

SECTION II: REPLICATION MODULES

Introduction

This section provides specific information for you to undertake the ADDIE process in your own community. While ADDIE can be used to address many sorts of problems, this guide centers on its use in addressing local secondary education and workforce issues. In particular, this section will help your community reconceptualize education and create a CEC-like experience. Section II describes each phase of the ADDIE process as a “module” that must be undertaken to replicate CEC. There is a great deal of detail included for each step of the process due to the importance of each element to the overall success of the enterprise.

Each module that follows contains advice, strategies, and practical examples based on the experiences of CEC and three other Georgia communities—Whitfield, Walton and Douglas Counties—that are in various stages of replicating CEC. The three counties differ slightly in their models, although each strives to incorporate the essential elements of the Coweta County CEC.

Whitfield County: Philip Brown, Principal. Whitfield County has established the Whitfield Career Academy (WCA). A funding initiative allowed the construction of a new career and technical high school building for their purposes. The academy enrolls ninth through twelfth graders drawn from two base high schools, some of whom are full-time WCA students. This center opened in August 2005 and will continue to expand as Dalton State College builds a technical education facility on the WCA site.

Walton County: Mark Peevy, CEO. The Walton Career Academy is housed in a renovated high school building that had been recently vacated after the construction of a new high school. The school system entered into a joint venture with Athens Technical College. This center opened in August 2006.

Douglas County: In Douglas County, the school system and West Central Technical College are cooperating in the construction of a building to house the center on the college’s county campus. Dual enrollment programs began in the fall of 2006 and the center, to be named Douglas College and Career Institute, is scheduled to open in January 2008.

It is important that the modules that follow be completed in order and that accomplishments be met at each stage of the process before proceeding to the next stage. A table listing the relevant accomplishments from the ADDIE Checklist found in Chapter 4 is included at the end of many modules to assist you in linking the process you undertake to its expected outcomes.

Guidelines at a Glance

ANALYZE

- A. Defining the Problem
 - Determine the Issues
 - Communicate the Problem
 - Be Patient
- B. Partnership Development
 - Engage in Community-Wide Dialogue
 - Ensure School System and Technical College Collaboration
 - Ensure Superintendent Buy-In
- C. Forming a Steering Committee
 - Include All Key Stakeholders
 - Select a Chairperson
 - Develop a Common Vision
 - Form Subcommittees
- D. Conducting a Needs Assessment
 - Create or Adapt a Needs Assessment Form
 - Distribute Needs Assessment Widely
 - Follow Up with Calls or Visits
 - Analyze Responses
 - ➔ Sample Needs Assessment Instrument

DESIGN

- A. Design the Educational Program
 - Determine Major Curriculum Paths
 - Outline Curriculum for Each Technical Program Area
 - Design Work Ethic Instruction
 - Determine Which Academic Classes Will Be Offered
 - Design Postsecondary Articulations and Dual Enrollment Opportunities
- B. Ensure Flexibility
 - Determine How to Achieve Flexibility
 - Test the Water
 - Design a Charter
- C. Determine Facility Needs
 - Outline Facility Requirements
 - Look for Existing Buildings
- D. Personnel Planning
 - Determine Personnel Needs
 - Develop Job Descriptions
- E. Seek Funding
 - Look for Facility Funding
 - Seek Funding for Labs and Equipment
 - Understand the Operating Funds Available
 - Develop a Business Plan

- Seek Additional Sources of Funding
- F. Design Data System
 - Set Goals
 - Design Indicators with Red Flags
 - Research Collection and Reporting Systems
- G. Build Joint Venture
 - Continue Building Support within the Public Education System

DEVELOP

- A. Develop and Equip Facility
 - Build or Renovate Facility
 - Acquire Equipment, Furnishings, and Supplies
- B. Develop Governing Structure
 - Outline Governing Structure
 - Decide Upon the Role of the Board of Directors
 - Determine the Make-Up of the Board
 - Select Board Members
- C. Develop a Flexible Operational Structure
 - Acquire Charter School Status
- D. Hire Personnel
 - Select the CEO
 - Hire Other Administrators
 - Hire Appropriate Faculty
 - Hire Other Staff
- E. Develop the Educational Program
 - Formalize Dual Enrollment Opportunities
 - Create Program Advisory Committees
 - Develop Individual Courses
 - Develop Work Ethic Assessment
 - Develop Work-Based Learning Opportunities
 - Develop Center Schedule
 - ➔ Sample Work Ethic Evaluation Form
- F. Develop Information and Data System
 - Develop an Evaluation Plan
 - Develop a Data Storage System
 - Develop Data-Sharing and Reporting Systems
 - Consider Hiring an Evaluator
- G. Conduct Staff Training and Professional Development
 - Provide Orientation
 - Conduct Training with Faculty
 - Develop Ongoing Professional Development Opportunities
- H. Enroll Students
 - Market the New Center to Students and Parents
 - Finalize Student Scheduling
 - ➔ Sample Charter Agreement

IMPLEMENT

- A. Implement the Educational Program
 - Use Performance-based Instruction and Assessment
 - Focus on Work-Ethic Instruction
 - Participate in Student-Focused Organizations
 - Grow Work-Based Learning Opportunities
 - Ensure On-going Professional Development and Collaboration Opportunities
 - Use Program Advisory Boards
- B. Enroll and Support Young People
 - Recruit Middle School Students
 - Establish Communication Systems and Ensure Access to Advising
- C. Ensure Access for Special Education Students
 - Provide Appropriate Special Education Services
 - Attend IEP Meetings
 - Balance High Standards and Serving All Youth
 - Educate Others on Successful Student Characteristics
- D. Acquire Permission for Data and Photo Use
 - Ask All Incoming Students to Complete a Data Consent Form
 - Ask All Incoming Students to Complete a Photo Use Consent Form
 - ➔ Sample Student/Parent Consent Form for Data Collection
 - ➔ Sample Publicity Information Release
- E. Revise Operational Procedures
- F. Initiate Alumni Association
 - Create a Database
 - Collect Graduate Information
 - Designate an Alumni Relations Staff Person
 - ➔ Sample Pre-Graduation Survey
- G. Maintain Joint Venture
 - Hold Regular Board Meetings
 - Prioritize Ongoing Communication
 - Focus Board Activity around the Strategic Plan
 - Regularly Review Vision, Program, and Resources
 - Bring in New Members
 - Celebrate Accomplishments and Milestones
 - Offer Support to Other Communities

EVALUATE

- A. Conduct Regular Needs Assessments
 - Choose an Assessment Timeframe
 - Conduct Employer Surveys
 - Analyze Results
 - Use Program Advisory Committees for Informal Needs Assessment
- B. Collect Satisfaction and Performance Data
 - Collect Satisfaction Data
 - Collect High School Student Performance Data

- Collect Graduate Outcome Data
- Collect Institutional Performance Data
- C. Analyze Data
 - Analyze Satisfaction Data
 - Analyze Student Performance Data
 - Analyze Alumni Outcome Data
 - Analyze Institutional Performance Data
- D. Use Data for Reporting and Improvement
 - Report Results
 - Use Evaluation Findings
 - ➔ Sample Student Satisfaction Survey
 - ➔ Sample Faculty Satisfaction Survey
 - ➔ Sample Employer Satisfaction Survey
 - ➔ Sample Alumni Survey

CONTINUOUSLY IMPROVE

- A. Maintain Joint Venture
 - Repeat Yourself
 - Listen to the Experts
- B. Continue Marketing
 - Develop Communication Materials
 - Keep Local Media Informed
 - Attend Education Conferences and Meetings
 - Continue Fundraising
- C. Ensure a Network of Support
 - Do Your Research
 - Form or Join a Network of Similar Centers
 - Consider Technical Assistance