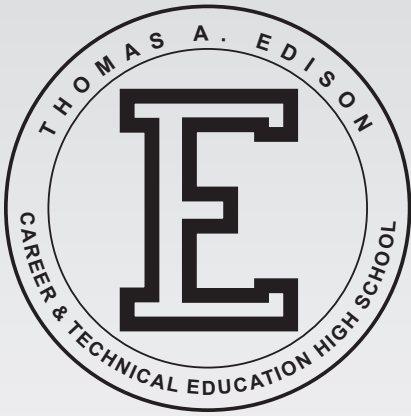


# Adobe® Certified Associate

Meets Rigorous Career and Technical Education Assessment Requirements



## New York City Department of Education

**Department Name:**  
Career and Technical Education

**New York City Education:**  
Currently, more than 125 New York City schools offer more than 320 CTE programs, and at least 20 of these schools teach Web design or graphic arts programs.

### Success Metrics:

- Provide students a high level of design and technical skills using industry-standard, award-winning Adobe software
- Prepare students for higher education, other industry training, and the workforce
- Include industry and academically recognized certification from Certiport and Adobe in state-approved CTE programs
- Build student confidence and skills to make their career goals reality

## New York State Education Department universally approves CTE program use of industry-standard Adobe software and Adobe Certified Associate certification

### CHALLENGE

New York high schools with career and technical education (CTE) programs provide both academic study and information technology skills training using programs that meet business and industry standards. Participating students graduate from high school prepared for post-secondary education, additional industry training or the workforce.

In 2001, the New York State Education Department (NYSED) implemented a rigorous CTE approval process to ensure programs throughout the state meet the highest standards. The state carefully evaluates CTE program design, requiring a three-part technical assessment that consists of written, demonstration and project components. In addition, final exams must be authorized by academic and industry partners to make certain they include relevant skills, meet aptitude standards and give students opportunities to earn official certifications.

In response to the state's CTE approval process, the New York City Department of Education (NYCDOE) needed to ensure its students had the technology skills training to enter the workforce and pursue higher-education goals and to make certain its CTE programs would meet state requirements. It included industry-standard software and certification solutions in its CTE programs, offering Web design and graphic arts students Adobe® Creative Suite® software and Adobe Certified Associate (ACA) certification, the recognized credential for Adobe Dreamweaver®, Flash® and Photoshop®.

### SOLUTION

Moses Ojeda, Adobe Education Leader for CTE programs, is the CTE contact at Thomas A. Edison Career and Technical High School in Jamaica, New York. When Certiport® announced the availability of ACA, the official certification to validate the entry-level skills required to plan, design, build and maintain effective communications using digital media, Ojeda included the credential in Edison's Web design and graphic arts CTE program.

"Certification strengthens our CTE programs in three ways," Ojeda said. "It helps make sure students are graduating with skills needed in the workforce, it allows them to enter post-secondary educational institutions with a recognized credential that may enable them to get credit for or not have to take additional courses and it also assists graduates in giving them a head start on obtaining a career."

ACA certifications prove competency in Web communication using Dreamweaver, rich media communication using Flash and visual communication using Photoshop. The performance-based exams are ideal year-end evaluations of students; Ojeda originally included them in Edison's CTE program to fulfill the student demonstration technical assessment requirement.

Ojeda said the performance-based elements of Certiport certification exams separate students who merely memorize information from those who can actually execute learned skills. "Students have to be able to demonstrate, not just memorize," he said. "I believe the industry will expect certification more and more as they realize certified individuals have demonstrated their skills."



More recently, however, Ojeda and Certiport worked with the NYSED to demonstrate how well ACA exams measure student skills. When the state learned ACA exams are comprised not only of multiple-choice questions but also of hands-on, demonstrative ones, it approved the exams to fulfill both the written examination and student demonstration technical assessment requirements. Further, the state approved the use of ACA certification for both two-year and four-year Web design and graphic arts CTE programs throughout the state.

“Certiport certifications are instrumental in helping accomplish state approval for CTE programs,” Ojeda said.

The state also requires schools to collaborate with post-secondary education and industry partners as they develop CTE programs. At Edison High School, these partners become members of the board, evaluating curriculum and ensuring students have the skills they need for success. “Our post-secondary partners help us make sure our curriculum meets their standards and is a pathway to what students will learn in their institutions,” Ojeda said. “Our industry partners make internships available and keep us aware of how industry is changing so our curriculum stays current.”

Ojeda values his partnership with Certiport, as well, because Certiport certifications stay up to date, are easily implemented into Edison High School’s network infrastructure, and provide a measuring tool to help teachers improve. “Certiport assists us in helping students achieve skills required by industry,” he explained. “Certiport constantly reviews and renews its certifications, its certification solutions are scalable, and our student exam results show us what we are doing right and where we need to do things differently.”

In addition to the blanket approval of ACA, the state also provided a way for schools with CTE programs to easily fund ACA exams. When a CTE program application is approved by the state, schools automatically receive funding from the Carl D. Perkins Career and Technical Education Improvement Act IV Grant and the Work-Based Learning Fund. In addition, Certiport offers convenient classroom licenses, which lower costs, expand implementation, increase control and simply budgeting.

“During this economic crisis, Certiport purchasing options really assist schools in making ACA affordable,” Ojeda said. “The classroom license is awesome. Students get so nervous before exams; we allow them to retake exams if they don’t quite pass. The classroom license gives students more opportunity to pass exams and makes it affordable for schools.”

#### **RESULTS:**

Now, when students in New York learn to use Adobe software, they gain several valuable benefits:

- A high level of design and technical skills using industry-standard, award-winning Adobe software
- Preparation for higher education, other industry training, and the workforce
- Industry and academically recognized certification from Certiport and Adobe
- Technical endorsement from the NYSED on their high school diplomas
- Confidence, skills and inspiration to make their career goals reality

Ojeda said Adobe products and ACA certification strengthen Edison High School’s CTE programs. “These certified skills give our students a chance,” he said. “They have the tools they need to succeed.”

*“Certiport certifications are instrumental in helping accomplish state approval for CTE programs.”*

– Moses Ojeda  
Adobe Education Leader for CTE programs  
New York City Department of Education



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