

**Business and Marketing Advisory Committee Meeting minutes
Cascade High School, Room 407
November 29, 2007**

**Present—Staff--George Brush, Lauren Hadley, Jodi Galli, Shane Kleven,
Jennifer Chambers, Rose Smith, Laurie Elmer**

**Community members—Pam Hammond-chair, Doug Ferguson, Ralph
Gilcrest, Gary Hauff, Deanna Pickar**

Trends – what is the occupational outlook in your field?

Showing interest in health/nutrition, Diversity in workforce and customers, Communication to customers is priority, dress/on-time/what is appropriate, Entitlement-False view on life, Communication, Technology, Banking-hard to find quality employees, Safeway-turnover(2 jobs), Not many women in business, Print-has increase trend as monthly vs daily or weekly, Service-growth (localized) LAW

Two-year plan – a closer look at curriculum development and program marketing. Where are we? Where are we going?

Marketing teachers cover marketing 2 year plan, then Business teachers cover 2 year Business

Employability – If you were hiring an entry level employee, what classes would you like to see that they took in high school?

Communication, Public speaking, Clubs or Drama—Talents, Initiative, Technology

4:36 Adjourn

George Brush

Upcoming meetings: February 28, 2008 & May 8, 2008