

# MACOMB COUNTY CTE ADVISORY COMMITTEE MEETING MINUTES

OCTOBER 27, 2010

Macomb Intermediate School District

## BUSINESS, MANAGEMENT, MARKETING, and TECHNOLOGY PATHWAY

### *52.0299 Business Administration Management and Operations*

#### COMMITTEE MEMBERS PRESENT:

Erin Woodruff	Richmond High School	<a href="mailto:ewoodruff@richmond.k12.mi.us">ewoodruff@richmond.k12.mi.us</a>
Kathy Vechinski	MAC Professionals	<a href="mailto:lkvechinski@gmail.com">lkvechinski@gmail.com</a>
Mary Saffron	Fraser High School	<a href="mailto:mary.saffron@fraserk12.org">mary.saffron@fraserk12.org</a>
Lisa Bartlett	New Haven High School	<a href="mailto:lbartlett@nhav.misd.net">lbartlett@nhav.misd.net</a>
Ian McCain	Lake Shore High School	<a href="mailto:icmccain586@gmail.com">icmccain586@gmail.com</a>
John Daly	Lake Shore High School	<a href="mailto:jdaly@lsps.org">jdaly@lsps.org</a>
Susan McCain	Lake Shore High School	<a href="mailto:susanmccain728@gmail.com">susanmccain728@gmail.com</a>
Linda Walter	Clinton Twp Parks & Recreation	<a href="mailto:l.walter@clintontown-mi.gov">l.walter@clintontown-mi.gov</a>
Deb Michon	Richmond High School	<a href="mailto:dmichon@richmondk12.mi.us">dmichon@richmondk12.mi.us</a>
Megan Elliott	Fraser High School	<a href="mailto:megan.elliott@fraserk12.org">megan.elliott@fraserk12.org</a>
Scott Trice	Roseville High School	<a href="mailto:strice@roseville.k12.mi.us">strice@roseville.k12.mi.us</a>
Cynthia Welc	Roseville High School	<a href="mailto:cwelc@roseville.k12.mi.us">cwelc@roseville.k12.mi.us</a>
Angela McLean	Macomb Community College	<a href="mailto:mcleana@macomb.edu">mcleana@macomb.edu</a>
Joanie Clemons	Lincoln High School	<a href="mailto:clemons.barbara@vdps.net">clemons.barbara@vdps.net</a>
Suzanne Zaine a	Anchor Bay	<a href="mailto:szainea@abs.misd.net">szainea@abs.misd.net</a>
Steve Ubelhor	Mid-Michigan Bath L.L.C.	<a href="mailto:subelhor@bathfittermichigan.com">subelhor@bathfittermichigan.com</a>
Darlene Conroy	Lincoln High School	<a href="mailto:conroy.darlene@vdps.net">conroy.darlene@vdps.net</a>
Linda Kay	Warren Consolidated	<a href="mailto:kay@wcskids.net">kay@wcskids.net</a>
Lindsay Land	IBM Corporation	<a href="mailto:land.lindsay@us.ibm.com">land.lindsay@us.ibm.com</a>

**New Business:**

The evening began with Guest Keynote Speaker Kim Meltzer, State Representative for the 33<sup>rd</sup> District of Macomb County and Entrepreneur / co-owner of CAMmand Machining LLC, Romeo, Michigan.

She presented her "optimistic" view for all careers and pathways around Macomb County keeping in mind that she is coming from what all consider the most difficult career or pathway to recover from, Manufacturing.

Dinner was served after her keynote address followed by our breakout session.

**Breakout Session:****Welcome:****Facilitator:****Debbie Michon****Meeting Called to Order:****Chairperson:****Lindsay Land****Introductions:****Scribe:****Erin Woodruff****Round table introductions by all present****1. Business Partner Question:**

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

***Response:***

- Elimination of paper.
- Huge increase in email - using proper grammar/speaking
- Online forms - not nearly as much paper in mailboxes as there was previously
- Recycling initiatives - paper/plastics etc. - in the school buildings
- Green initiatives driven by practicality as opposed to idealism. It saves a lot of money!
- Besides reduction in paper - lots of maintenance initiatives, such as motion detected lights, sinks

- Drawbacks of "being green" - people who still aren't online - are we missing out on that personal/human touch? Are we not reaching as many people as we used to because we've gone "green"
- Collaboration via facebook / google docs
- Online testing - submitting through
- One business partner stressed - being a mobile employee has cut down on a lot of paper because she has to take everything with her.
- Reducing carbon footprint - selling these ideas to clients
- New jobs in renewable/conservative energy
- College level certificate in renewable energy - suggested that students add it to a business/entrepreneurship degree
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**B.      *How do you believe our secondary school curricula should address those issues ?***

***Response:***

- Answered above
- Cutting paper use everywhere
- Make sure we keep proper lines of communication - the idea is that going green has had some impact on communication abilities

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

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

*Response:*

- COLLABORATION!!! - The group agreed that no matter what you do after school, be it college or the workplace, students WILL be collaborating with peers.
- Teaching proper communication skills
- Fundamental skills are lacking - math and writing skills
- Incorporating math/writing/reading skills into CTE classes
- Work Keys - Reading for Information and Math
- Concise/specific writing
- Knowing your audience and how to appeal to your audience in your writing
- Many students test at a remedial level in one of the following three: (reading, writing, math)
- Preparing students to take those college entrance exams
- Business reading/writing - writing a training guide - writing directions - learning how to follow directions - writing a power point - persuasive writing (sales pitch etc.)
- Importance of industry certification - ??? not much different - hard to keep up with current software etc.
- Adaptability is very important - people who can figure
- Project-based is very important - Students NEED to be able to APPLY those skills.
- Access - database stuff - especially government employees
- Grant application - online

**3. Discretionary Question or Discussion:**

- employment test - Word, Excel, PowerPoint - basics
- government still requires typing test
- bringing ideas to the next meeting for projects/assignments
- post-secondary rep willing to come - exchange information
- another meeting in the spring - just for BAMO

**Meeting Adjourned: 8:00 pm**

**Respectfully Submitted, Scribe: Erin Woodruff**

**MAKE PLANS NOW !!!**

**Next Regional Meeting MISD**

**OCTOBER 19, 2011**

Time TBA