



Business Program Advisory Meeting Agenda  
Thursday, March 30, 2023  
4 pm-4:30 pm  
Business Classroom, 292

Members Present:

Rhonda Winegarner  
Christy Betit  
Kathryn Berta  
Jodi Nutting  
David McFadden  
Linda Alvarez

PURPOSE:

The Advisory Board aims to strengthen CTE programs by providing input for curriculum and related district program activities. The Advisory Board also helps increase community awareness and participation in CTE programs. The Advisory Board makes recommendations but is not responsible for funding, program implementation, or supervision.

OBJECTIVES

- Assist in a smooth transition for students from school to college and careers.
- Identify critical workforce competencies and industry trends for incorporation into CTE programs and activities.
- Increase the number of youths preparing to enter college or skilled occupations.
- Improve employers' access to qualified young people.
- Increase the number of work-based learning opportunities for students.

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- Introductions
  - Google Classroom & Revised Syllabus
    - CCV Classes
      - Intro to Business, three credit
      - Principles of Marketing, three credit
      - Finance for Entrepreneurs, one credit

- FBLA
  - Sending four students to Nationals in Atlanta, GA, June 27-30.
  - Maya Eagle will be the Southern Region VP for Vermont FBLA
  - Windham Regional Career Center 2023 Vermont State Leadership Conference FBLA Winners these students have qualified to represent Vermont at the National FBLA Conference in Atlanta, Georgia, in June!
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  - Who's Who- Chapter Leadership Award  
Matthew Gordon-Macey
  - 1st Place Business Law  
Mariah Fellows
  - 1st Place Business Communications  
Brooke Whelan
  - 1st Place Organizational Leadership  
Caleb Lynch
  - 1st Place Business Communications
  - 2nd Place Intro to Business Procedures  
Jacob Ziegner
  - 2nd Place Economics  
Jacob Girard
  - 3rd Place Business Communications  
Winter Nakos
  - 2nd Intro to Financial Math
  - 3rd Intro to Business Concepts  
Riley Morse
  - 2nd Place Human Resources  
Lily Smith
  - 2023 Vermont New Advisor 2023  
Linda Alvarez
  
- Equipment needed?
  - Large Touch Screen Monitor
  - Industry Programs Suggestions?  
Hospitality or Finance
  
- Other Items
  - Transportation
  - Communications/Media/Marketing
  - Field Trips
  - Classroom visits

## Business Advisory Meeting Minutes March 29, 2023

- Introductions of all present
- Review of Business Program Advisory Board Purpose:
  - An explanation that this board makes recommendations that Linda Alvarez take to the board
  - Review of Business Program Advisory Board Objectives:
  - One main objective this year and next is to increase the number of work-based learning opportunities
- Dual Enrollment - Review of CCV Curriculum for Principles of Marketing and Intro to Business. Looking to have students earn between 6-13 credits.
  - Students are happy with VSU/CCV credits.
- Seniors
  - One student who got into Franklin and Pierce on a Full football scholarship
  - One Elon University scholarship gets to go to Dubai, South America
  - Two on ½ full-ride scholarship - to Bentley
  - One going possibly into G&S precision Sales
  - Two going to Greenfield CC
  - One already has a real estate license
- We discussed the need for **more student community placements**, short visits, tours, and job shadows.
  - Our Co-op system is understaffed to place students, and there may be a better/more efficient way to link up students and willing employees.
- David McFadden recommends **Personal Finance** as a fundamental high school course - the rest of the board members fully endorsed this recommendation.
  - Personal Finance - needs to include college financing
  - Board members present recommend that it be a required class
  - Trying for Psychology
  - Looking at business practices to hire- resumes for all CTE students, mock interviews, and interview practice.
- Christy Betit explained the Reality Fair concept - a daylong pilot - Leland and Gray, Twin Valley, Hinsdale, BUHS, and Bellows Falls are our five sending schools.
  - We would like to have a **reality Fair here at WRCC**.
- WRCC applications close tomorrow - Business is already full; one seat left with a waiting list
  - Directions we can go - add a second section of business - each one with a different emphasis
  - Possibility = integrating Landmark College's Dual Enrollment Personal Finance into the WRCC

- Another could be co-teaching a double program with another media/marketing + business instructor.
- Or 3rd option = hospitality + business
- Reviewed Food Truck Business Plan- and year-end presentation
- FBLA Reviewed FBLA Competition Results
  - Discussed details of students going to Nationals in Atlanta, GA
- Equipment -
  - Reviewed Equipment purchased through ESLER money and Grants
  - Grants for computers so now operating newest Microsoft programs
- Asked Board members what software the student could use
  - QuickBooks
  - You Need a Budget (YNAB)
- For Hospitality - Mail Chimp or Constant Contact
  - Discussed Blog writing needs for businesses, so possibly Word Press software
- Reviewed StuKent - Mimic Social - Company for Social Media Marketing. Twitter, FaceBook, Instagram, YouTube, TikTok & Pinterest - Simulates Real World job, Real world boss
  - It gives students real-world experience in working with money.
  - Social Media Research
- Other items -
  - Coach bus from WRCC to IKEA = \$1700 in 21-22
  - “ “ “ “ “ = \$3400 in 22 -23
  - Asked board members to consider options for transportation for kids
  - Letters to the school board - Jodi recommends sending them to Frank Ruckert and Mark Speno instead of the School board - Jodi will put it on Frank and Mark's radar
  - Insurance carrier - issue with big passenger vans.
  - Discussed equity issues involved if students can't get out to events
  - Christy Betit thinks transportation that BDCC