

ITA

Information Technology Academy

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July 1, 2004

Jim Berbee
Berbee, Inc.
5520 Research Park Drive
Madison, WI 53711-5377

Dear Mr. Berbee,

It was a pleasure speaking with you today regarding the Berbee Derby and the Technology Education Foundation. We are so happy that you are interested in being a possible sponsor for the UW-Madison DoIT Information Technology Academy's 5th Annual Summer Technology Training Camp this August. The attached proposal outlines the activities for which we are seeking funding.

Launched in May 2000, the Information Technology Academy (ITA) is a unique 4-year pre-college technology access and training program for under-served minority and disadvantaged students residing in the Madison metropolitan area. ITA's dual purpose is to increase the number of students of color interested and prepared to assume careers in information technology, and to simultaneously prepare these students for competitive University admissions through our academic curriculum.

During the last four years, we have invested heavily of our time and resources to develop the Academy into a premier learning opportunity that will not only facilitate students' entry into the UW-Madison and System pipelines, but which will also prepare them for leadership and independence in the 21st century global marketplace.

Our program now serves 60 Madison area at-risk youth, who themselves reach out to approximately 350 additional young people through our annual Technology Roadshow. Although we have a strong institutional commitment to the program, we are in continual need of supporting funds for the Academy. We depend on community businesses and organizations to provide in-kind and cash donations to be able to provide the level of service to which we aspire. We thank those sponsors who have supported us in the past, including Berbee's July 2001 donation of \$2,400, which helped to fund ITA's First Annual Technology Showcase, held on the UW-Madison campus.

We invite you to view our website at <http://ita.wisc.edu> for more information about our program. Thank you for your time and consideration.

Respectfully,

Erica M. Laughlin
ITA Program Coordinator

PROPOSAL

We are requesting \$5,000 to help expand access to technology for students of color and low-income students, as well as support the Digital Video Training component of ITA's 5th Annual Summer Technology Training Camp, which will take place August 2-13, 2004, on the UW-Madison campus. Fifteen rising 10th grade students from Madison will participate in technology training and career exploration activities during the camp, which ends with a project exhibition during the Recognition Program to be held on Friday August 13 from 1-3 p.m. at Union South.

The summer digital video training includes the following components:

1. Planning a video project
2. Operating a digital video camera
3. Video Editing with Vegas Video
 - a. Video capture
 - b. Basics of video editing
 - c. Transitions
 - d. Pan/Crop
 - e. Keyframing
 - f. Filters
 - g. Chromakeying
- h. Envelopes
- i. Slow and Fast Motion
- j. Track Motion
- k. Audio for video
- l. Working with Text
- m. Rendering the Final Movie
4. Presentation of video projects at Summer Recognition Ceremony

The student participants in the digital video course have already received home computer equipment donated by Dell Computers, and the funds we are seeking would be used to provide each student with low-cost digital video cameras to use for projects they will undertake during the school year. In addition, students will each receive a copy of Screenblast Acid 4.0 digital audio editing software, to be used during the audio editing component of the school-year curriculum. We expect that by increasing students' access to technologies like these, they will have the skills and increased enthusiasm to be able to produce multimedia projects for their school work as well as ITA work, thereby improving their academic grades. Finally, a portion of the funding would be used to offset the costs of training during the 2-week camp.

Agency Information

The purpose of the Information Technology Academy (ITA) is to bridge the **Digital Divide** and the **Achievement Gap** by expanding and enhancing educational opportunities, particularly in the area of information technology, for minority and economically disadvantaged youth in the Madison Metropolitan area. ITA's 4-year program has the following goals:

- Increase the number of minority and disadvantaged students who successfully complete high school and go on to post-secondary education
- Increase the number of minority and disadvantaged students represented in information technology and related majors of study at the undergraduate and graduate levels
- Prepare students for quality, competitive employment, entrepreneurship and leadership in information technology and related fields in their local communities and beyond
- Provide a model for effective technology education and outreach at the local and state level

Through a community-based partnership with the Madison Metropolitan School District (MMSD), and major funding support from the UW-Madison PEOPLE Program (*Pre-college Enrichment Opportunity Program for Learning Excellence*), ITA currently provides intensive technology training and academic support to approximately 60 high school aged youth in an effort to significantly expand their technological literacy and scholastic achievement.

Our 2004-05 student body is comprised of 32 females and 25 males, and the racial demographics are as follows: 25% Southeast Asian, 23% Multiracial, 19% African American, 19% Hispanic/Latino, 9% Other Asian, 3% Caucasian, 2% Native American. 56% of our students are economically disadvantaged. The

program's Advisory Board reflects the diversity of the students in its composition; 6 members are female and 2 are male; 3 are African-American, 1 is Hispanic/Latino, and 4 are Caucasian.

Four-Year Curriculum

During the first two years, program activities consist of 84 annual contact hours of technical training, 18 hours of formal mentoring, 18 hours of academic tutoring, 48 hours of campus and career exploration activities, and 18 hours of academic seminars. Internship activities are added in years three and four.

Technical Curriculum	Academic Curriculum
<u>Year 1:</u> IC3 Certification: Living Online IC3 Certification: Microsoft Word & Excel Web Design: HTML, Dreamweaver, CSS Graphic Design: Fireworks	<u>Year 1: Study Skills</u> Topics include motivation, reading skills, time management, note-taking, test preparation, research papers, oral expression, concentration & memory enhancement, and general study strategies.
<u>Year 2:</u> Media Creation: Flash, digital audio & video Microsoft Powerpoint Graphic Design: Photoshop	<u>Year 2: PSAT Test Preparation</u> Topics include preparation for the verbal and math sections of the PSAT, including pre- and post-testing.
<u>Year 3:</u> IC3 Certification: Computing Fundamentals A+ Certification Prep: Hardware, Networking & Operating Systems	<u>Year 3: Leadership and Life Skills</u> Topics include teenage physical and mental health, overcoming adversity, tolerance, AIDS awareness, AODA issues/prevention, creative thinking, worksite etiquette, team building.
<u>Year 4:</u> Project Management: Microsoft Project Community-Based Technology Projects	<u>Year 4: College Prep</u> Topics include the college admissions process, financial aid, money management, degree programs, study abroad, and college activities.

Summer Camp Evaluation

The summer camp will be evaluated using a number of tools:

- Instructor feedback on student progress and skills.
- Pre- and post-testing to assess technical skill levels of students.
- Student feedback and satisfaction, measured through focus groups, individual interviews, and program improvement surveys.
- Community (parents, staff, sponsors) feedback following project exhibitions at the Summer Recognition Program.

Modifications and improvements will be recommended for the 2005 summer camp after careful analysis of the evaluation results.