



Advisory Committee Meeting #1

10/17/24 6:30 PM | Meeting called to order by Melissa Mayer

In Attendance

Melissa Mayer, John Willy, Shenghan Xu, Chris Cooney, Erin McNanny, Joe Pitzer

Old Business

None

Advisory Committee (Yearly Housekeeping Items)

- A) **Elect Chairperson(s)** – This person will also attend the General Advisory Committee (GAC) Meetings.

Chairperson assigned: Chris Cooney (change from Cotton Sears, who has served multiple years as the chairperson.

- B) **Set Advisory Meetings Dates, Time and Place: we will schedule these as the dates get a bit closer.**

a. Meeting between January 9th and February 10th, 2025

Date: Time: Place:

b. Meeting between April 10th and May 12th, 2025

Date: Time: Place:

- C) **Update Advisory Committee Member Roster**

ADVISORY COMMITTEE MEMBERS

NAME	COMPANY	TITLE	ADDRESS	PHONE	EMAIL
John Willy	LMS	CTE Teacher			
Melissa Mayer	PHS	CTE Teacher			
Kevin Agnew	PHS	CTE Teacher			
Shenghan Xu	University of Idaho	Associate Professor of Operations and Supply Chain Management			
Chris Cooney	Washington State University	Associate Professor (Career Track)			
Erin McNanny	Addium, Inc.	Accountant			
Joe Pitzer	Re/Max	Designated Broker/Owner			

Cotton Sears	LPL Financial	Financial Advisor			
Marisa Hemingway	SEL	University Relations			

Classes & CTSO Update

What is going well and what needs to be improved?

In general classes and class numbers are good this year. Melissa is teaching 1 period of career choices this year since we have a large senior class.

Discussion about incorporating AI/John shared the WSU Training called XR Development Lab that he's been working with/implementing in his 8th grade computer class.

Kevin had sent in information ahead of time: We are using a simulation from Stukent for career choices for the personal finance section of the course. Fall Senior Showcase days will be Jan. 15-16, 2025

Melissa discussed current projects in classes and how the DECA store has been doing really well again to start the year.

DECA Update: 75 official members with a strong officer group. We will have about 50 members competing at our area 11 event on Dec. 6th. A variety of projects that we've been working on were discussed.

4 Year Plan/Program of Work

Review 4 year plan, set goals/make a plan for what will be achieved this year. See separate document for DECA Program of work.

Program Goals

1	Engage Community more in a variety of ways
2	Get every senior at PHS to engage in a career interest interview with a chosen person in their career field.
3	Work towards incorporating the Generative AI Foundations Certiport Exam components into Computer Applications class.

Goal Action Plan Worksheet

Strategies & Action Steps	Responsibility	Timeline	Evidence of Effectiveness
Engage Community more in a variety of ways	Melissa Mayer	October, 2024- June, 2025	Get more local judges for DECA practice; set up a field trip to WSU's Carson College of Business; More guest speakers in classes
Get every senior at PHS to engage in a career interest interview with a chosen person in their career field.	Kevin Agnew	By end of Fall Semester for Group 1/End of Spring Semester	Students will create 2 Google Slides presentations. The first will include questions and prep work for the interview. The second will be an interview reflection. The reflection will be incorporate into

		for Group 2	their senior showcase project.
Work towards incorporating the Generative AI Foundations Certiport Exam components into Computer Applications class.	John Willy	2024-2025	Teacher completes the or takes the AI Foundations Exam.

Program Review & Approval

Instructor Approval – approval of current year’s instructors/suggestions for professional development.

Motion Required: We already approved the instructors last year. We discussed a few options for upcoming PD’s in our 4 year plan document

Review Articulations

WWCC: Marketing & Entrepreneurship (10 credits possible)

SCC: Got the financial literacy portion of Career Choices approved as a 3-credit articulation for BUS 100 (Agnew approved; waiting on Mayer’s approval)

Marketing Operations now an articulated class with SCC for MGMT 212

New Courses/Materials

Are there any classes/courses that you are submitting for approval for Spring semester and/or next school year? Are there any course materials you need for new/current courses?

Yes (next school year see below)

Discussion on what can be included in a “financial math” course?

Discussion surrounding financial math as an important class to put forward.

Discussion of how we will need to “sell” the classes as relative information that can be used in careers/life in general

Labor/Market Data

Determine a need for courses/programs based on labor market data. (see links below for help with labor data)

<https://esd.wa.gov/labormarketinfo/LAAO>

<https://projectionscentral.org/home>

<https://www.onetonline.org/>

<https://www.bls.gov/ooh/>

Course Name	CIP Code	Relevant Labor/Market Data
Business Communication	520501	Equivalency: senior ELA Example of career: Public Relations Specialist Projected growth in WA according to O-NET is 19% General and Operations Managers growth in WA According to O-NET is 22%
Financial Math	270305	Equivalency: Algebra 1 Example of career: Accountants/ Auditors

		Projected growth in WA according to O-NET is 17% Financial & Investment Analysts Projected growth in WA according to O-NET is 17%
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Motion Required Chris Cooney motion; Joe Pitzer Seconded

Next Meeting (Date, Time and Location)

We will email as the dates get closer for our January/early Feb. meeting.

Business Ed Advisory Board Meeting

October 17, 2024

Agenda

Minutes from last meeting
Elect Chairperson
Classes & CTSO Update
4 Year Plan/Program of Work
Program Review & Approval
New Course Proposals

Minutes/Chairperson

Please look through the minutes; Chris Cooney will serve as our chairperson this year

Classes Update: John Willy

Computer Applications: October Count (96)

- MOS Certification Opportunities
- Incorporating AI
 - WSU Training: XR Development Lab

Classes Update: Kevin Agnew

Melissa and I have integrated an online simulation from Stukent into our career choices classes. The kids pay bills each week and have to get jobs, health care, build budgets etc. It has been fun and a quality learning resource.

We are moving into Career Interview Projects now - students are responsible for setting up, participating in, and reflecting on an interview with a person in their intended career field.

Fall Senior Showcase Dates are Jan 15 & 16

Class Update: Melissa Mayer

1st Period Career Choices: 25 students;

2nd Period Econ: 19; 3rd period Econ: 14

4th Period Marketing: 21; store: 9

6th Period Yearbook 24

Econ: Integrating more recent news stories

Marketing: starting social media marketing unit

Store: \$307.75 sales today (new record);

avg \$240/day this year so far

Yearbook: better leadership this year :)

Yearbook camp



Facebook Post #1



- The highest percentage of Facebook users are from the ages of 25 to 34. Many people in this age range have kids, so it is important to target them.
- 88% of households with an annual income between \$70,000 to \$80,000. It is important to emphasize affordability and sales in the workshops and classes.
- Target audience: Middle class men in their 20s to mid-30s with kids.
- Post Image

Caption: Tweens and kids can explore the world of pottery and fused glass! Sign up your kids on terracottaworkshops.com

Mockup for social media post

Photo Practice: Ybk



These were the results for Secondary Teacher (senior Special and CTE).

1. Automation risk is low because teaching requires complex problem solving and evaluation skills as well as interpersonal skills.
2. User poll says the same thing and that it is a low risk.

Will Robots Take My Job??

DECA Update

75 official members with a strong officer team!

50-52 will compete at area on Dec. 6th



Goals/4 year plan

4 year plan: we will need to finalize this then have Chris sign off on it at a later date (ideally by the end of October)

Program Goals (see next slide)

Strategies & Action Steps	Responsibility	Timeline	Evidence of Effectiveness
Goal 1: Engage Community more in a variety of ways	Melissa Mayer	October, 2024-June, 2025	Get more local judges for DECA practice; set up a field trip to WSU's Carson College of Business; More guest speakers in classes
Goal 2: Get every senior at PHS to engage in a career interest interview with a chosen person in their career field.	Kevin Agnew	By end of Fall Semester for Group 1/End of Spring Semester for Group 2	Students will create 2 Google Slides presentations. The first will include questions and prep work for the interview. The second will be an interview reflection. The reflection will be incorporate into their senior showcase project.
Goal 3: Work towards incorporating the Generative AI Foundations Certipoint Exam components into Computer Applications class.	John Willy	2024-2025	Teacher completes the or takes the AI Foundations Exam.

Program Review & Approval

Instructor Approval: Motion Required

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Marketing Operations now an articulated class with SCC for MMGT 212

New Course Proposals

Business Communications (BA100~Writing & Communications...email communications;Intro to business student: comm. sim. w/ student?

CIP Code: 520501

Equivalency: English Language Arts

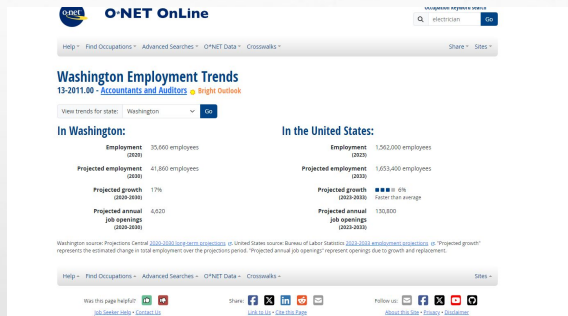
Financial Math

CIP Code: 270305

Equivalency: Algebra 1

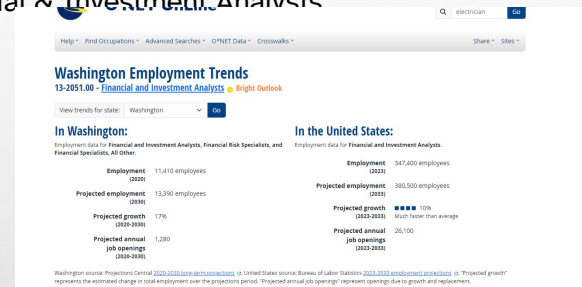
Relevant Labor/Market Data

Financial Math Relevant Data Accountants/Auditors



Relevant Labor/Market Data

Financial Math Relevant Data Financial & Investment Analysts



Relevant Labor/Market Data

Business Communications Public Relations Specialists



Relevant Labor/Market Data

Business Communications General/Operations Manager

