

**General Advisory Council
February 3, 2004**

Committee Work Update

MEETING ONE

Course offering review

Agriculture and Horticulture met on 11/13/03:

Cascade recommendation: Ag discovery should be offered every other year, which would free up a section for to teach another Enviro Hort I. Currently, demand outstrips supply for this course.

Everett recommendation: Currently no preparatory or advanced courses for students wishing to continue in floral design. Should offer students choices in: advanced floral design, advanced ornamental horticulture, which could incorporate/ encompass interiorscaping and indoor plant science.

Jackson recommendation: currently offers nothing for students who might be interested in these areas of study. Recommended the addition of environmental horticulture beginning and advanced, floral design and biotechnology

Automotive will meet on 2/4/04.

Business met on 11/17/03

Additions suggested were

Accounting

Business Administrative Support Services

Business Writing

Progressive classes for student to take after Business Math

Health and Human Services met on 11/18/03.

Additions suggested were

Teens in Action at Cascade and Everett

Family Living at Cascade.

Marketing

Additions suggested were

Accounting

Business Procedures

English Technical and Business Writing

Entrepreneurship/Small Business Management

Small Business

Fashion Merchandising

Public Relations

Technology and Industry met on 11/10/03
Discussion moved to next meeting.

Work Based Learning met on 11/13/03:
No suggestion made at this time.

How do we market our programs?

Agriculture and Horticulture

- Brochures in the counseling office
- Advertisements in the High School newsletters
- Webpages
- Open House for the counselors to come and see what we offer
- Career Fair participation
- Go to Middle Schools to recruit 8th graders
- Word-of-mouth
- Have a "visit a voc-tech class" day
- clubs

Business

- Promote "tech prep" credits to parents
- Immediately prior to registration "talk it up"
- Students should give marketing presentations to different classes
- Have cheerleaders, sports teams etc. at registration to make it fun
- Peer-to-peer marketing, word of mouth
- Promote during planning team meetings
- Middle school career fairs job shadow with older students

Health and Human Services

- Career Fair
- Classroom speakers
- Career option need informational courses listed

Marketing

- Coordinate student store with accounting class
- Use catchier names for courses
- Communicate need of employers

Technology and Industry

- Jackson Live Reflections is a strong recruitment tool.
- Students visit classes during testing for 30 mini-periods.
- Create videos for promotion.
- CTE programs leaders identify their audience.
- Review current articulation agreements to better advertise the benefits of course offerings to students and parents.

Work Based Learning

- Create a list of potential businesses that can be used as contacts for student internship/job shadow.

MEETING TWO

Are students prepared for industry?

Agriculture and Horticulture met on 12/9/03

- Leadership skills
 - Skills for CE – be prepared, solid command of subject, present nicely
 - Ability to explain assets students bring to positions
 - Have student rotate taking leadership roles
 - Taking initiative
- Employability Skills
 - Word processing
 - Strong speaking skills
 - Ability to record information
 - Ability to read manuals
 - Customer service skills
 - Perform under pressure
 - Responsive to changing needs
 - Follow instructions and direction
 - Have a can-do attitude

Business met on 2/2/04

Health and Human Services will meet on 2/24/04

Marketing will meet on 3/4/04

Technology and Industry met on 12/15/03
No minutes at this time

Work Based Learning will meet on 2/26/04

Upcoming committee meetings

- Meeting three, committees will discuss Everett Public Schools pathway two year plans.