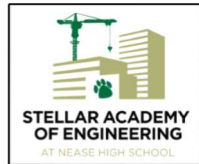


## November Newsletter

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### UPCOMING EVENTS

#### VETERAN'S DAY (NO SCHOOL)

November 12<sup>th</sup>

#### THANKSGIVING BREAK

November 21<sup>st</sup> – 23<sup>rd</sup>

### INTENT TO RETURN PROCESS TAKES PLACE NEXT MONTH

In December, all Academy students will be asked to indicate if they want to remain in their Academy for the 2019-20 school year by signing an Intent to Return roster. If the student checks "Yes," than that student will be automatically re-enrolled in the Academy for 2019-20. If an Academy student checks "No" on the roster to indicate that he/she does not want to continue in the Academy next year, a form will be sent home for the student and a parent to sign, confirming that the student would like to be removed from the Academy for 2019-20.

In regard to Out of Zone students, district policy states that Out of Zone Academy students no longer have to fill out an Out of Zone Waiver each year. Simply being on an Academy roster acts as the student's Out of Zone waiver.

Academy Students and Parents,

With fall comes field trips, and the Academy students have enjoyed quite a few unique learning experiences so far this year. This month's newsletter highlights the trips that have taken place recently.

Students, be sure to take part in our specialized guest speaker events! These events allow Academy students to hear from professionals working in the industry now, and learn what it takes to be successful in the fields of Engineering, Communications, and Hospitality. The events are announced in Academy classes, and emails are sent home via Naviance.

I wish you all a happy and healthy Thanksgiving holiday!

Jaime Combs  
Academy Coordinator

### ACADEMY OF HOSPITALITY STUDENTS LEARN ABOUT HOTEL TECHNOLOGY



Recently, students in the Technology for Hospitality and Tourism class traveled to the Hilton Garden Inn – Ponte Vedra, to learn about the software the hotel utilizes daily. Students met with hotel manager, Chuck Schoonmaker, who organized the trip. He took the students on a tour of the hotel, discussed the use of reservation software,

and shared the newest technology impacting the hotel industry, including an app which allows guests to check in on their phone as use their phone

as a digital room key. After the students got some hands-on time learning the reservation software, the students got a look at the *Customer Really Matters* system, which tracks customer records and preferences. During a lunch and learn provided by the hotel's adjoining restaurant, Mulligan's Pub, the students had the chance to test their skills by playing a reservation game



organized by Mr. Schoonmaker, then learned about the hotel's On Q rate and inventory software, and Hilton GRO, which utilizes an artificial intelligence revenue system. The trip was an incredible learning experience for our students!

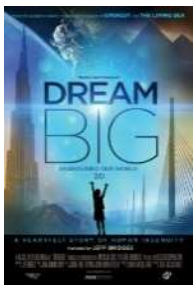


## COMMUNICATIONS AND HOSPITALITY STUDENTS ENTER THE ARENA OF SPORTS MARKETING

On November 8<sup>th</sup>, 25 Communications Academy Sports Media, Digital Design, and Hospitality Academy Marketing students loaded onto a bus and headed to the Veterans Memorial Arena for a first-hand look at the Jacksonville IceMen hockey team. The students attended the IceMen School Day Hockey Field Trip event, along with an Arena-full of other students from around our area. While the students watched the game, four of our Sports Media/Wired students were invited behind the scenes to film promotional footage for the IceMen, as well as interview the Vice President of the organization.

## ENGINEERING ACADEMY STUDENTS FROM THREE HIGH SCHOOLS GATHER TO VIEW IMAX ENGINEERING FILM

On the morning of October 23<sup>rd</sup>, Engineering Academy students from Nease, Creekside and Bartram Trail gathered at the IMAX theater at



World Golf Village to screen the film *Dream Big: Engineering Our World*. The film celebrates the human ingenuity behind engineering marvels big and small, and showed the students how engineers push the limits of innovation in unexpected and amazing ways.



## HOW CAN PARENTS GET INVOLVED?

If you work in the field of Communications (TV Production or Digital Design), Engineering, or Hospitality and Tourism, let us know! We would love for you to join our Advisory Board, be a guest speaker, or become a potential field trip site host.

Contact: Jaime Combs

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## ACADEMY REQUIREMENTS

In accordance with St. Johns County School District requirements, Academy students must:

- Maintain a minimum overall GPA of 2.0
- Maintain a minimum Academy class GPA of 2.5 (a 75% in the course)
- Avoid school and district rule infractions, which result in disciplinary action

Students who do not meet Academy requirements will be notified of probationary status, which generally lasts one semester. If a student does not improve his/her grades or disciplinary record during probation, he/she can be removed from the Academy program for the following year.

## ACADEMY STUDENTS LEARN MORE ABOUT STUDYING TELEVISION PRODUCTION AT THE NEXT LEVEL



Thirty upper-level Wired and Sports Media students recently spent their morning on the University of North Florida's campus, learning more about the University's Department of Communications, which is part of the College of Arts and Sciences. The students toured the Production classroom, lab space, control room and studio. They learned about the four majors offered in the program: Production, Advertising, Multi-media Journalism, and Public Relations. Following the tour of the Communications Department, students were led to UNF's student union building, which houses Spinnaker Media, a

student-run media outlet for television, news, and radio. Our students got to speak with UNF students who work in each department, and learn more about the ample opportunities to hone their broadcasting or journalism skills via Spinnaker Media. Following that stop, the group headed to the UNF Arena to see the ESPN Plus control room, which broadcasts UNF tennis, volleyball, baseball, and basketball games. The ESPN Plus broadcasts are run by UNF Production students, and our Academy students have been invited to shadow and help out at



broadcasts this winter. An email with available game dates and times will be emailed to all Communications Academy students in December or January, and students are welcome to sign up for any games they're interested in, as long as they don't take place during the Nease school day. The UNF field trip, organized by Communications Academy Advisory Board member and Professor, David Deeley, offered students valuable information and a first-hand view of the opportunities that UNF has to offer at the college level, and we thank him for organizing the event for us!

## STELLAR ACADEMY OF ENGINEERING STUDENT WINS 1<sup>ST</sup> PLACE AWARD IN MODEL WATER TOWER COMPETITION

ingenuity  
design



Congratulations to Stellar Academy of Engineering senior, Richard Bachmann, for bringing home a first place award in the American Water Works Association's regional Model Water Tower Competition. The event requires students to design and build a water tower, which meets specific size and height requirements. The judges award students in categories of cost efficiency, hydraulic efficiency, structural efficiency, and design ingenuity. Competing against high school students from multiple counties, Nease's Academy student, Richard, won first place in Design Ingenuity.

## GUEST SPEAKERS EVENTS BRING INDUSTRY PROFESSIONALS INTO THE CLASSROOM

When students aren't able to miss classes to see their featured industry in action out in the real world, the Academies bring industry professionals to the students. We have had several guest speaker events this fall, to help our Hospitality, Engineering and Communications Academy students learn more about what it takes to achieve professional success.



The Academy of Hospitality and Tourism hosted a panel discussion focused on careers in the lodging sector of the industry. Moderated by Dr. Zach Cole, of Flagler College's Hospitality program, three industry professionals joined us to discuss their backgrounds, and answer questions. The panel included Joe Finnegan, Owner/Innkeeper of the St. Francis Inn and the Casa de Suenos in St. Augustine; Shannon Dearin, General Manager of the Courtyard Marriott St. Augustine; and Logan Ebert, Human Resource Generalist for the Sawgrass Marriott Golf Resort and Spa. The panel discussed how they got into the industry, what they enjoy about working in the lodging realm of hospitality, and offered advice on how students can find success in the industry.



In the Stellar Academy of Engineering, Leon Williams, a professional architect with Stellar, visited Ms. Hunter's class to discuss the pathway to becoming a licensed architect. He walked the students through the college and career process, discussed skills needed to find success in the business, and answered questions.



Communications Academy students gathered in Mrs. Soto's room to hear from Anne Detlefsen, the Director of Digital Production at PGA Tour Entertainment. She explained that her department includes video editors, content producers, photographers, and digital designers. Mrs. Detlefsen shared how they use social media platforms to attract a younger audience to golf, and that they utilize Adobe Creative Suite software at PGA Tour Entertainment, which also happens to be taught in Nease's Communications Academy. She was excited to hear that our students were earning certifications in Photoshop, Illustrator and InDesign. Mrs. Detlefsen encouraged the students to get as much experience in the industry as they can, by seeking out internships and jobs that give them a variety of skills. She also answered student questions about her career.



We realize that all of the professionals who volunteer their time with us are very busy people, and we truly appreciate them taking time out of their workday to share their experience and expertise with our students. Thank you!

## STELLAR ACADEMY STUDENTS VISIT WHETSTONES CHOCOLATE FACTORY

Introduction to Engineering Design students took a trip to Whetstones Chocolate Factory in November. The students learned about the company's founder and former engineer, Henry Whetstone. Connecting the field trip to the curriculum, Introduction to Engineering Design students learned about mechanical engineering and processes used to make the chocolates, and had the opportunity to see a small factory setting, reinforcing their curriculum. The students also had the chance to sample several chocolates, which made this field trip even sweeter.



## ACADEMY SPIRIT WEEK BEAD GIVEAWAY WAS A SUCCESS!



On the last day of homecoming spirit week, Academy students were able to shine just a little bit brighter with free gold beads. It was a great opportunity for Academy students to show their spirit! Special thanks to Hospitality senior Tiffani House for helping to hand out the beads! We hope to do a homecoming spirit week giveaway for Academy students each year, but are looking for potential future sponsors to supply goodies. If you're interested, email Jaime Combs at [Jaime.combs@stjohns.k12.fl.us](mailto:Jaime.combs@stjohns.k12.fl.us)