

CTE Minutes from 12/11/08

Attendance:

John Holbrook

Jan Shaw

Rick Wigre

Mike Dunn

Lauren Hadley

Bill Trueit

Scott Shafer

The bulk of the time was spent talking about what skills were needed to be successful in the creative media field. Everyone agreed that sales and marketing skills are the largest part of working in this creative field of media production. Most of the advisors said that they spend 70%-80% of their daytime working on marketing their business or service.

Advisory member mentioned that it is important to constantly be networking and building relationships where ever you can. They stresses that face to face interaction was the most powerful way of creating new business.

One of the members brought up the web site biznik.com which is a business networking web site.

We spent some time talking about current trends in the media arts and the common theme was that you have to love what you are doing and you have to want it to happen. Most of our advisors are self employed and mentioned that if they aren't proactive then nothing will happen. They also said that for them it was important to find a niche that they could concentrate in.

We spent time talking about how important it is that every CTE class have a strong unit on career and work skills. Bill Trueit mentioned he had a unit and would share it in our next meeting.

We will be talking about work opportunities for our students in our next meeting.