



Business Program Advisory Meeting Agenda
Wednesday, April 3, 2024
3 pm Room 292

Members Present:

Kat Burta, Anne Doran, Christy Betit, Jodi Nutting

- Introductions
- Business Course Syllabus, level 1 & 2
 - Expanding Program Offerings
 - The WRCC business classes discussed the community need to add an accounting, banking, and bookkeeping section to the program
 - This proposed addition would allow the program to accommodate an additional 24 students
 - Integrating Marketing and Finance
 - The program discussed the success of incorporating marketing coursework into the Level 2 curriculum
 - This included integrating finance concepts, such as the Stock Market Game, into the marketing-focused instruction
 - Dual Enrollment Opportunities
 - The WRCC business classes discussed their four dual enrollment courses with CCV (Community College of Vermont)
 - Through this partnership, students can earn 12 credit hours towards their college education
 - By proactively addressing the community's need for expanded business education offerings, the WRCC program demonstrates its commitment to providing accessible and comprehensive learning opportunities. The successful integration of the marketing and finance curriculum, including the popular Stock Market Game simulation, further enhances the program's ability to prepare students for the demands of the modern business landscape.
 - Moreover, the WRCC's dual enrollment partnership with CCV allows students to jumpstart their college careers, earning valuable credits while still in high school. This collaborative approach underscores the program's dedication to supporting students' academic and professional aspirations.

- **New Curriculum Software**
 - Innovative Business Education Initiatives
 - Based on the information provided, the WRCC business classes appear to be leveraging several innovative educational programs and approaches:
 - Demonstrated the use of Stukent Social Simulation, a hands-on business simulation platform
 - Discussed the implementation of BusinessU, another interactive business education program
 - Highlighted how these immersive, simulation-based learning experiences help maintain student engagement and interest
 - Supporting English Language Learners
 - The business classes have made efforts to ensure their ELL (English Language Learner) students are well-supported
 - This includes providing ELL students with access to class materials in multiple formats, allowing them to engage with the content in a manner that best suits their needs

- **Community Websites**
 - Highlighting Student Success Stories
 - The WRCC business classes discussed the successful development of the Dummerston Community Center website by their students
 - They also highlighted the work done by students for Gene's Barber Shop, another local business
 - Emphasizing the Value of Real-World Experience
 - The program emphasized the importance of providing students with opportunities to gain real-world, practical experience
 - This hands-on learning approach allows students to apply their classroom knowledge to actual business challenges and scenarios
 - By showcasing the successful website development projects for the Dummerston Community Center and Gene's Barber Shop, the WRCC business classes demonstrated the tangible impact their students can have on local enterprises. This highlights the value of integrating real-world, client-based work into the curriculum. The program's emphasis on providing students with these types of experiential learning opportunities underscores its commitment to preparing students for the demands of the professional world. By bridging the gap between theory and practice, the WRCC business classes ensure their students develop the necessary skills and confidence to thrive in their future careers.

- **Job Shadowing/Co-op Opportunities**
 - New Co-op Opportunities
 - Discussed the new opportunities that students will have with Eduardo as the new co-op coordinator
 - Noted that the program currently has a student placed in a co-op position at BSL this semester
 - Expanding Co-op Placements
 - Expressed a desire to get more students placed in co-op positions
 - Indicated that the program is working towards increasing the number of students participating in co-op experiences

- The WRCC business classes appear to be actively exploring ways to expand their co-op program and provide students with valuable real-world learning opportunities. The addition of Eduardo as the new co-op coordinator suggests a renewed focus on developing meaningful industry partnerships and securing co-op placements for students. The current student placement at BSL serves as an encouraging example, and the program seems eager to build upon this success by facilitating more co-op experiences for its students.
- Other Items
 - The WRCC business classes appear to be exploring various fundraising initiatives, including
 - A successful 50/50 raffle that raised \$970
 - An upcoming Rotary trivia night at the Elk's Club on April 17th to raise funds for the FBLA program
 - A "student work" program idea suggested by Kat Burta, where students volunteer their time and local businesses donate to FBLA
 - Plans to work on developing press release writing skills, which is an essential skill for small businesses
 - Marketing work being done by level 2 students, including new boards, signs, and photos
 - Students participating in the Stock Market Game, competing against over 175 programs in the Northeast

PURPOSE:

The Advisory Board aims to strengthen CTE programs by providing input for curriculum and related district program activities. It 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.