



## Advisory Committee Meeting #1

Date | time | Meeting called to order by Melissa Mayer (10/25/22 – 6:04pm)

### In Attendance

Chris Cooney, Cotton Sears, Paden Carlson, Melissa Mayer, John Willy

### Old Business

Read minutes from May, 2022 advisory board meeting and Cotton signed a copy for our records

Discussed Stukent (Used at WSU 300 Marketing Classes)

Familiarized Chris with Advisory Board and its purpose

### 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: Once the dates get closer Melissa will contact the advisory board members to come up with a best date for the upcoming meetings.**

a. Meeting between January 9<sup>th</sup> and February 10<sup>th</sup>, 2023

Date: Time: Place:

b. Meeting between April 10<sup>th</sup> and May 12<sup>th</sup>, 2022

Date: Time: Place:

C) **Update Advisory Committee Member Roster**

#### ADVISORY COMMITTEE MEMBERS

NAME	COMPANY	TITLE	ADDRESS	PHONE	EMAIL
Chris Cooney	WSU	Associate Professor			
Cotton Sears	HRC Wealth, LLC	Wealth Management Advisor			
Joe Pitzer	RE/MAX	Broker Owner			
Shenghan Xu	University of Idaho	Associate Professor of Operations and Supply Chain Management			

Marisa Hemingway	SEL	University Relations			
Erin McNanny	Supporting Strategies DBA Numer8	Accountant			

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## Classes & CTSO Update

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What is going well and what needs to be improved?

John LMS Update- Computer Applications using Jasperactive Software successfully. Testing in MOS going well. 10+ students already certified. Computer Applications no longer a graduation requirement. (LMS Requirement)

Paden Update: Leadership- enrollment growing, recurring projects being cemented. Career Choices- 3<sup>rd</sup> year, so curriculum has taken shop and improving. Unity Day a great success!

Melissa Update- Strong enrollment. DECA store doing well but concerned with inflation of prices. Costs for DECA nationals a concern.

Discussed Essential Standards being used in classes (21<sup>st</sup> Century Skills). How these are being taught and evaluated.

Work place learning review (CEDARS). Explanation to board members. Reviewed

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## 4 Year Plan/Program of Work

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

### Program Goals

1	More students at LMS and PHS enrolled in a variety of business education classes taking and passing a variety of industry-based certification testing.
2	Increase work-based learning opportunities.
3	Assess options for more certifications that students in our classes can be receiving at PHS (combined with goal 1)
4	Increased collaboration between CTE classes.

Goal Action Plan Worksheet

Strategies & Action Steps	Responsibility	Timeline	Evidence of Effectiveness
<p>50% of Computer Applications students take at least 1 MOS Certification in Word, PowerPoint, or Excel</p> <p>90% of students score at least a letter grade C on the financial literacy final</p> <p>National RiseUp Certification through National Retail Federation</p> <p>Social Media Marketing Certification through Stukent</p>	<p>John Willy</p> <p>Paden Carlson</p> <p>Melissa Mayer</p>	<p>Reporting will be done at the end of the school year (June, 2023)</p>	<p>Pass rate at/above the goal.</p> <p>Pass rate at/above the goal.</p> <p>Assess the retail industry fundamentals &amp; social media marketing certificates and see if it is worth purchasing, having marketing/marketing operations students go through.</p>
<p>Increase work-based learning opportunities</p>	<p>Paden Carlson &amp; Melissa Mayer</p>	<p>We will promote it more in the fall semester for students that may be eligible for worksite learning in the spring; increase guest speakers now with COVID restrictions lifted; look into options for field trip to related job sites.</p>	<p>In courses including Entrepreneurship and Project Management (leadership) we will increase our guest speaker numbers to at least 3 a semester. Specifically with Entrepreneurship we will look into a field trip to visit the WSU campus' Entrepreneurial studies program.</p>
<p>Increased collaboration between CTE classes involving business education.</p>	<p>Paden Carlson</p>	<p>Leadership to collaborate with media (Winchell) in the next months, specifically the future 8<sup>th</sup> grade tours.</p> <p>With our PLC model we will be collaborating</p>	<p>Evidence will be a successful 8<sup>th</sup> grade tour process and teachers being able to better help our students to use equipment that we have in our classes.</p>

		weekly to achieve goals of reviewing our frameworks more often, collaborating to learn more about our equipment (for example the plotter we received with Perkins funding).	
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### Program Review & Approval

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

**John Willy motioned to approve instructors and professional development.**

**Cotton Approved.**

Review Articulations

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### New Courses/Materials

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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?

**No**

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### Labor/Market Data

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

[NuMetrics CTE Dashboard](#)

Course Name	CIP Code	Relevant Labor/Market Data
Entrepreneurship	520701	High wages for general/operations manager; WSU is one of the few universities in the state to offer an entrepreneurial studies minor
Project Management	520211	Leads to multiple coursework options (business admin; retail management; operations management)
Economics	450601	The NuMetrics site is very limited in labor market data related to Economics
Digital Communication Tools	110601	Growing market needed of data entry keyers in Eastern Washington counties of Asotin, Whitman, and Garfield counties

**John Motioned to approve classes and offerings as is. Cotton second**

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## Next Meeting

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Melissa will email out closer to our Jan.-Feb. dates and set up our next meeting.