

# MACOMB COUNTY CTE ADVISORY COMMITTEE MEETING MINUTES

OCTOBER 27, 2010

Macomb Intermediate School District

## BUSINESS, MANAGEMENT, MARKETING, and TECHNOLOGY PATHWAY

### *52.1999 Marketing Sales & Services*

#### COMMITTEE MEMBERSHIP PRESENT:

Shannon, Lavona	BES Solutions	<a href="mailto:shannon@bcs-michigan.com">shannon@bcs-michigan.com</a>
Kristy , Walker	Chippewa Valley High School	<a href="mailto:kwalker@cvs.k12.mi.us">kwalker@cvs.k12.mi.us</a>
Jennifer, Paterson	Chippewa Valley High School	<a href="mailto:jpaterson@cvs.k12.mi.us">jpaterson@cvs.k12.mi.us</a>
Kim, Spriggs	Clintondale High School	<a href="mailto:spriggsk@clintondaleschools.net">spriggsk@clintondaleschools.net</a>
Edward, Khammo	Dairy Queen	<a href="mailto:dqedward@yahoo.com">dqedward@yahoo.com</a>
Chris, Donato	Donato Enterprises	<a href="mailto:cdonato@donato-enterprises.com">cdonato@donato-enterprises.com</a>
Ashley, McWherter	Extra Credit Union	<a href="mailto:amcwherter@extracreditunion.org">amcwherter@extracreditunion.org</a>
Gina , Bowers	Extra Credit Union	<a href="mailto:gbowers@extracreditunion.org">gbowers@extracreditunion.org</a>
Zack, Hayes	Fams Printing	<a href="mailto:famsbiz@yahoo.com">famsbiz@yahoo.com</a>
Ken, Krause	Fitzgerald High School	<a href="mailto:kenkra@fps.fitz.k12.mi.us">kenkra@fps.fitz.k12.mi.us</a>
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Joe , Naniewicz	L'Anse Creuse North H. S.	<a href="mailto:naniejoe@lc-ps.org">naniejoe@lc-ps.org</a>
Sharon, Bartl	Lake Shore - Board of Ed	<a href="mailto:sbartl@lspss.org">sbartl@lspss.org</a>



## 1. Business Partner Question:

### A. How have "Renewable Energy" issues (Sustainable and / or Green Technology) impacted your business endeavors?

#### *Response:*

- Drive toward renewable energy but few companies are getting involved. Has not had the impact yet in manufacturing.
- There is a push to gather information from green sources.
- From a marketing standpoint the car manufactures are pushing electric vehicles. They are trying to pull people from the general public into thinking green.
- Schools are utilizing free networking sites to save on newsletters.
- Students are getting used to recycling on a regular basis and it is more common place.
- Attempts have been made to produce products made from recycled materials.
- Marketing electric vehicles as a vehicle first and green second.
- Report cards are being cut out and are being replaced by instant internet access to student grades as a green measure. Parents are not getting all of the information, however because not all parents have access.
- Over and above green issues discussion ensued concerning students need to communicate effectively through traditional means.

### B. How do you believe our secondary school curricula should address those issues?

#### *Response:*

- Bio-Diesel fuel vehicle development being addressed in Warren Consolidated Schools. Third year science students are going to be looking into practical applications in renewable energy.
- Solar power expansion has occurred in Romeo school district.
- Introduction to Marketing classes are looking into E-tailing at Warren Consolidated; which is an industry trend which could be considered green.

- Beyond the development of renewable energy, students need to learn how to communicate and work on their personal skills particularly in one on one conversation.

## **2. Post-Secondary (if Present):**

**What can our secondary programs do to provide a better connection to post-secondary programs ?**

### ***Response***

- Many of the same curriculum issues are covered in the entry level college classes that students cover in a high school marketing curriculum.
- Articulation agreements exist with schools including Northwood, Ferris, Baker, Madonna and Macomb.

## **3. Discretionary Question or Discussion:**

- Students need to learn the proper use of basic computer programs as well as presentation skills.
- Two way communication skills need to be fostered as well as the one way communication that society is interacting in currently.
- Certificates will be given to students who graduate the Marketing Curriculum provided they pass the state test, which is aligned to national standards. Questions were raised concerning what the certificates are going to mean to students, colleges and potential employers. Meaning will likely develop over time as it is deemed valuable.
- Only completers will be allowed to take the test for the certificate.
- From a student perspective, not all students have access to the web. There are times when computers fail students. Compatibility is an issue.
- From a business owner perspective, compatibility has caused problems as well. The older technology sometimes works better because of reverse compatibility.
- From a Parents perspective access to programs like Powerschool have been introduced and in some cases have not been fully accessible to parents.
- Access to information is available at local libraries and sometimes students need to take the initiative to utilize all available resources.
- Support from home will remain the number one way to improve education in our classrooms.

- Questions arose as to how districts are handling the international nature of our classrooms as well as the world we will soon live in—particularly in our global economy.
- Marketing is an international endeavor and it becomes increasingly difficult to prepare for every country you will deal with.
- Students cross bridges with students of other cultures but it does take exposure and the knowledge that not every culture is the same.
- Technology has helped in creating bridges internationally.
- Basic marketing skills are still important and are vital to the success of our students.

**Meeting Adjourned: 8:00 pm**

**Respectfully Submitted, Scribe: Jim Bunting**

**MAKE PLANS NOW !!!**

**Next Regional Meeting MISD**

**OCTOBER 19, 2011**

Time TBA