

Business Program Advisory Meeting Agenda and Minutes  
 October 4, 2023  
 4:15 pm-4:45 pm (actual 415-515)  
 Room 292

## Members Present:

		y/n
Jodi Nutting	WSESU	y
Peter Case	Great Eastern Radio	n
David McFadden	Edward Jones	y
Kat Burta	KOA North Brattleboro	y
Deb Grant	CCV	n
Christy Betit	BDCC	y
Anne Doran	Program Director WRCC	y
Rhonda Winegarner	Dual Enrollment WRCC	n
Linda Alvarez	Instructor	y

- Introductions
- CCV Credits update - Business offers four CCV classes; Rhonda Winegarner is the Dual enrollment coordinator.
  - Principles of Management
  - Intro to Business
  - Principles of Marketing
  - Intro to Media Marketing
- Course Syllabus: What are we teaching, and what can be added?
  - Marketing/Communications/Media
    - Discussion of adding another teacher for Management/Finance
      - Linda would continue with Marketing/Media/Communications/Entrepreneurship. We propose that the business program use the former Media Room 294 for Marketing. It is already Mac-ready and only new furniture and an interactive board must be purchased. (\$10,000-\$20,000). The marketing students can be exposed to the mechanics of media and bring local artists and producers to teach mini-tech classes.

The current business classroom with newer PCs would be appropriate for Finance and Accounting.

- The board toured the marketing/media room 294 and discussed the importance of retaining this space and the equipment used in the business programs. The commission unanimously agreed that this space and the media equipment should remain connected for future growth.

Level 1	Sem1	Sem 2
Linda	Principles of Management	Intro to Business Entrepreneurship Media Literacy
New Position	Intro to Business	Intro Finance/ Financial Literacy
Level 2	Sem 1	Sem 2
Linda	Principles of Marketing	Media Marketing, Communications
New Position	Finance	Accounting

- The board agreed unanimously that expanding the program to 48 students is appropriate for community needs. They discussed a local and state demand for management, finance, accounting, marketing, and entrepreneurship. The board sees that expanding Marketing/Media/Communications can fit within the CTE Business proficiencies from the VT-AOE. It will not be “traditional” media but more media literacy for the next generation of marketing and including AI in the curriculum.
  - David and Kat suggested adding book studies into the curriculum: The Intelligent Investor, How to Win FriendsBo and Influence People, and Zero to One.
  
- Equipment Needs
  - 12 workstations for the Marketing room; business will continue to use that room
  - Interactive board
  - Paint for the Marketing room and Blue wall in the business room
  - **AC** installation should be explored for the three upstairs classrooms; the equipment is in place, or pricing for mini-splits (similar to BAMS) for the classrooms. The high humidity and more constant heat in the fall and spring are brutal on the computers and equipment in the classrooms (over \$100,000 of new computers, iPads, and film equipment)

- **Mini Vans**, two seven-passenger vans, are needed. They allow a teacher and a chaperone to drive. Jodi Nutting suggested this may be better since the district needs help insuring anything more significant. And over six students in a vehicle require a Bus-B license.
  
- Mentors/business partners for students and work-based job shadow/internships
  - Peter Case with New England Radio has expressed interest in a job shadow for sales.
  - Steve Wolf, president of the Brattleboro Chamber of Commerce, has contacted Linda Quay to set up a marketing internship for two business students.
  - Wendy Mays, President of the Vermont Broadcasters Association, has expressed interest in working with students interested in exploring broadcasting.
  - Jody and Frank at WSESU would LOVE to have some job shadowing students; we will try to start that ASAP.
  
- Other Items, Ideas
  - Christy Betit volunteered to look into local transportation; we discussed having the Mover help with LNA to BMH, EEd, and Business needs in the downtown area.
  - The next meeting will be a dinner, possibly Panda North.

What is an Advisory Board?

#### 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 employer's access to qualified young people.
- Increase the number of work-based learning opportunities for students.