

Marketing Advisory Board

Thursday, February 24, 2012

3:00 – 4:30 PM

HM Jackson High School: 1508 136th St SE Mill Creek, WA 98012

Room C – 105 (Jennifer Chambers' room, phone 425.385.7115)

Welcome and Introductions

DECA Update

- Chapter update
- Volunteer opportunities for State judging

Review and Discussion on: *What is the purpose of an Advisory Board* (see notes)

Restructuring of Advisory

1. Review of article on what is an Advisory Board/What is it's purpose
2. Who will lead the meetings (Industry representative and Advisory Liaison)
3. Shift in participants roles: teachers become learners and industry representatives become trainers
4. Focus shifted from what is currently being done in the classroom to what is currently happening in industry that teachers can learn and then apply and/or share with students
5. Who determines what is on the Agenda
6. What is put on the Agenda (resources, demonstrations, tours etc...)

Select/Elect Industry Liaison for 2011-12 school year

Discussion on what will be on the next Agenda

Next meeting: March 22nd and May 24th

Everett Public Schools - Career and Technical Education

Vision: To empower each student to find their passion through relevant applied learning experiences that connect students with their family, community and career to become lifelong learners, responsible citizens and leaders.

Purpose: To enhance each student's K-12 academic learning through relevant experiences, leading to a productive career and personal life

