

# CTE

THE MACOMB DAILY • MAKING THE CONNECTION

CAREER • TECHNICAL • EDUCATION



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## Graphic Communications prepares students for the future

By Bobby Mackenzie and Bruce Pell

Graphic Communications gives students a look into the graphics industry, and teaches the fundamentals of design and what is involved in making things that people use and see every day, such as newspapers, working presses, clothing design, signage, decals, posters and photos. It's much more than a "CTE class."

With smaller classes students get more attention and hands-on experience. Graphic Communications educates students in universal printing and graphic techniques, and gives them an opportunity to explore many different possible careers.

Don Cook, Graphic Communication teacher, has been teaching for 10 years and has been in the

industry longer.

"He's helpful inside and outside the classroom. He helped me find a possible job in a local graphics business, the owner being a former student of his," said senior Bruce Pell.

The atmosphere in the classroom/shop is mature and feels as if one is working as a member of a design team, providing a professional atmosphere. The projects assigned are flexible and fun. For most projects, it's up to the student to go from an abstract idea to a concrete plan of design, allowing the choice and freedom to dive into creativity and learn new ways from other interested people.

The class has a varied workshop, with two darkrooms, lithography camera, ink presses, sublimation machines, silk screens and docks for shirt print-



ing, a powerful computer lab with the latest editing and design software, vinyl cutters and two huge light tables.

Taking this class gives students huge potential and inspires students to become more than they thought they could be.

## Lake Shore students put marketing skills into action

By Michelle Puma

Working in the Lake Shore High School Shorian Shop is one of the more popular classes offered to juniors and seniors.

Students interested in a career in marketing or business take the Marketing and Sales class, which meets two hours a day for the whole year. Students have the opportunity to learn about the world of marketing and sales, advertising, promotion, visual merchandising, inventory control, customer service, pricing, market research and other marketing concepts, then apply what they learned in a real store setting, The Shorian Shop.

The class includes more of a project-based learning environment. The class is currently playing Shorian Shop Apprentice and completing assigned tasks each week. Instructor Michelle Puma said, "For the most part, students enjoy the projects. They help to develop their teamwork and communication skills, and give me a way to assess whether they truly understand how to apply the material."

Junior Chris Carpenter added, "This is one of the best classes I have taken. Working in the store, has made understanding marketing concepts much more interesting."

The store targets students, staff, parents and alumni by offering candy, freshly made popcorn, slushes, and school apparel and accessories. One of the store goals accomplished this year was to create a Web site to showcase items for sale in the store: [www.lakeshoreschools.org](http://www.lakeshoreschools.org) under the "High School" link, and then select "Shorian Shop." Student managers continue to make updates to the site.

The store also incorporates social responsibility in the workplace by giving back to the school and community. Each year, donations are made to the four classes to help create homecoming floats. The store helps teachers

buy some items for classes, and participates in the Toys-for-Tots campaign at Christmas. This year students collected more than 800 toys for needy children.

"These are great ways for the class to get involved with the school and the community," Puma said. "After all, the students are our main source of income, so what better way for us to show our appreciation than to give back to them? The community is always appreciative of our participation."

The store/class connection to the community continues to grow through an advisory board committee. Business members from businesses such as Kroger's, Wal-Mart, McDonald's, Macomb Mall, Baker College, Staples and Century 21 assist business teachers with curriculum development and updating, to ensure teachers are providing the necessary skills.

Junior Kristie Willette added, "Working in the Shorian Shop has given me a great experience with responsibility and ethics in the business world."

This year's marketing team includes 20 seniors and six juniors: Lauren Abraham, store manager/accountant; Arthur Baker, store manager; Jordan Gasparetto, store manager; Brittany Gillon, store manager; Michael Morrow, store manager; Lisa Alloush, Christopher Carpenter, Jeremy Chaffin, Robert Delaurier, Justin Feutz, Brian Flake, Nicolai Kowalski, Sarah Kreger, Ashley Krenzer, Lisa Manzella, Jamie Masaid, Melissa Oliver, Domenique Reliford, Samantha Rutherford, Nicholas Schings, Matthew Thompson, Geoffrey Trevor, Kristina Willette, Nicholas Wisniewski and Spencer Zajac.

The store is open from 11 a.m. to 12:45 p.m. daily, and by appointments.

For additional information, contact Puma at 586-285-8992 or [mpuma@lspis.org](mailto:mpuma@lspis.org).

## Teddy bear check-up helps everyone learn

Students have been engaged in role-playing activities in Lake Shore's Medical and Dental Careers classes.

Medical Careers is a 2-hour class for 11th- and 12th-graders who plan to pursue a career in a medical profession in college. Topics include elements of medical terminology, universal precautions, vital signs and basic entry-level skills in job specific areas such as physical therapy tech aide, nursing assistant and medical assistant.

Students spend two days job shadowing at Bon Secours Cottage Hospitals. Students observe a professional one-on-one and have an opportunity to ask questions. The students get a real idea of what a typical day is like at a hospital and in the specific career.

Students also participate in the annual "Teddy Bear Check-Up." At this event, Medical Careers students take on the role of health care provider to the Lake Shore's School Readiness programs' 3- and 4-year-olds.



The children bring their favorite stuffed animal to be examined. Students provide such services as blood pressure, height and weight, and an eye, ear, nose and throat check to the special friends. The preschool-

ers and their buddies also get a ride in the wheelchair and on a gurney. The activity provides a non-threatening environment for the preschoolers while ensuring an opportunity for the high schoolers to interact in a

Next Week's CTE Page will feature Macomb Intermediate School District

professional manner with the youngsters.

In the 2-hour Dental Assistant class, open to 11th- and 12th-graders, students learn skills necessary for an entry level job as a dental assistant. Skills learned include terminology, universal precautions, passing and receiving instruments, instrument set-up, sterilizing instruments, mixing restorative, sedative and impression materials. One of the fun events includes the annual children's dental prevention presentations. Students present dental disease prevention activities to first-graders throughout the district. Students also provide prevention presentations to special populations and to adults.

## Roadrunner makes finals

The Lake Shore Build Your Dream Vehicle team is one of eight teams in the United States that has advanced to the national finals.

Team Lake Shore will meet in Troy for final competition May 22-24.

The five students going to the competition are Nick Lobaito, Mark Koehler, Sean Nagorsen, Shawn Winters and Dean Phillips.

Although only five students can represent Lake Shore during the competition, all 10 teammates had a unique part in the redesign of the Roadrunner concept vehicle. The other five team members are Dan Starr, Josh Neiner, Jared DiClementi, Ryan Roda and Matt Worswick.

Visit [www.bydv.org](http://www.bydv.org) to see official results for the Lake Shore team.



The Lake Shore Dream Vehicle Team includes back row, from left, Nick Lobaito, Dean Phillips, Mark Koehler, Sean Nagorsen, Shawn Winters, Ryan Roda; and front row, Dan Starr, Josh Neiner, Matt Worswick and Jared DiClementi.

## Using technology helps students keep in touch

By John Daly

In the Business Management & Technology program we mix many different things into a class that helps get students ready for many different types of office positions.

This class helps students no matter what type of career they choose, from the different parts of the Microsoft Office training program to many office technology skills, job skills, communication skills, people skills, work situations, creative projects, investing skills and current events. We use Blackboard, which is an online classroom tool that allows students access to most of their work online. One of the positive things is that students can have access anywhere they can get onto the Internet. Students can keep up with their work easier, along with not having as many excuses on why things cannot be completed. This goes along with the similarity of online courses



es offered in college and in corporate training. Students are able to take assessments online and get immediate feedback.

"I had one student a couple of years ago that had to go out of town for a week on business with his father," said John Daly. "He kept up with all his work online at the hotel. He took the quiz and the test, didn't miss a beat. When he came back, he was right where the rest of the class was and he had one

less class to worry about catching up on.

"The support that the Macomb Intermediate School District gives to this Blackboard program is incredible," Daly added. "It is really a statement of the quality of the support as to how Frank Miracola and Jim Wenzloff help us in making our classes do so much for our students."

Along with Mr. Kunst's (another business teacher) help, the support is really strong.

M A K I N G T H E

# connection

to Career Technical Education

For more information about CTE or to share your thoughts about the "Making the Connection" series, contact Karen Johnston at 586/228-3469 or email [kjohnston@misd.net](mailto:kjohnston@misd.net)

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