

Everett Public Schools CTE STEM General Advisory Council

Everett Public Schools – Cascade Room 230

January 22, 2014

2:30 – 4:00 p.m.

Agenda

Welcome & Introductions

John Monroe welcomed the group and introductions were made.

Those present: John Monroe, Mary Kaye Bredeson, Ryan Crowther, Glenn Coil, Dayna Eden, Kim Newman, John Thornquist, Toon Timmermans, Curtis Takahashi, Brian Day, Richard Sander, Carl Fender, Diane Storm, recorder. Marketing students from Cascade High and Jackson High also attended.

Minutes from December 17th meeting

There was a motion for the minutes to be accepted; all accepted the minutes as written.

Marketing Students

We had two students join our advisory group from Jackson High School, and Cascade High School. There was discussion from the students on how their marketing classes helped them with presentation skills, communication and working together as a team.

Review curriculum Marketing Pathway

The group talked about what the marketing pathway looks like, and what improvements could be made to the program area. Subjects discussed were, looking at project management, leadership skills, LEAN aspects/management skills and quality assurances.

Internships and community projects creating a liaison between community and students. were among the topics that were of high interest and highly advised by the advisory members. It was felt that students should have a sense of:

Who are you?

What are you going to do?

How are you going to get there?

Input from the advisory on Everett Public Schools marketing programs talked about rebranding the program to move forward on curriculum, and to have instruction elements that would include areas that could be used within an outer scope of traditional marketing.

Reading Discussion “A Job after Graduation

This item was tabled again till February 26th meeting to be first on the agenda.

Next Meeting Agenda Items

Article – “A Job after Graduation”

Marketing – Branding

Science and Tech – March Meeting

John Altman – Share/Moses Lake Skill Center

Adjourn 4:20pm

Future Meeting Dates: Feb. 26, Mar. 26, Apr. 23, May 28, June 18.

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