



DIGITAL COMMUNICATIONS CAREER ACADEMY

DESIGN PLAN

2025-2026

I. Defined Mission & Goals

The career academy has a written definition of its mission, goals, and benchmarks. These are developed and available to the administrators, teachers, students, parents, advisory board, and others involved in the academy.

Goal 1	At least 70% of the Digital Communications Academy students will pass the course appropriate Precision Exam by the end of the 2025-2026 school year.	Precision Exam data reports
Goal 2	At least 80% of the Digital Communications Academy students will participate in one or more career related contest during the 2023-2024 school year.	Instructor data, contest registration and report data

Academy Vision

Digital Communications Academy graduates are innovative and passionate creators skilled in a variety of multimedia arts and production platforms.

Academy Mission

To cultivate creative, career-ready communicators in the fields of multimedia arts.

II. Academy Design

e. Small size, supportive atmosphere. The academy maintains personalization through limited size, academy staff teamwork (including counselors, librarian/media specialists, academy-based administrators, and other support staff), and a supportive atmosphere.

ENROLLMENT BY GRADE LEVEL

9TH	20
10TH	17
11TH	13
12TH	14
TOTAL	64

V. Professional Development and Continuous Learning

Since an academy places teachers and other adults into roles not normally included in their previous training, providing adequate professional development time, leadership, and support is critical.

a. Common Planning Time:

The site administrator ensures that academy staff members are provided common planning time within the high school schedule for purposes of program coordination, curricular integration, business involvement, and resolution of student challenges.

PROFESSIONAL LEARNING COMMUNITY MEETING DATES

	DAYS	LOCATION	TIME
9 th grade team	Last Thursday-monthly	Film Studio	After School
10 th grade team	Last Thursday-monthly	Film Studio	After School
11 th grade team	Last Thursday-monthly	Film Studio	After School

12th grade team	Last Thursday-monthly	Film Studio	After School
Whole team	PLC 9/20/24,11/5/24, 1/7/25, 2/5/25 8/1/24 & 8/5/24	SCTHS	8:00-11:00 8:00-3:30

VI. GOVERNANCE AND LEADERSHIP

a. Network of support

The academy is connected to an advisory board at the school level or the district level and has members from the district and high school administration, academy staff, employers, and post-secondary education. It may also include community representatives, academy parents, and students.

ADVISORY BOARD MEMBERS

NAME	REPRESENTATIVE TYPE	CONTACT INFORMATION
Gina Guillory	Co-Chair-Industry	Gina.Guillory@baytown.org (281)420-6533
Carrier Pryor-Newman	Co-Chair- Industry	m.pryor@gccisd.net
Arellano, Greg	Community/Industry	gregoreoarellano@gmail.com
Bates, Lucia	Community/Industry	Lucia_Bates@jp.hctx.net
Curette, Kristen	Community/Industry	Kristen.curette@crcu.org
Dusek, Sofia	Community/Industry	sofia.dusek@pbk.com
Hernandez, Mita	Community/Industry	mhernandez@arrowheadfilms.com
Kelchner, Ed.D., Tom	Community/Industry	tom@empowerednetwork.us
King, Rick	Community/Industry	Rickking8@yahoo.com
Kramer, Mark	Community/Industry	Mark.kramer@baytownsun.com
Moran, Brian	Community/Industry	brian.moran@baytown.org
Skewes, Carol	Community/Industry	carol.skewes@baytownsun.com
Vavricka, Lisa	Campus Administration	Lisa.vavricka@gccisd.net
Prentice, Shonna	Campus Administration	Shonna.prentice@gccisd.net
Hull, Kathrine	Counselor	Kathrine.hull@gccisd.net
Joi Green	Counselor	Joi.green@gccisd.net
TBD	Academic Teacher	
TBD	Academic Teacher	
Morris, Ric	CTE Teacher	richard.morris@gccisd.net
Dean, Katie	CTE Teacher	katie.dean@gccisd.net
Leia Miller	GCCISD- Associate Director, Career & Technology Education	leia.miller@gccisd.net
Jennifer Guillory	GCCISD-CTE Specialist	Jennifer.guillory@gccisd.net
TBD	GCCISD- Executive Council Representative	
Cohn, Michael	Post-Secondary	Michael.cohn@hccs.edu
Mayer, William	Post-Secondary	wmayer@lee.edu
Newlin, Julye	Post-Secondary	julye.newlin@hccs.edu
Scott, Harold	Post-Secondary	harold.scott@hccs.edu
Perez, Anthony	Post-Secondary	anperez@lee.edu
TBD	Student/Student Ambassador	
TBD	Parent	
Martinez, Dr. Norma	GCCISD	Norma.veguillamartinez@gccisd.net
Trujillo, Gemina	GCCISD	Gemina.trujillo@gccisd.net
Culpepper, Brittney	GCCISD	Brittney.culpepper@gccisd.net
Trujillo Rodriguez, Yulia	GCCISD	Yulia.trujillorodriguez@gccisd.net
Arredondo, Vanessa	GCCISD	Vanessa.arredondo@gccisd.net

b. Regular meetings:

Meetings of the advisory board are held at least quarterly, with defined agendas, outcomes, and meeting minutes. The advisory board helps to set policies for the academy. It also serves as a center of resource development.

ADVISORY BOARD MEETING DATES		
DATE	LOCATION	TIME
September 03, 2025	SCTHS	TBD
November 05, 2025	SCTHS	TBD
February 04, 2026	SCTHS	TBD
April 29, 2026	SCTHS	TBD

c. Volunteer and parent orientation

Business, community, and post-secondary volunteers are adequately prepared for their roles as speakers, field experiences hosts, mentors, internship supervisors, etc. Parents are adequately prepared for their involvement, (if any), as classroom aides, field experience chaperones, social event organizers, and exhibition judges.

PARENT MEETINGS		
DATE	LOCATION-ACTIVITY	TIME
9 th Grade Parent Orientation	SCTHS	6:00 PM
Open House	SCTHS	6:00 PM
8 th Grade AC Parents	SCTHS	6:00 PM
8 th Grade Parents	SCTHS	6:00 PM
Academy Showcase	SCTHS	6:00 PM
SCTHS Showcase	SCTHS	6:00 PM

d. A student voice:

Students have avenues through which they can provide input to the academy policies and practices, thus providing opportunities for student leadership such as through Career and Technical Student Organizations (CTSOs).

CAREER & TECHNICAL STUDENT ORGANIZATION / AMBASSADORS	
Organization	Sponsor(s)
Ambassadors	Kelsey Rhodes
NTHS	TBD
PR Squad	Brittney Culpepper

*See shared drive for CTSO guidelines.

NSOP VII. Teaching and Learning

The teaching and learning within an academy meets or exceeds external standards and college entrance requirements while differing from a comprehensive high school by focusing learning around a career theme.

a. Sequenced, integrated, and relevant curriculum:

Curriculum articulates from the beginning of an academy through the senior year with a defined course sequence and at least three core academic classes and one career/theme class each year. Curriculum is integrated among the academic classes and between these and the career class. Learning illustrates applications of academic subjects outside the classroom, incorporates current technology and 21st Century Skills, and includes authentic project-based learning.

INTEGRATED ACADEMICS/COHORT PLAN					
	CTE SUBJECT/TEACHER(S)	#1 ACADEMIC SUBJECT/TEACHER(S)	#2 ACADEMIC SUBJECT/TEACHER(S)	#3 ACADEMIC SUBJECT/TEACHER(S)	#4 ACADEMIC SUBJECT/TEACHER(S)

9 TH	Digital Media/Commercial Photography	English I or English I Honors —	Biology or Biology Honors —	Algebra 1 or Algebra 1 Honors or Geometry Honors —	World History —
10 TH	TV/Video Production Audio/Radio Production	English II or English II Honors —	Chemistry or Chemistry Honors —	Geometry or Geometry Honors —	World History —
11 TH	Film & Video Editing Survey of the Motion Picture	English III or English III Honors or DC English —	Principles of Technology —	Algebra II or Algebra II Honors —	US History or DC USH —
12 TH	Production Mgmt Scriptwriting Advanced Film & Video Editing Production Workshop	English IV or DC English —	Engineering, Design & Problem Solving — Dual Credit Science	College Prep Math or Dual Credit Math —	Government & Economics —

VII e. Dual credit options:

Options for post-secondary credit exist in a variety of ways and may include articulation agreements, dual credit and/or college credit for upper classmen, concurrent credit, trans scripted credit, AP, AICE and IB credit. The academy articulates its upper-level curriculum with relevant post-secondary programs.

DUAL CREDIT/ CERTIFICATIONS PLAN

	POST-SECONDARY EXPERIENCE			CAREER EXPERIENCE (All Grade Levels)		
	Dual Credit Course Or Experience Date	Dual Credit Course Or Experience Date	Dual Credit Course Or Experience Date	Contest	Projected Date	Responsible person
9 TH	Academic DC			ATPI-Assoc. of Texas Photography Instructors (Photo & Video Contest)	Fall 2025	Morris
10 TH	Academic DC	RTVB 1321	RTVB 1309	NOCTI-National Occupational Competency Testing Institute (CTE Video Contest)	Fall 2025	Morris
11 TH	Academic DC	RTVB 2330	FLMC 1311	Lone Star Emmy-Student Awards	Spring 2026	Morris
12 TH	Academic DC	FLMC 1300, RTVB 1329	FLMC 2344, RTVB 2337	Association for Career & Technical Education (Video Contest)	Spring 2026	Morris

g. Participation in a capstone project. The senior year capstone project is reflective of the academy in which students are participating.	
SENIOR SHOWCASE / CAPSTONE PLAN	
*This event should take place after all students are accepted and all incoming students and parents should be invited. This will serve as a “get them excited” about being a part of the academy with the intention to reduce attrition of incoming 9th grade students.	
Date	Activity/Partnership Description
Spring 2026	Student Showcase

VIII. Employer, Post-Secondary Education, and Community Involvement						
b. Community involvement: Representatives of employers, post-secondary education, and the community help to guide the academy’s curriculum, and provide experiential components such as guest speakers, real-world projects field experience sites, shadowing opportunities, mentors, student internships, community service opportunities, college, and other post-secondary education tours, as well as teacher externships.						
ACADEMY EXPERIENCE PLAN *						
	POST-SECONDARY EXPERIENCE			CAREER EXPERIENCE (All grade levels)		
	Experience	Projected Date	Leader	Experience	Projected Date	Leader
9 TH	Lee College/HCC	Summer 2025	Hull/Green	David Lowery-Storyboard Artist, Marvel Films	Fall 2025	Morris
10 TH	Sam Houston State University	TBD	Morris	Patrick McManus-TV Director, American Ninja Warrior John Sanford-Houston Rockets Garrett Jones-Houston Huskies	Fall 2025 12/8/25	Morris Jaso
11 TH	Sam Houston State University	TBD	Morris	Shane Gibson- Assoc. Video Editor, Sony Television Division/ Lynn Cadden- Production Manager ABC Sports	Spring 2026	Morris
12 TH		TBD	Morris	Channel 13 Houston	Spring 2026	Morris

*Reference CTE Learning Framework for Grade Level Expectations

ACTIVITIES FOR INCOMING 9 TH GRADE STUDENTS	
Date	Activity
5/29/25	CTE Experience-SCTHS (Class of 2028)
TBD	CTE Experience-SCTHS (Class of 2029)
SUMMER BRIDGE ACTIVITIES	
Date	Activity/Partnership Description
7/16/25-7/18/25	TSIA Bootcamp
8/5/25	Fish Camp
5/28/26	Summer Camp for incoming 6 th -8 th grade students