

Everett Public School Marketing Advisory

Advisory Meeting

February 8, 2006

3:00 – 4:30

Members in Attendance: Jodi Galli, Jennifer Chambers, George Brush, Shane Kleven,
Pam Hammond, Nancy Johnston, Jeff Kyle, Mike Shay

1. Introductions

2. Student Presentations

Jackson students presented information about DECA

- ✓ Competition
- ✓ Octoberfest (Funfest)
- ✓ Entertainment books
- ✓ Leadership conferences
- ✓ Students to state (26)
- ✓ Spirit bags

E-commerce presentation – Brandon Fosche

Presented his project for state and was asked questions regarding his presentation.
Jennifer asked us to email him suggestion for improvement.

Everett DECA President Kevin Witte shared information regarding Everett
DECA

- ✓ Children's museum
- ✓ Everett wrist bands and water bottles

Kevin then shared his state qualifying Ad Campaign project, and also fielded
questions and received feedback.

3. Industry Standard Question for Discussion

How is math specifically used in your profession? How often? How can this use of math be translated into a
student exercise?

Mike – calculating capital, math intensive, engineers use math regularly, the
accounting department in regards to billing and books, the technicians also use
math in the field.

Nancy – “what is measured gets accomplished”, offering personal success
scores, basic math is used daily, calculation of wages and salaries.

Pam – balancing checkbooks, how much money they have, appropriate use of
credit cards.

The following questions were not answered as a group, however members were asked to share thoughts regarding these questions. Pam gave her notes so her responses are listed below.

What communication methods do you use in your workplace? (e-mail, written, etc.) Are there standards and rules in your office? Are there privacy issues and methods of tracking communication?

Pam – email privacy, phone calls, shredding, lock files. Rules in the office include dress codes, on time lunches, breaks, files on desks, turning off computers.

What do you document in your business for legal, customer service or record keeping purposes? How and where do you keep these records?

Pam – very strict, signatures, identifying questions, vault, locked file cabinets, files, credit/documentation.

What denotes professionalism in your office? Are there attendance requirements? Are you required to arrive to the office at a specific time or do you have a flexible schedule? What is the dress code in your workplace on a daily basis and for a special presentation?

Pam – dress, way look – makeup and hair, way you talk – present knowledge, attendance is dependent on others for process.
Office Attire: Suits, nylons, no denim.