

Two-year Plan – Marketing – 2008-2010

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Goal Area	Instructional Practices: What are we going to do to get students learning to high standards?	People Involved	Schedule of Activities	Resources Needed -professional development -trainers -district support	Evidence of Implementation. What are teachers doing?	Evidence of Impact: What are students' doing?
CURRICULUM INSTRUCTION	<ul style="list-style-type: none"> Coordination and sharing common successful activities, Business and Marketing areas. Continue frameworks and assessment collaboration/LAPS. Develop Intro courses .IES curriculum Standardize grading for learning practices and common assessments for all classes 	<ul style="list-style-type: none"> Marketing teachers 	Grading for learning planning time via PLC	<ul style="list-style-type: none"> Obtain updated computer equipment Attend IES training Attend Conclave conference Videos for fashion & sports Subscriptions Time to meet as a group to discuss curriculum/LAPS. 	<ul style="list-style-type: none"> Implementing resources into curriculum to match the frameworks. Frameworks/assessments are taking shape. Meeting to share information. Develop a District IES 	<ul style="list-style-type: none"> Higher level of learning by students
WASL alignment	<ul style="list-style-type: none"> Continue to align WASL in frameworks/curriculum/assessment 	<ul style="list-style-type: none"> Marketing Teachers 	<ul style="list-style-type: none"> Continuing activities to support WASL 	WASL	<ul style="list-style-type: none"> Continuing to provide WASL support activities 	<ul style="list-style-type: none"> Student Success on WASL
CAREER COMPONENT (Bridges, WOIS)	<ul style="list-style-type: none"> Use WOIS or Bridges to add a career component to classes 	<ul style="list-style-type: none"> Marketing Teachers Career Specialist 	<ul style="list-style-type: none"> Share and review lessons for Bridges/WOIS 	<ul style="list-style-type: none"> Computers, internet, time. 	<ul style="list-style-type: none"> Sharing and reviewing assignments 	<ul style="list-style-type: none"> Learning about careers through research and presentation
LEADERSHIP	<ul style="list-style-type: none"> DECA participation by Marketing Students Leadership activities Student Recognition via completion certificates Use Marketing students and DECA to promote marketing classes 	<ul style="list-style-type: none"> Marketing Teachers 	<ul style="list-style-type: none"> Competitions, Conferences, Various activities Certificates 	Funds, equipment, support from ASB, School, CTE and District	<ul style="list-style-type: none"> Providing a variety of activities for students to demonstrate and learn leadership skills. 	<ul style="list-style-type: none"> Learning Leadership through experiential learning Receiving recognition for leadership
INDUSTRY AND POST SECONDARY CONNECTIONS	<ul style="list-style-type: none"> Offer Tech-Prep credit in applicable classes Speakers from industry Field trips 	<ul style="list-style-type: none"> Marketing teachers Community college coordinators Industry representatives 	<ul style="list-style-type: none"> Tech Prep meeting with EVCC director Speakers impart their knowledge to our classes 	<ul style="list-style-type: none"> Time to meet with college coordinators Time to discuss opportunities w/ industry reps Funds 	<ul style="list-style-type: none"> Complete course alignment Hosting monthly industry presentations Field trips scheduled 	<ul style="list-style-type: none"> Applying for college courses Applying for Internships Applying for post-secondary schools Awareness of careers and education opportunities
PROGRAM MARKETING	<ul style="list-style-type: none"> Emphasize promotion of our classes to 10th graders as well as upper classmen 8th grade career fairs, welcome nights and High School & Beyond events Meet with counselors around registration to inform Letters to 8th grade students PowerPoint to share at multiple events 	<ul style="list-style-type: none"> Marketing teachers Counselors Students 	<ul style="list-style-type: none"> District Tech Night 8th grade parent nights Parent Nights Middle School Career Fairs 	<ul style="list-style-type: none"> Paper, new computers, printers, time, in-focus, video camera 	<ul style="list-style-type: none"> Increase enrollment and student familiarity with what skills our classes offer 	<ul style="list-style-type: none"> Registering for courses.
ADVISORY COMMITTEE	<ul style="list-style-type: none"> Meet with committee to discuss goals provided by CTE Show current student work and school stores, possibly via video Provide opportunities for AC members to get involved with the students 	<ul style="list-style-type: none"> Marketing Teachers Advisory Committee Students 	<ul style="list-style-type: none"> Designate dates to meet Invite AC members to activities/conference s/IES Speakers 	<ul style="list-style-type: none"> Location to meet 	<ul style="list-style-type: none"> Collaborating with committee to strengthen the program 	<ul style="list-style-type: none"> Provide examples of student work Students are learning hands-on experiences

Program Advisory Chair

Date

Career/Technical Director

Date

Rigor - Relevance - High Standards