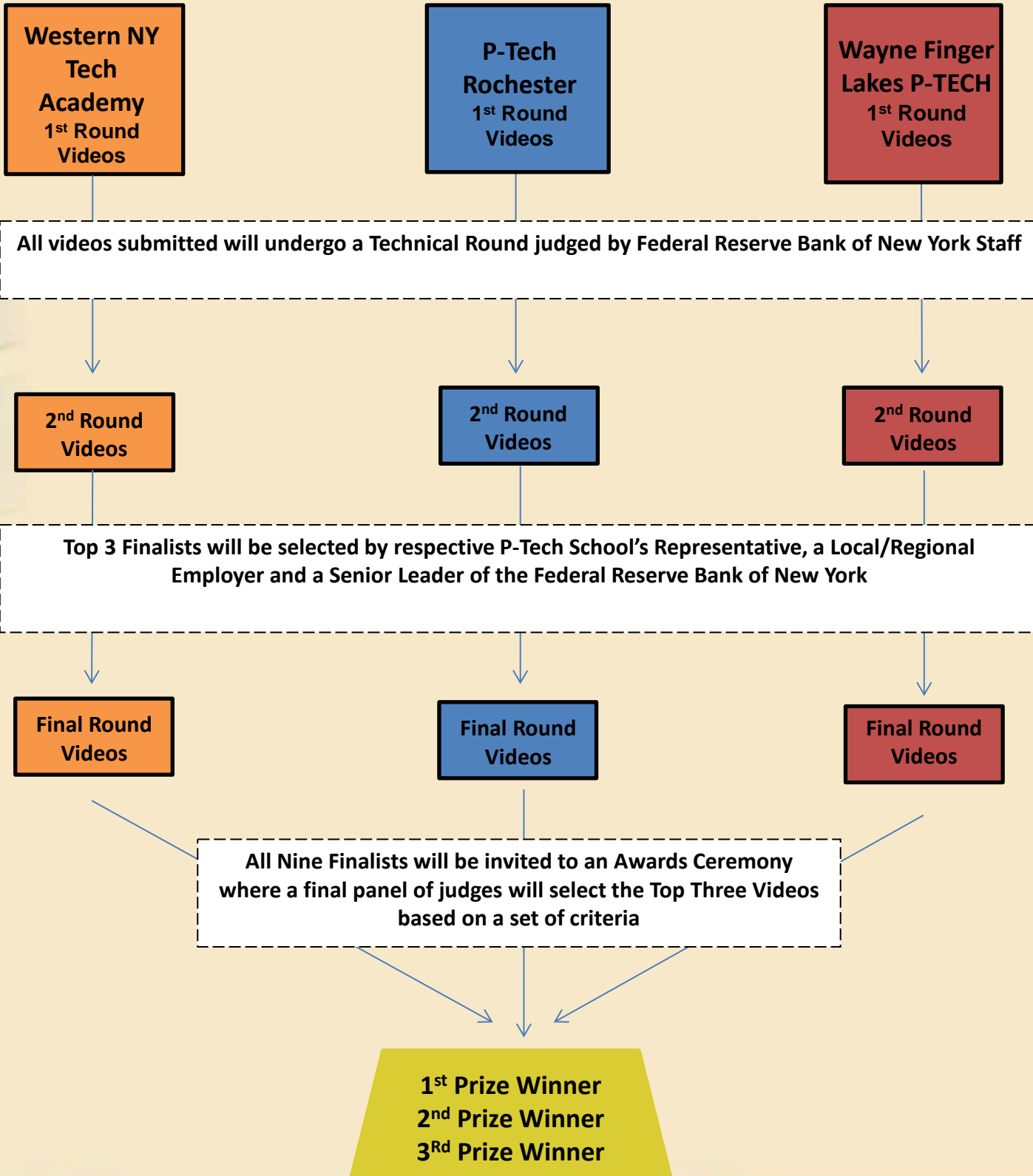
III. Connect

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 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.