



**Business Education Program Advisory Committee**  
**Meeting #1 Minutes**

Date: Click here to enter a date. Time: 6:00-7:33 PM Place: Pullman High School U301

**Advisory Members Present:** Arvin Sahaym, WSU Carson College of Business;  
Paden Carlson PHS Leadership Teacher; John Willy, LMS Computer Application Teacher;  
Melissa Mayer, PHS Business/Marketing Ed Teacher; Brooke Marriott, McDonald's; Cotton  
Sears, HRC Wealth; Kyle Howerton University of Idaho Journalism/Mass Media; Ken  
Swanger, PHS Business Teacher; John Cassleman: Schweitzer Engineering Laboratory

**I. Call to order**

Called to order by: Cotton Sears Time: 6:00 PM

**II. Old Business**

- a) Approval of previous meeting minutes

**Motion:** Approve minutes as typed

**Moved by:** John Willy **Second by:** Ken Swanger **Approved? Yes**

**III. New Business**

- a) **Elect chairperson(s) – This person will also attend GAC General Advisory Committee Meetings.** Instructor is secretary and will take notes.

- (a) **Chairperson(s):** Cotton Sears

- b) **Set meeting dates, time, and place – We didn't decide on our future meeting dates yet but as these dates get closer M**

- (a) **Meeting #2 between January 6<sup>th</sup> and February 7, 2020**

- (i) Date: Click here to enter a date. Time: \_\_\_\_\_ Place: \_\_\_\_\_

- (b) **Meeting #3 between May 4<sup>th</sup> and May 29, 2020**

- (i) Date: Click here to enter a date. Time: \_\_\_\_\_ Place: \_\_\_\_\_

c) **Update Advisory Committee Member Roster-**

Advisory Committee Members					
Name	Company	Title	Address	Phone	Email
Cotton Sears	HRC Wealth	Wealth Management Advisor			
Brooke Marriott	McDonald's	Area Supervisor			
Kyle Howerton	University of Idaho	Clinical Faculty, Journalism and Mass Media			
Joe Pitzer	Re-Max	Real Estate Agent			
Erin McNannay	Supporting Strategies	Accountant			
Cheryl & Jon Clancy	Pullman Heating & Electric	Owners			
Arvin Sahaym	Washington State University	Associate Professor, Carson College of Business			
John Cassleman	Schweitzer Engineering Laboratories	Associate Program Manager K-12 Education Outreach			

e) **Report on opening of school**

(a) Things that are going well:

- (i) Discussion: John Willy: 8<sup>th</sup> Grade Computer Applications class-more students are taking the Microsoft Office certifications and he's having good success with students passing the tests. Goal of students taking at least one of the tests (the tests cover each of the Microsoft Office programs) this school year. Paden Carlson: took over the leadership class for this school year. The class is working on a traditional academic study of leadership and the execution of projects/events using leadership skills acquired in class. The class gave a survey to PHS students about what they thought about if they're being heard at PHS and if they feel safe or not at school along with other questions. About 200 students took the survey. The results were analyzed by the class and then applied to some of the plans for the school year. The leadership classes are choosing a monthly theme of positivity to create posters to hang around the school and projects around. Melissa Mayer: yearbook is going better the second year around as she's more familiar with how to get the yearbook completed with the given deadlines. Good leaders in the class.

Economics has 55 students between 2 periods. At this point she will stick with the model of what she did last school year where concepts are introduced in the first semester then looked at in a deeper way for second semester. In Marketing Melissa is having students look deeper into social media marketing and testing out the Stukent software and e-books as this may be material that she will have students use if the social media marketing course gets picked up next school year. Ken Swanger: career choices is going well. Personal Finance curriculum is being built up more by Ken. He brings in guest speakers and is bringing in a lot of real-world examples in the areas that are aligned with the financial literacy standards.

(b) Things that need to be improved:

- (i) Discussion: Paden Carlson would like to see Leadership 1 & 2 not be in the same period any longer so that the courses run smoother where the students that are in different periods could be working on separate projects rather than trying to run projects in 2 periods as it is structured currently. Paden would also like to create some sort of application process to be in the leadership course so that the students that are in the class truly want to be and the class can run more effectively. Melissa may do the same with Yearbook (she is already doing so for the students that want to take an editorial role).

f) **New course proposals, course description changes, course title changes for 2020-2021 school year.**

*From last year's input, finalize new course proposals, course descriptions changes, and course title changes for 2020-21 school year. Must be approved by advisory committee prior to submission to the Curriculum Advisory Committee. Please meet with the Principal and CTE Director prior to Oct. 30 to discuss new proposals.*

Action Plan for New Course: Melissa Mayer is planning on going through with the proposal of a first semester of sports & entertainment marketing followed by a semester of digital and social media marketing. The group agreed that both of these are very high need areas. We discussed the curriculum options that are available and what other schools in our area, specifically the Mead School District, are using. Kyle Howerton brought up the point that marketing is not the same as advertising and that students that are entering the post-secondary study of marketing should understand the difference. The point was raised that curriculum such as the Stukent e-book that is updated twice a year would be important with the social media marketing class because that area is changing so quickly.

Motion: Melissa Mayer

Moved by: Cotton Sears Second by: Ken Swanger Approved? Yes

g) **Instructional Materials (textbooks, videos, etc.) for 2020-2021**

Action Plan for New Material: If the new courses get approved curriculum will need to be adopted also. Ken Swanger said that if career choices is picked up as a continuing class it may be worth looking into ongoing personal finance curriculum, such as the Dave Ramsey curriculum.

Motion: \_\_\_\_\_

Moved by: \_\_\_\_\_ Second by: \_\_\_\_\_ Approved? **Choose an item.**

h) **Report on Student Leadership/Community Service Activities:**

- (a) Discussion: DECA chapter dues are due soon. May be a bit of a smaller group as we had a lot of graduating seniors last school year and 2 of our leaders moved. We have chosen the 2 members that will be writing the School Based Enterprise renewal and they will start working on that soon as it is due in January. 1 of our members has decided to do a community service project along with our DECA chapter for his senior project then he will write the paper and submit it for our state competition. The student store is doing very well. We've been averaging sales of about \$70 a day in the last month or so.

**IV. Review Program Advisory Committee End of the Year Program Evaluation**

*Review program evaluation from last year and make any suggestions for program improvement based on last year's End of the Year Program Evaluation.*

- a) Discussion: The main discussion about this is the emphasis of personal finance in career choices and the importance of this curriculum regardless of the senior project being a part of career choices. The advisory committee thinks that the personal finance curriculum is crucial for PHS graduates to know. John Willy explained to the committee that we have a good system where students are in his class during 8<sup>th</sup> grade then have Career Choices during their senior year and can take a few classes in different areas of business education.

**V. Review following documents and plan changes as needed for next year**

- Curriculum Mapping: ALL classes need to start working on curriculum mapping that match their approved frameworks. This will need to be completed by June 2020
- Program of Study: Completed by end of year
- Inventory: Must submit complete inventory and annotate if items are purchased by grant dollars (i.e. Perkins, High Demand, etc.)
- 5 Year Plan: Produce/update a complete 5-year plan (per Perkins) with all classes in the program included on one plan by the end of the year.
- Articulation agreements: What is in place, what is in the works, and ideas for places to articulate with

- a) Discussion: Our inventory was completed at the end of the school year. Melissa has emailed 2 different community colleges (SFCC and WFCC) but hasn't heard back from either regarding getting her classes including yearbook and possibly marketing/entrepreneurship articulated.

**VI. Approval of Instructors for the current year**

- a) Motion: Kyle Howerton
- b) Moved by: Cotton Sears Second by: Brooke Marriott Approved? Yes

**VII. Other News for the program, instructor, or students:**

- a) Discussion: \_\_\_\_\_

**VIII. Adjournment**

Motion: Brooke Marriott

Moved by: Cotton Sears Second by: John Willy Approved? Yes

**Minutes will need to be submitted to the CTE Director and CTE Secretary by the instructor within one week of meeting date. Minutes will be posted on the PSD website under CTE.**