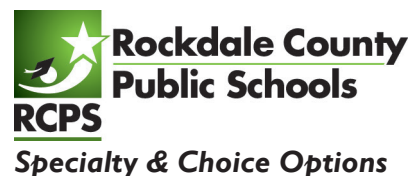




International Entertainment and Business Leadership Academy at Salem High School



3551 Underwood Road, Conyers, GA 30013 • 770-929-0176 • shs.rockdaleschools.org

Academy Overview Educational Excellence for Emerging Technological Careers

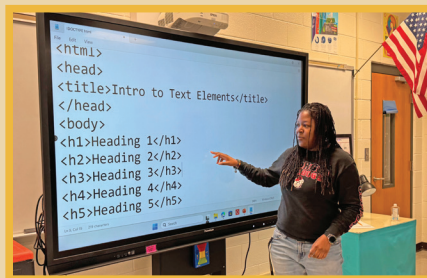
Students in Salem High School's International Entertainment and Business Leadership Academy will prepare for the global workforce by completing rigorous courses of study along with two or more focused pathways. Pathway offerings include film production, radio production and management, music production, financial technology, computer science, game design, and cloud computing. Along with their pathways, students will have the opportunity to participate in dual enrollment courses with local area colleges and universities and/or work-based learning. Through these experiences, students will prepare for college studies, emerging international career trends, and public service.

International Entertainment and Business Leadership Academy students will participate in Academy workshops featuring guest speakers from industry, business, and the community. These workshops will provide students with the opportunity to enhance their leadership and communication skills, develop business knowledge and abilities, and enhance their cultural understanding and appreciation. Students will graduate ready to be 21st Century leaders in the entertainment, technology, and global community, equipped with the innovation and creativity needed to excel.



Information Technology Pathways

Students in the International Entertainment and Business Leadership Academy will complete a sequence of courses from one of four information technology pathways: Game Design, Financial Technology, Computer Science, and Cloud Computing. In each course, students will learn the skills needed for success in the international technology community. Student-centered instruction, as well as guest speakers, job-shadowing, and field trips, will be used extensively in these pathways. As a Microsoft IT Academy school, students will also complete certification in Microsoft Office. Through their participation in Future Business Leaders of America (FBLA), students will attend conferences and compete with students across the state of Georgia.



Entertainment Pathway

Students will be able to choose the Audio Video Technology and Film pathway to gain experience in the three main stages of video production: pre-production, production, and post-production. As a hub for the film and TV industries, Conyers provides students with numerous opportunities to utilize their unique skills in the entertainment field. Student-centered, hands-on instruction, along with guest speakers, field trips, and internships, will equip Salem's students with the skills needed to be competitive in the entertainment industries. Additionally, they will gain the business and management background necessary to one day own and operate their own businesses.



Marine Junior ROTC Pathway

Marine Junior ROTC students will focus on personal growth, academic successes, and leadership development. Classroom topics include character development, communication skills, personal responsibility, and public service. MJROTC pathway students participate in drill and color guard activities, representing Salem and RCPS at sporting events and academic awards ceremonies. As students develop their individual knowledge and skills, they become peer leaders within the program, strengthening their leadership skills for the future. Students in the MJROTC pathway serve as role models and leaders both for Salem and in the district as a whole.



Application, Eligibility, and Lottery

RCPS will use an electronic application process for 2026-2027 School Choice programs. Students may apply for **one** School Choice program only for the 2026-2027 school year.

The application window is November 7 through December 12, 2025, to apply for the 2026-2027 school year. The online application will be available on the district website at: rockdaleschools.org

Only completed applications will be accepted.

Eligibility Criteria

- Students must meet the student registration requirements for Rockdale County Public Schools.
- Students who change schools after day one of their 9th grade year may not be eligible for varsity sports, literary competitions or One Act Play. All GHSA eligibility rules apply for all programs.

Lottery

In the event there are more eligible applicants than space available, students will be selected via a random lottery drawing. If needed, a lottery will be held in January.



International Entertainment and Business Leadership Academy at Salem High School

International Skills/World Languages

Bon jour... Hola... Guten Tag... Hello — students in the International Entertainment and Business Leadership Academy will have the opportunity to receive the International Skills Diploma Seal. Students in this pathway will complete three years of foreign language studies in a single language, deepening their understanding of the language, culture, and history of native speakers. They will also be exposed to specialized business language and skills as they combine their love of languages with an international business focus. Students will be encouraged to participate in language immersion days, field trips, and study abroad opportunities.



Individualized Pathway Programs

Students entering Salem's International Entertainment and Business Leadership Academy will have the unique opportunity to blend pathways of study into a cohesive, individualized course of study. By combining technology, entertainment, language, and leadership, the International Entertainment and Business Leadership Academy truly prepares students for a successful future in the global market, equipping them with real-world experiences and the competitive edge needed to excel.



A Message from the Principal

At Salem High School, we believe in more than just preparing you for graduation — we're committed to preparing you for life beyond the classroom. That's why I want to personally encourage you to consider enrolling in two of our most dynamic and future-focused programs: **Audio/Visual (A/V)** and **Business**.

In today's world, media and entrepreneurship are driving innovation and opportunity across every industry. Whether you dream of directing films, producing digital content, running your own company, or becoming a marketing expert, these programs offer a powerful foundation for success.

Our Audio/Visual program gives you hands-on experience with industry-standard equipment and software, empowering you to create, edit, and produce high-quality content. You'll develop critical skills in storytelling, technology, and production — all while building a portfolio that can open doors to college programs, internships, and careers in media.

At the same time, our Business program is designed to help you think like an entrepreneur, understand the global economy, and build real-world skills in finance, marketing, and leadership. You'll learn how businesses work from the inside out — and how to be a confident, strategic thinker ready to thrive in any professional environment.

Together, these programs offer more than just technical training — they provide a competitive edge. You'll gain valuable experience, work on real projects, and learn from passionate educators who care about your growth and future.

Salem High School is where ambition meets opportunity — and these programs are where your journey can begin. Don't wait to explore your potential.

Be bold. Be creative. Be competitive. Enroll today and shape your future.



Charles Chavous, Salem High School Principal

#BeThatNOLE



Academy Workshop Activities

International Entertainment and Business Leadership Academy students will participate in a series of workshops and activities, including:

- International Culture Festival
- William and Mary Global Film Festival (Virginia)
- Guest Speakers
- Corporate, College, and Cultural Field Trips
- Character and Leadership Development
- Microsoft Office Certifications
- Community Service
- Future Business Leaders of America (FBLA)
- MJROTC Drill and Color Guard
- MJROTC Leadership Retreats
- Study Abroad

Certifications

