



ACADEMY FOR TECHNOLOGY AND ACADEMICS

School Summary Report

A Report for ATA's Parents, Guardians, Students, and Friends

APRIL 2015

School Improvement Council Members:

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Londa Cross, Ex Officio
Sherrie Todd, Ex Officio
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Briana Conley
Arrion Floyd
Troy Kinner
Kadeia Parker
Jesus Serrano
Keris Stenback

Schoolwide Celebrations:

ATA students received DELL Venues in September during the District Rollout of the Personalized Digital Learning (PDL) Initiative.

ATA Teachers participated in a year-long staff development on Blended Learning and the Personalized Digital Learning initiative. Many teachers were showcased in videos showing lessons related to PDL and BL. Please see the school website to access these videos.

ATA held three Open Houses for prospective students for the upcoming school year on January 8, 2015, January 22, 2015, and February 5, 2015.

For the second year, ATA participated and piloted ACT WorkKeys Assessments for CATE seniors in conjunction with the State Department of Education and the Governor's Office for the SC Work Ready Initiative.

ATA's interdisciplinary Robotics Team, *Volt*, finished 18th out of 66 teams in qualification matches and then competed in the quarterfinals at the Palmetto FIRST Regional Robotics Competition in Myrtle Beach, SC.

ATA offered HGTC-PACE (Dual Enrollment) workshops for Parents and Guardians through ATA's Guidance Department.

ATA students participated in the HCS Tech Fair at the Myrtle Beach Convention Center.

ATA students were offered the opportunity to participate in Compass Placement workshops and ACT workshops.

ATA seniors participated in College Application Day 2014.

Academic Celebrations:

Mrs. Kelly Shaw was selected as the Academy for Technology and Academics' Teacher of the Year. Mrs. Shaw teaches English courses and is currently the Department Chairperson.

ATA chartered a National Honor Society Chapter, ATA National Honor Society, for the first time during this school year.

Spanish students participated in the American Cancer Society Relay for Life.



School Performance Goals and Results		
Performance Goals:	2014	2013
CATE Major Follow-up Placement Rate	99.6%	99.6%
CATE Technical Skill Attainment	97.0%	97.3%
CATE Graduation Rate	98.4%	98.1%

Explanation of State Report Card Performance Goals:

Placement Rate -- The percentage of career and technology completers available for placement over a 3-year period who are actually placed in postsecondary instruction, military services, or employment.

Technical Skill Attainment -- The percentage of students enrolled in career and technology courses at the center who earn a 2.0 or above on the final course grade.

Graduation Rate -- The percentage of 12th grade career and technology students who graduate in the spring.

Automotive Technology: A senior student in Automotive Technology won 2nd Place in the NATEF All-Star State Competition and received a fully-equipped Snap-On toolbox. Seniors students are currently certifying under the Automotive Service Excellence (ASE) Student Certification.

Building Construction: The Building Construction students assisted the Horry County Police Dept. with their emergency response team’s new armored car acquisition by building and installing bench/storage seating in the rear of the vehicle. The students were given an appreciation plaque for their assistance.

Business Education (FBLA): Virtual Enterprise, FBLA (Future Business Leaders of America) members won 1st place at district competition in the category, *Global Business*. The FBLA members also won 1st place at district in *Digital Design and Promotion*. At the Myrtle Beach Virtual Enterprise Tradeshow, ATA students successfully made over \$190,000 in virtual sales for their Triple R Realty Firm. The students also traveled to Charleston for the FBLA State Leadership Conference and won 2nd Place in *Global Business* and 4th Place in *Digital Design and Promotion*.

Business-Pre-Law: Pre-Law students competed in the Mock Trial competition at the Myrtle Beach Convention Center in February. These students have also had many guest speakers —DNR officers, various types of lawyers, and other legal-related personnel—visit their classroom this year.

Cosmetology: Twenty-eight students took the practical part their State Board Cosmetology Licensure Exam on April 13th in Columbia, SC, and all of the students passed. The students now have to take the objective online part of the exam.

Culinary Arts:

The Culinary Arts students have prepared luncheons for various meetings. The students prepared a Veterans Day Luncheon in honor of our area veterans. Mrs. Amanda Lydon was also elected as secretary for the American Culinary Federation of Myrtle Beach (ACF) . Culinary Arts students participated in the Annual Souper Supper event at The Market Common in November. During the holiday season, students held a holiday cookie tray sale to help support a family. The students competed in the South Carolina FCCLA Culinary Competition and placed 3rd in the state. Both the culinary and management teams competed in the National Restaurant Association’s ProStart Competition in Charleston. Students participated in the American Cancer Society Relay for Life event. The Culinary Arts students will end the year with a grand event, our Senior Celebration 2015 reception.

The Academy for Technology and Academics does not discriminate on the basis of race, sex, age, national origin, religion or disability in the educational programs and activities it operates, or in employment opportunities. The Academy for Technology and Academics complies with the provisions in the Title VI AND Title VII of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972 & Section 504 of the Rehabilitation Act of 1973. If there are any questions, please call 488-6600. The Academy for Technology and Academics is fully accredited by the Commission of Secondary and Mission Schools Southern Association of Colleges and Schools.

Digital Art and Design

The students in our DA&D major have developed many of our school promotional materials—ATA buttons, recruiting postcards, major brochures and displays. For our First Robotics team, **Volt**, students developed tools for the “Bot” Campaign. Fliers and Display Posters were created for the Grand Strand Technology Council. Appeal and promotional designs for Horry County Museum gift shop products (T-shirts, mugs, bags, frames, magnets etc.). The Horry County Museum **new** promotional brochures were designed by an ATA Digital Art & Design student intern. Students from this major won 1st and 3rd place in the High School Division Earth Day at the Bay Festival Poster Contest. Two DA&D students won 1st place at the SkillsUSA Banner contest. The Burroughs and Chapin Art Museum has selected April Cook’s and Frankie Hanson’s designs to be displayed at the museum until April 27th.

Emergency and Fire Services Management The Fire/Rescue students have been training here at ATA as well as at the Bayboro Fire Training station. All students have received their CPR certification. Seniors in the program have all received their Fire Fighter I certification and have taken the exam for the Fire Fighter II certification. Juniors have taken the Fire Fighter I certification and are waiting on the results.

Engineering (PLTW) Our engineering program is certified through a nationally-recognized program, *Project Lead the Way- Pathways to Engineering*. Senior students have participated in internships at engineering-related businesses throughout the county.

Health Science

- Health Occupations Students of America—A Horry County Fire Department representative spoke to all of the junior Health Science classes on fire safety and students practiced properly extinguishing a fire.
- HOSA conducted a First Aid Fundraiser in August and September.
- Nine HOSA Members participated in the Heart Walk on October 18, 2014, at Broadway at the Beach.
- The Fall Leadership Conference was held on October 23, 2014, and the HOSA officers traveled to Newberry College, SC.
- Students created 75 hospice treat bags for Halloween to be given out in the communities of Horry County.
- HOSA participated in Breast Cancer Awareness Month by holding a classroom door decoration competition.
- The Gene Machine visited ATA on October 28, 2014, and 44 health science students participated.
- Seven members volunteered to assist with *The Color Run* at Broadway at the Beach Color Run to support SOS Autism Services on November 1, 2014.
- HOSA members prepared 60 treat bags for Veterans and delivered them on November 5, 2014.
- Fifty-one members made 600+ cards for troops in honor of the Veterans Day Celebration held on November 6, 2014.
- Six members volunteered their time and CPR certification for the JOY prom held in November.
- HOSA Spirit Week was held during the week of November 17-21, 2014. During this week, HOSA sponsored Schoolwide ‘Merica Monday, Twin Tuesday, Color War Wednesday, Throwback Thursday, and Character Day Friday
- HOSA CNA students screened faculty BP on December 10, 2014.
- HOSA members volunteered during our Open Houses for recruitment on several dates: January 8, 2015; January 22, 2015 and February 5, 2015.
- Eight HOSA students organized and ran two blood drives for the American Red Cross on October 31, 2014, and January 21, 2015. A third blood drive is planned for May.
- HOSA members sponsored a bone marrow registry drive on January 21, 2015 (25 people swabbed and registered).
- HOSA members measured, calculated, and explained the ratios of two classes of students using AHA guidelines.
- HOSA members participated in making Valentine treats for hospice patients
- HOSA members sold and delivered “lips” for Valentine’s Day. \$240.00 was donated.
- HOSA T-shirts were purchased for 54 members and 3 advisors-February 11, 2015. Funding was provided by Carolina Radiology Associates.
- Twelve HOSA members went to five classes and taught students how to perform hands only CPR.
- Twenty HOSA members gathered to celebrate the achievements that have been performed throughout the school year.
- All advisors and several students attended the HOSA State Leadership Conference on March 11-March 13, 2015.
- Ten HOSA students won awards at the South Carolina State Leadership Conference in Charleston.

Nail Technology: Seven senior Nail Technology students will be taking the SC Nail Technology Licensure examination in late spring in Columbia, SC.

Other Student Organization Celebrations:

The newly formed, ATA National Honor Society, through its service-learning project (holiday canned-food drive) was able to collect enough food for five families. The food collected provided several meals through the holiday season for these families. Hams and turkeys were also provided. A second drive for spring clothing is planned for the last quarter of the school year.

The Key Club has been very active this school year. Members have been involved in projects such as: raised \$745 for Trick or Treat for UNICEF supporting the Eliminate Project to vaccinate women and their future newborns; collected coats for the Coats for Kids campaign; sold tickets and served at the Conway Kiwanis Pancake Supper/Breakfast; promoted clean drinking water by participating in the Thirst Project and World Water Day; sent happiness cards to faculty and staff on the International Day of Happiness; participated in various fundraisers for March of Dimes; and collected book bags and supplies for Backpack Buddies.

MESSAGE FROM THE PRINCIPAL:



Career and Technology education is the passion that is and will continue to drive our students to excel at the Academy for Technology and Academics. Each of our eleven majors offers an exciting opportunity to the students in Horry County’s secondary schools a chance to jump start their desired professions. During this two year period at the Academy, students have a chance to begin their journey toward a successful and exciting professional life. In all of these majors, the opportunity exists to prepare for certifications that are recognized statewide or even nationally. In many of the majors these certification tests are taken while still a student at ATA.

Through an initiative of our governor, along with the State Department of Education, ATA seniors have participated in the ACT-WorkKeys—Work Ready Community Initiative. During the 2013-1014 and 2014-2015 school years, our seniors worked and prepared to take the national work ready certification assessments. This year, 89% of our seniors achieved at least a bronze certificate and the vast majority achieved the silver certificate level. This ACT WorkKeys testing, along with the ACT may become part of the graduation exit requirements during a high school student’s career. It also aligns with our state’s new emphasis on the “Profile of a SC Graduate” with emphasis placed on *World Class Knowledge, World Class Skills and Life and Career Characteristics*. These characteristics align with our emphasis on ACT WorkKeys, CATE internships, job shadowing and real-world experiences. ATA is where “Successful Careers Begin...”

With the Personalized Digital Learning initiative throughout our district, students have used technology in all classes and our teachers are able to provide the necessary one-on-one or small group instruction for those students who need extra assistance. Each student was issued a Dell Venue for his/her use in the classroom with the opportunity to take them home to continue instruction upon paying the insurance fee.

We are proud of our school and its accomplishments. As you can see from our celebrations, many great things are happening here. Next year promises to be a new, exciting year as we look at our projected growth with the largest junior class ever entering into our majors.

Academy for Technology and Academics

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