

**BUSINESS AND MARKETING ADVISORY MINUTES**  
**MONDAY, NOVEMBER 2, 2009**

**Call to order:** 3:07

Introductions

**Question:** Skills such as *global literacy, computer literacy, problem solving, critical thinking, creativity*, and *innovation* have become critical in today's increasingly interconnected workforce and society--and technology is the catalyst for bringing these changes into the classroom. What might this look like within our different programs of business and marketing?

**Responses:**

Evolution of the Internet students need to become more savvy with how to find information.

Students need to know how to effectively use the search engines for data mining. Use their knowledge of technology as a selling point when looking for and applying for jobs.

Using social media to market business is becoming a trend but how does that look and how do we use it.

How do we use technology to drive business and should technology drive the business? Instead of just doing cool things, it is a push – pull philosophy.

Technology is allowing business to remain anonymous and loose that personal contact. How do we make it more personal?

It is not a trend to go back to the personal so how do businesses use the right combination of both?

**Question:** How can we affect our programs with this information?

**Responses:**

Focus on skills sets and problem solving.

Encourage and promote students to be self starters.

Decision makers are becoming closer to the customers; students need to know how to solve the problems.

Give students the opportunity to apply the learning that is where the learning really happens.

**Question:** What recommendations can you provide that will help strengthen and expand our CTE programs?

**Responses:**

It is important to have students see adults in the business environment, visit local businesses,

Understand that there is a place for them to go, teach them what possibilities are out there.

Teach how to act in a business environment, business etiquette, practical knowledge of how to present yourself.

Provide discussions of personal finance = real world information.

Provide students with opportunities for self studies for additional points, the opportunity to learn more about the soft skills.

Students are not asking the questions they need to know.

Form partnership so students can have a connection with the business environment.

Discuss this is the career you want these are the classes you should take.

You are going to college what are you going to do now?

What classes should you take to have a connection?

**Classroom Presentations:**

Email BAM teachers and discover what they are looking for in presentations, are there any topics that they would like more information on within their classroom.

**CTE Recognition:**

How will we do this? Gift certificates, newsletters, bulletins, assemblies. Half time events.

**Adjourned:** 4:28

**Members Resent:** Jodi Galli, Mike Ellis, Bruce Engebretsen, Carl Fender, Kevin Giboney, Rose Smith, Jennifer Chambers, Laurie Elmer, Teresa Wenta