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# the Communicator

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2008-2009 SCHOOL YEAR

Official Publication of the  
INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, INC.

Your IGAEA Board met the weekend of January 23–24 at Eastern Kentucky University, and we got a chance to check out the plans being made for this summer's Annual Conference. Dave Dailey and Marlow Marchant have been working hard to provide an affordable and informative conference for members and spouses. I am happy to report that the campus is gorgeous, the dorm is centrally located, and the cafeteria service is tasty, varied, and abundant. If you prefer to stay at a hotel, it is a brief drive from campus, and is easily accessible from the interstate. I really hope that those members that haven't had a chance to attend some of our recent Annual Conferences find a way to make it this year. The cost will be significantly lower than in previous years, and the relatively central location to the bulk of our membership should make attendance somewhat more convenient. Be on the lookout for the registration information mailing coming in the Spring. This will be a great opportunity to network, learn, and present!

Hopefully you have received your membership renewal mailing, have been to our newly updated website, [www.igaea.org](http://www.igaea.org), and created your member profile. All you need is your member ID, which is on your Membership Renewal. It is our goal to get all of our members engaged in the use of the website. I strongly encourage you to help us update



our member database by getting your up-to-date contact information entered on the website.

Thanks again to Region 9 VP Tyler Nagel, who transitioned the website from Virginia Tech. He has set things up on the new site so that all of your individual personal information is kept secure, and is only shared with the Second VP of Membership Dennis Dougherty, and a select, small group of IGAEA member web site administrators and moderators. The only information about you, which can be seen from the site by others, is your professional info—such as your name, school address, and work phone number.

While we are on the subject of the web site, your IGAEA Board has re-evaluated the tasks of the Association's officers, and we have decided to assign responsibility of our organization's web presence to the IGAEA Secretary, currently Kelly Smith. It will be the Secretary's responsibility to oversee the maintenance, content, and use of our website and e-mail. A new standing committee, named Web Media, and chaired by the Secretary, will be proposed for approval at the next annual business meeting. The Board has made it a goal to have web pages available on our site to the officers, Regional VPs, and select committee

*continued on page 6...*

**IGAEA  
Mission  
Statement**

*The International Graphic Arts Education Association (IGAEA) is an association of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes relating to graphic communications and imaging technology.*

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## All About IGAEA...

Founded in 1935, the International Graphic Arts Education Association, Inc. (IGAEA) is a non-profit organization of educators in partnership with industry, dedicated to sharing theories, principles, techniques and processes related to graphic communications and imaging technology. Among the activities sponsored by IGAEA are an annual conference, a comprehensive publication program, industry liaison programs, and resource networks. IGAEA fosters career awareness by promoting Graphic Communications Week, assisting Boy and Girl Scouts with their merit badges and interest projects and recognizing success through the Gutenberg Student Awards. IGAEA members include over 700 educators representing approximately 40,000 students; future prospective employees!

There are 5 different membership categories in IGAEA:

**Regular Membership** is open to educators, supervisors, and others engaged or interested in graphic arts, graphic communications, graphic design, photography, journalism, communication technology, and/or related fields.

**Associate Membership** is open to retired persons interested in graphic communications and imaging technology education.

**Student Membership** is open to all full-time students interested in graphic communications and imaging technology education.

**Library Membership** is open to all libraries that wish to receive IGAEA publications.

**Sustaining Membership** is open to business, industry, foundations, organizations, and educational institutions.

**Sustaining members** representing various graphic communications and imaging technology industries and organizations are vital. Through their involvement, there exists an active network of industry/education partnerships. Sustaining members are invited to make presentations at IGAEA Conference and at regional meetings. As a result of this participation, graphic communications and imaging technology educators and industry representatives get to know each other on both a personal and professional level. Sustaining members receive a handsome wall plaque, an annual membership directory, and all publications of the Association. Sustaining members are listed in each issue of the The Communicator and are invited to contribute articles.

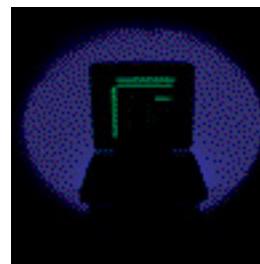


## 84th IGAEA Conference Eastern Kentucky University Richmond, KY July 26-30, 2009

Find conference details at:

[www.technology.eku.edu/igaea](http://www.technology.eku.edu/igaea)

If you will be attending the annual conference for the first time, please consider submitting an Incentive Award application, which is available at the conference site and inserted in this issue of the Communicator. The IGAEA Annual Conference Incentive Awards Program (IAP) is designed to offer an inducement to members to attend their first IGAEA Annual Conference. By encouraging and assisting members to attend their first annual conference, more members will become better acquainted with the benefits of active participation in the association. Deadline for submitting an Incentive Award application is May 1, 2009.



### Tell Us Your E-mail

To ensure that we can contact you at the right e-mail address - please email Dennis Dougherty, IGAEA 2nd Vice-President, in charge of membership, so we can update our database.

E-mail Dennis at: [doc@dejazzd.com](mailto:doc@dejazzd.com)

# IGAEA Regional News

## Region 1:

### **Understanding Illinois Career Clusters and the Model of “Programs of Study” for Printing Technology,**

Meeting was held on Friday, March 20, 2009  
at College of DuPage

The Graphic Arts Teachers' Association of Illinois (GATAI) and the International Graphic Arts Education Association (IGAEA) have taken the initiative in Illinois to introduce graphic communication educators to the Career Clusters framework “Programs of Study.” During the meeting, attendees reviewed the latest information from the Illinois Community College Board (ICCB), and supporting information from Illinois State Board of Education (ISBE).

Graphic communication and printing/publishing teachers, their department chairs and/or Career and Technical Education (CTE) administrators within the State of Illinois were invited to participate in this informational meeting. This was the first step in a proactive approach to assist in the development of the “Programs of Study” that will guide the design and evaluation of our programs in the future.

## Region 4:

The University of Houston student chapter of the International Graphic Arts Education Association (IGAEA) has very active organization. Students and educators co-operate with industry leaders to educate its members, share principles, theories, and techniques relating to graphic arts, and for career advancement in the graphic arts and imaging fields. Recently, several members traveled to Chicago, to attend Graph Expo '08.



### **IGAEAUH officers**

(from left: Bryan Theriot (Treasurer),  
Colby Kibbe (President), Matthew Salazar (1st VP),  
Jessica Sarmiento (Secretary), Erika J. Galindo (2nd VP),  
and Monika Zarzycka (Faculty Sponsor))

Visit the University of Houston IGAEA student chapter web site at: [http://graphics.tech.uh.edu/IGAEA\\_new/Home.html](http://graphics.tech.uh.edu/IGAEA_new/Home.html)

## 2010 Graphic Communications Week Poster Contest



**Poster entry must be received by July 1, 2009**

Eligibility: Students from any secondary or post-secondary school are eligible.

Prizes: \$300 for the first prize winner.

Additional amounts will be awarded for second and third prize winners.

Full contest information can be found at:

[http://www.igaea.org/images/stories/2010\\_igaea\\_poster\\_design\\_contest.pdf](http://www.igaea.org/images/stories/2010_igaea_poster_design_contest.pdf)

The poster must be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17). The theme could encompass anything that symbolizes the power and importance of printed communications.



The SkillsUSA Championships is the showcase for the best career and technical students in the United States. Contests begin locally and continue through the state and national levels. The national competition takes place each year in Kansas City, Missouri.

Numerous IGAEA members are involved with SkillsUSA, many in leadership roles. Even more members prepare their students to compete in local, state and the national competition. Dan McCluskey, for example, runs the Screen Printing competition in Illinois. Jesus Rodriguez, of Pittsburgh State in Kansas, is a leader in the SkillsUSA Graphic Communications National Technical Committee. This Committee is currently working on compiling information for the next contest in June 2009. As information is known, it will be made available through Jesus' blog at: <http://skillsusaforgraphiccommunications.blogspot.com/>

In the SkillsUSA Graphic Communications Competition, contestants participate in the following segments: Digital Workflow, Electronic Prepress, Finishing, Offset Press Operations, Oral Professional Assessment, Production Planning and a Technical Knowledge Test.

To find out more about SkillsUSA, its mission and competitions, visit <http://www.skillsusa.org>

## WorldSkills



WorldSkills is essentially the 'Olympics' for trades, and recognizes excellence in vocational training. The event takes place every two years. Japan hosted the 2007 competition. In 2009 it will be Canada's turn to play host to the WorldSkills event, which will take place in September, in Calgary, Alberta.

Over its 55-year history, WorldSkills International (formerly known as the "Skill Olympics") recognizes excellence in vocational training.

In the printing competition, contenders are judged on their abilities in printing and cutting. The performance criteria includes a PMS job, a 4-color job, and cuts to both jobs. For the presswork, the competitors receive marks for criteria including makeready: set-up feed and delivery, measurement of paper thickness, hanging plates and ink sequence; for the press run: density checks and numbering of sheets; for wash-up; and for final inspection: density shift, register and print flaws. The contenders lose marks for going over time, consulting a judge or failing an element, as follows the WorldSkills rules.

To find out more about the WorldSkills event visit <http://www.worldskills2009.com/>

## SGIA ASPT Student Competition Now Accepting Entries for 2009

**Entry deadline is July 17, 2009**

The ASPT Student Screen Printing and Digital Imaging Awards Competition annually honors excellent work in the specialty imaging field. Entrants represent secondary students and post-secondary students. This year's competition includes an expanded list of entry categories that offer additional variety to entrants. Students are encouraged to enter multiple entries in any of the 24 categories. First place winners receive an ASPT Student Achievement Award Plaque. Additionally, one first place winner from each level (secondary and post-secondary) has the opportunity to be named Best of Show, and will take home a special plaque and a cash prize of \$500 to use toward their graphic arts education. Schools also will receive \$500 to use toward its graphic arts educational program. The competition is open to students, as individuals or teams, at secondary and post-secondary schools that hold memberships with SGIA. All work must be produced during the 2008-2009 school year. Entries are showcased and evaluated during the 2009 SGIA Expo (New Orleans, October 7-9) in the Golden Image Gallery.

Download an entry form at <http://www.sgia.org/astp/downloads/2009ASPTStudentEntryForm.pdf>

*President's Message, continued from page 1*

chairs for them to maintain and update—so that the web site supports these leaders in completing their duties of servicing the membership, and to keep our members informed and connected.

Two important areas of the web site that will be available only to registered members are:

1) the part of the site that has sample projects, gleaned from last year's annual conference Project Exchange and those collected at recent regional conferences, and 2) the part of the site that has the new discussion forums. We will encourage all future presenters and Project Exchange participants to submit their work for posting on the website to increase that collection of educational resources for the membership. The discussion forums are ready to grow, and we hope that as more people engage the website, it will become a frequent touchstone for our membership, and a convenient way of staying connected with each other.

To that end, we are planning to have a presentation on the benefits of using the website at the conference this Summer. Training opportunities are scheduled for those charged with contributing to the content, and for those wishing to learn how to use the site to its fullest potential.

**Other tidbits from the mid-winter meeting:**

- The IGAEA Board worked on updating the codes used to track the finances of the Association, in an effort to more precisely communicate the reporting of income and expenditures. IGAEA Treasurer, Dennis Daniel, will be publishing the proposed budget for next year, using the new codes, in the Communicator.
- The Board has confirmed that Illinois State University in Normal, Illinois will be the site of the 2010 Annual Conference. We now have several schools interested in 2011 and beyond.
- John Pagels has agreed to step up and serve as Chair of the Associate Members Committee.
- Tony Sittner of Highline Community College in Des Moines, Washington has been appointed Region 6 Vice-President to replace Bill Cox who stepped down.
- Using revenues from last year's conference, the IGAEA Board approved the funding of 10 Paul Von Holtz Incentive Awards, ranging from \$300

to \$500 depending on distance traveled, for the 2009 conference. Find an application in this issue of the Communicator. Consider inviting a new member to apply.

- Immediate Past President Mark Snyder has prepared a slate of candidates for this year's election. Look for your ballots in the mail.

**Other IGAEA news bits:**

- We applied for, and received, a complimentary booth on "Education Main Street" at this Fall's Print '09 exhibition in Chicago.
- Region One had an "Articulation Day" at Triton College on February 6. Over twenty graphic arts educators from high schools, community colleges, and universities in Region One got together to establish articulation agreements. It was a very productive and worthwhile day. Hopefully other regions will consider a similar activity.
- Jim Workman from PIA has approached the IGAEA about collaborating on some webinars. He is looking for interested IGAEA members to assist with content, with the PIA being responsible for the technical and business aspects. Please contact me at TomLoch@mac.com if you would like to work with Jim on this.

Finally, GAERF is sponsoring a new student contest, the 2009 National Student Design Competition, themed "Careers in Graphic Communications...Imagine the Possibilities!" This competition will challenge students to create and produce a marketing product designed to appeal to our industry's future workforce. There are significant monetary prizes for the top three entries, plus the first place winners get a two-day all-inclusive paid trip for the student(s) and instructor to attend PRINT 09 in Chicago, IL. For more details, check out:  
<http://www.gaerf.org/design.html>

There is a lot going on in the IGAEA! I am excited about, and proud of, all of the contributions so many of our members are making to strengthen and grow our organization. Thank you for all that you do!

Sincerely,

*Tom Loch*

## **OMB Accepts Recommendations for Revised Printing Industry Job Classifications**

*PIA Press Release*

The Office of Management and Budget (OMB) has accepted the Education Summit for Graphic Communication (ESGC)'s recommendations for structure changes to "Printing Workers" detailed occupational groups for the 2010 Standard Occupational Classification (SOC). OMB announced its decision in a January 21, 2009, Federal Register notice (Vol. 74, No. 12/ Wednesday, January 21, 2009/Notices, p.3920).

The SOC is designed to reflect the current occupational structure of the United States, and provides data that is widely used by government program managers, industrial and labor relations practitioners, employers and job seekers, academic and business researchers, educators, guidance counselors, and students exploring potential careers and identifying educational and training alternatives. Decisions to fund training programs are often influenced by the career opportunities reflected in the SOC, hence the need for an accurate portrayal of the true nature of the rapidly changing graphic communications industry.

The 2010 SOC revision began with a Federal Register notice in May 2006 calling for information. The graphic communications industry responded to that notice, and in a May 22, 2008, Federal Register notice, the Standard Occupational Classification Policy Committee (SOCPC), under the direction of OMB, issued its recommendations for revising the 2000 SOC for 2010. These recommendations reflected earlier graphic communications industry input, and were supported by a July 21, 2008 ESGC submission to OMB. The ESGC has also submitted over forty detailed job descriptions to O\*NET OnLine.

The Education Summit is an industry consortium created and supported by a number of individuals and organizations. It is primarily sponsored by the Print and Graphics Scholarship Foundation (PGSF), a 501 (c) (3) not-for-profit, private, industry-directed organization that dispenses undergraduate college scholarships and graduate fellowship assistance to talented men and women interested in graphic communications careers. It is also supported by the Graphic Arts Education and Research Foundation (GAERF), also a 501 (c) (3) not-for-profit group.



The mission of the 2009 ESGC is to bring together graphic communication educators and industry leaders from around the country, to strengthen and facilitate career opportunities for secondary and post secondary students, and to deepen the qualified workforce pool for the graphic communications industry. The printing industry consists of over 38,000 establishments, employs over one million people, and is found in every community in America. It is the sixth largest employer in the nation, and number nine in value of shipments.

For more information, contact John Berthelsen at 608-849-1000, or email [john.berthelsen@suttle-straus.com](mailto:john.berthelsen@suttle-straus.com)

The Education Summit has created the: Graphic Communications Network (GCNet) at <http://graphcommnet.ning.com> GCNet is a social network for parents, teachers, students and print industry leaders to talk about timely topics and share thoughts. Visitors to the site can utilize the group to engage in live discussions, upload relevant pictures and videos, or find valuable links to industry associations.

They have also created a print industry Facebook account at <http://www.facebook.com/group.php?gid=17399152853> where it can actively recruit other Facebook users to GCNet.

## IGAEA Sustaining Membership

To update Sustaining Membership information, or to become a Sustaining Member, please contact the Sustaining Member Chair listed on page 2.



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Please Support our  
Sustaining Members!

# Career Clusters

Haven't heard about  
Career Clusters or Career Pathways?  
You will in the coming year!

The Career Cluster framework utilizes groupings of occupations and industries that have a common set of foundational knowledge and skills. Nationally there are 16 recognized clusters with multiple pathways within each cluster being adopted by various states across the country. Each state board of education will set their own framework for clusters and pathways. The pathways are multi-year programs of academic [general education] and technical study [occupational in nature] that prepare students for a full range of postsecondary options within each of the 16 clusters. Currently there are 79 nationally recognized pathways, each with a specific pathway Knowledge and Skill set, leading to the individual coursework called "Programs of Study" or your own individual department course work. Much of the information is found on the national site: [www.careerclusters.org](http://www.careerclusters.org)

This is important because the Carl D. Perkins IV five-year funding plan is to have this framework for all states—which will require the development of a multi-tiered process that includes the following components:

- Program Accountability (assessments, accreditations & credentials)
- Coordination within the Career and Technical Education Community (secondary education to postsecondary without duplication)
- Academic and Technical Integration (rigor and relevance in all coursework)
- Connections between Secondary and Postsecondary Education (dual credit/articulation agreements)
- Links to Business and Industry (advisory committees)

Programs of Study are the final piece of the framework. Programs of Study are sequences of courses that incorporate a non-duplicative transition from secondary to postsecondary with succession to a certificate, associate or baccalaureate degree for culmination. Again,



these Programs of Study are the individual courses within our department each having multiple Knowledge and Skill sets. These are the essential skills within our "Art, Audio Video Technology & Communications" Pathway, and technical skills with our Pathway known as "Printing Technology." The Knowledge and Skill sets are the starting point is which all assessment, accreditation and/or credentialing which will guide a student Plan of Study [the course work plan for high school student advising showing all course work 9th grade to the final year of college, i.e. 14th year of school or 16th year, a bachelor's degree.]

As current President-Elect of IGAEA, Shaun Dudek will take the next year in creating a partnership approach for our organization to align our educational standards with industry needs to make certain our programs meet the requirements for Perkins IV over the coming years.

## Career Clusters Terminology (edited from [www.ksde.org](http://www.ksde.org))

### Career and Technical Education:

Organized educational activities that offer a sequence of courses and provides individuals with coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in current or emerging professions, provides technical skill proficiency, an industry-recognized credential, a certificate, or an associate degree, may include prerequisite courses (other than remedial courses) that meet other requirements; and include competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, occupation-specific skills, and knowledge of all aspects of an industry, including entrepreneurship of an individual. [Section3(5)] Perkins Act of 2006:

## **The Official Guide**

Career Clusters: Nationally there are 16 Career Clusters. These are occupations that are organized around common knowledge and skills that have common characteristics and job duties. The 16 Career Clusters are: Agriculture, Food, and Natural Resources; Arts, A/V Technology, and Communications; Information Technology; Architecture and Construction; Manufacturing; Transportation, Distribution, and Logistics; Science, Technology, Engineering, and Mathematics (STEM); Health Science; Government and Public Administration; Education and Training; Human Services; Law, Public Safety, and Security; Business Management and Administration; Finance; Marketing; and Hospitality and Tourism.

## **Career Pathways:**

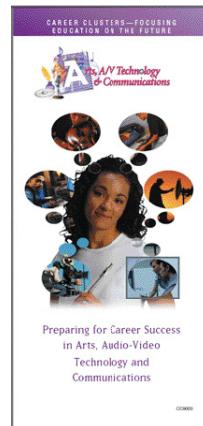
There are currently 79 Pathways. Pathways are organized around more specific knowledge and skills and are based on a grouping of occupations. These are exactly what they sound like: a Pathway leading from education to career. The Pathway identifies each step, skill, education requirement and aptitude needed to be successful within any specific career. A Pathway is made up of a coherent, articulated sequence of rigorous academic & career related courses.

## **Foundation Knowledge & Skills:**

Academic and technical skills that are the foundation for any career a 21st Century learner may pursue. The Foundation Knowledge & Skills are: Employability, Ethics, Systems, Teamwork, Career Development, Problem Solving, Critical Thinking, Information Technology Applications, Legal Responsibilities, Communication, and Safety, Health & Environment.

## **Personal Plan of Study:**

A Personal Plan of Study is individualized for each student. It is a concentrated effort to explore career opportunities to aid a student in making insightful and purposeful decisions about career goals. It is designed to contain student assessments that reflect his/her abilities, personal interests, and both academic strengths and weaknesses. It should: 1) state the students' career goals and intended postsecondary training; 2) contain a



comprehensive six year educational plan based on the Career Clusters Model and Programs of Study, grades 9-14; and 3) include any other information that will assist the student in preparing a resume.

## **Program of Study:**

A program of study is a comprehensive educational plan that includes all required academic courses, and electives that will enhance or complement a career interest area (Career Cluster). Also included are appropriate career and technical education (CTE) courses, work-based learning options and transition plans for after high school, potentially including two- and four-year institutions, apprenticeships, employer-based training, and lifelong learning.

*submitted by Shaun Dudek*

## **New Member Raffle \* Win an iPod \***

**Members joining IGAEA for the first time, will have their name put in a hat. At the Annual Business Meeting, held this year at the Eastern Kentucky University, a name will be drawn. The winner of the drawing will receive a new iPod.**

**Membership applications can be downloaded at [www.igaea.org](http://www.igaea.org)**

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