



## **Career and Technical Education Business and Marketing Committee Member Job Description**

### **Summary:**

The Business and Marketing Committee assists teachers in making curriculum and equipment recommendations to the General Advisory Council. These recommendations improve the quality and impact of instruction in programs that prepare students for specific occupations. This committee is made up of members of the community that represent employees and management who share expert working knowledge of the competencies required in the business and marketing field.

### **Responsibilities:**

- Attend all Business and Marketing Committee quarterly meetings.
- Support industry, state and district standards.
- Assist in developing and implementing a two-year business and marketing plan.
- Serve as a community link between your represented profession and Everett Public Schools.
- Advise Everett Public Schools on the current industry standards to ensure that curriculum taught in today's schools will prepare students for what to expect when they enter the work force.
- Participate in the review, planning and evaluation for the business and marketing curriculum.
- Assist in recruiting Business and Marketing Committee members.
- Serve as a resource to Everett Public Schools by providing or finding work-based learning experiences, classroom guest speakers, job shadow and internship opportunities for students.

### **Time Commitment:**

- Attend Business and Marketing Committee meetings quarterly for two hours.
- Occasional work outside of meetings.

#### **Career and Technical Education Staff Representatives**

Larry Galli, Instructional Support/Student Services Director (425) 339-4264  
Rose Smith, Career and Technical Education Curriculum Specialist (425) 339-4284  
Lauren Hadley, Communications/Partnership Coordinator (425) 339-4267