

**Marketing Advisory Committee  
Cascade High School  
March 14, 2007 3 - 4:30 p.m.**

**Welcome – Introductions**

Present: Deana Picker (Safeway), Pam Hammond (Coastal Community Bank), Carl Fender (CTE Director), Shane Kleven (EHS Teacher), Jodi Galli (CHS Teacher) and Jennifer Chambers (JHS Teacher)

**DECA Update**

Discussed State. CHS and JHS gave updates on State and JHS discussed National qualifiers and CHS also discussed their Community Service project.

**Real life mathematics examples**

Banking: Interest rates, stocks, loans, fees, tax returns, ratios, mostly basic math equations, use of calculators. Notice entry level employees do not know how to do division without a calculator

Grocery: Change machines do most math for entry level positions. As department heads division, increase and decrease of supplies, targets, mostly basic math.

**Updates from Industry – teaching into the 21<sup>st</sup> century**

What do students need to know about the world?

Multitasking, discussion about the book The World is Flat.

How do you think outside the box in your workplace?

Diversity, communication, small banks vs. large banks, smaller banks have less policy to follow and allows flexibility

How do you research an issue or problem? Where do you find reliable information?

Banks: Mostly done using the internet, networking with other banks, mentoring, meet as a group with other banks

Grocery: Discussion about security, most recently about meth and theft problems

How do you develop people skills in your workplace? Are you required to work in teams?

**Article Discussion**

Emotional Intelligence: Older people are not as empathetic, Diversity is an important factor in the workplace, Cultures and language. Most businesses have training, Safeway for example has Diversity training every year.

**Upcoming meeting: May 16, 2007**