



Advisory Committee Meeting #1

October 5, 2021 6:00 PM | Meeting called to order by Melissa Mayer

In Attendance

Melissa Mayer, Paden Carlson, John Willy, Cotton Sears

Old Business

Cotton had read through the previous meetings minutes and approved them.

In the week leading up to our meeting Arvin Sahaym who was serving on our advisory committee has stepped down so we will brainstorm and get another member on the advisory committee from WSU (ideally from the Carson College of Business/Entrepreneurship department).

Advisory Committee (Yearly Housekeeping Items)

- A) **Elect Chairperson(s)** – This person will also attend the General Advisory Committee (GAC) Meetings.
Chairperson assigned: Cotton Sears
- B) **Set Advisory Meetings Dates, Time and Place:** *We agreed that we will settle on upcoming dates as they get closer*
 - a. Meeting between January 11th and February 12th, 2022
Date: Time: Place:
 - b. Meeting between May 3rd and May 28th, 2022
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			
Joe Pitzer	Re-Max	Real Estate Agent			
Erin McNanny	Supporting Strategies DBA Numer8	Accountant			
John Cassleman	Schweitzer Engineering Laboratories	Associate Program Manager			

		K-12 Education Outreach			
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As stated above we are looking for another member to join. Arvin gave Melissa some ideas of people to contact at WSU so she will do that in the near future.

Classes & CTSO Update

What is going well and what needs to be improved?

Paden, John, and Melissa all gave updates on classes. Overall everything is going well and it is good to have students back in classes. John is implementing some new testing software so that more students can take the Microsoft Office (MOS) certification test each semester.

Paden is updating curriculum for career choices and figuring out what the requirements for the senior showcase will be. There is still discussion about how this will be set up at the end of each semester for seniors. He would like to see a more rigorous requirements for his leadership (project management) class. Leadership class has been a bit of a challenge with so many events being put on hold because of COVID restrictions.

Melissa has been focusing on social media marketing with a more robust unit in Marketing this school year, mainly using a site called Stukent that has a simulation on it for students to practice what is being discussed. In the near future she will be encouraging her accounting and marketing students to register for tech prep credits through WWCC. The DECA store has reopened and is doing very well. We have at least 12 paid DECA members and are hoping to get more in the next few weeks before members have to be registered.

4 Year Plan/Program of Work

Review 4 year plan, set goals/make a plan for what will be achieved this year.

Program Goals

1	More students at LMS taking and passing the MOS Certification testing.
2	Successful implementation of the "new" senior showcase system.
3	Wherever possible use exams such as the Precision exams to evaluate pre- and post-assessment scores of our student's successes that align with CTE standards.
4	Re-evaluate worksite and work-based learning options and market them to students in future years.

Goal Action Plan Worksheet

Strategies & Action Steps	Responsibility	Timeline	Evidence of Effectiveness
"30% of Computer Applications students earn at least 1 MOS Certification in Word, PowerPoint, or Excel"	John Willy	Reporting will be done at the end of the school year (June, 2022)	Pass rate at/above the goal.
Students in Melissa's marketing class took a pre-test in a social media marketing certification program through a site called Stukent. They will be taking a posttest soon.	Melissa Mayer	September-October, 2021	Overall growth from pre to post-test scores.

As COVID restrictions start to lessen we will want to look at having in more guest speakers (particularly in classes like entrepreneurship and leadership); explore options for industry tours; mock interview sessions with local companies; etc.	Melissa Mayer & Paden Carlson	TBD depending on district/community restrictions.	
Working with High School and Beyond system as well as additional career research curriculum. Collaboration with building and district administrators.	Paden Carlson	Showcases will be taking place at the close of each semester (if allowed with COVID restrictions).	All seniors presenting at the showcase at the end of their respective semester.

Program Review & Approval

Instructor Approval – approval of current year’s instructors/suggestions for professional development.

Motion Required Cotton Sears approves all instructors. Melissa and John discussed PD’s they’ve done so far this school year/will do this year.

Review Articulations The articulations were put into place last fall for business education (Marketing, Entrepreneurship, and Accounting).

New Courses/Materials

Are there any classes/courses that you are submitting for approval for Spring semester and/or next school year? Are there any course materials you need for new/current courses?

We have been using a site called Stukent for social media marketing and Paden is using it for some of the application of financial literacy in career choices. No new courses planned.

Labor/Market Data

Determine a need for courses/programs based on labor market data.

[NuMetrics CTE Dashboard](#)

Motion Required Melissa presented basic data for classes. Cotton mentioned that almost every job is considered high need right now with companies looking for workers nationwide and locally.

Next Meeting

Melissa will email out proposed meeting dates for meeting #2 and meeting #3 as the dates get closer.



Business Education Advisory Board Meeting 10/5/2021

Agenda

- 1) Approve Minutes
- 2) Update contact information
- 3) Classes & DECA update
- 4) 4 year plan w/ action plan
- 5) Instructor Approval
- 6) Numetrics CTE Dashboard review
- 7) Next meeting dates

Minutes from 5/26/2021

Any questions?

John Willy's class update

LMS Computer Applications

- Implementation of new software technology to improve certification pathway (*Jasperactive*)
- Consistent Technology Improvements (*Updated desktops, Office 2019*)
- Continued use of online learning platform during "In Person" learning (*Google Classroom*)

Paden Carlson's class update

Project Management -- the course continues to undergo needed growth; we'll next be implementing more rigorous requirements for enrollment.

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Paden Carlson's class update

Career Choices -- the course is experiencing great strides in terms of student engagement as well as meaningful curriculum development.

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Melissa Mayer's class update

Focus on social media marketing

Materials: Stukent Social Media simulation and website (Marketing Strategies)

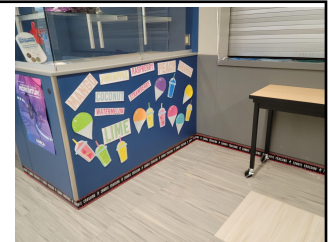
Will be signing students up that are interested in the tech prep credits through WWCC here in the next few weeks.

Good #s in classes

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DECA update

- 1) Store reopened 9/30
 - a) Club Balance: \$4876.25
 - b) Store balance: \$3,964.92
- 2) Intro meetings and officers
 - a) 14 paid members right now (dues need to be paid by 10/15)
- 3) Area will be online...can anyone help judge?



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Members

In chat please put your current title, company name along with the company's address and phone number.

Any suggestions for new members/replacing Arvin S. from WSU?

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Program Goals & Instructor Approval

Tried to get one for an overall goal and one per teacher...

Instructor Approval – approval of current year's instructors/suggestions for professional development.

PD so far:

Melissa: WA ACTE Conference in Spokane; Area 11 DECA advisor meeting

John: MOS Certification Training (MOS Expert in Word, PowerPoint, Excel); Microsoft Teams training. District HSBP Collaboration

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**Labor Data:
Dashboard:**
<https://www.numetrics.org/pullman/cte>

Mainly looked @ Spokane County

Accounting: 224 projected openings in the area 2018-2028

Entrepreneurship: 289 projected openings in the area 2018-2028 for general & operations managers

Marketing: statewide 5,192 students majored in Marketing at the post-secondary level from 2015-2019

Marketing Operations: Buyers & Purchasing Agents 258 projected openings

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**Labor Data:
Dashboard:**
<https://www.numetrics.org/pullman/cte>
and ONET

Mainly looked @ Spokane County/State Data

Economics: Economists growing at a “much faster” rate 8 or more percent statewide

Project Management: Growing at a “faster than average” rate of 5-7% statewide

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Next Meetings

Meeting 2

Between Jan. 11-Feb. 12th, 2022

Meeting 3

Between May 3-28, 2022