



Business Program Advisory Meeting Agenda  
Tuesday, November 12, 2024  
2 pm Room 292

[RECORDING LINK](#)

Members Present: **Kat Burta, Deb Grant**, Theresa Masiello, **Christy Betit**, Jodi Nutting, m Anne Doran

- Introductions
  - What is an advisory committee?
  - Shares slide show and read the statement of the purpose and role of an advisory committee
- Business Course Syllabus, level 1 & 2
  - Shared copies of the 2024-2025 WRCC and CCV syllabi
- New Curriculum
  - Work Keys Math and Reading scores
    - Discussed an overview of the test, through ACT and the scores, what it means to the WRCC, and how we need to remediate about 50% of our students. We discussed incorporating community partners into the classroom to help students with “real life” documents and mathematic situations, e.g., car buying.
    - We discussed the opportunity to have business students teach mini financial literacy units in elementary schools.
    - Christy spoke of an example of a town immersion model
    - We suggested that BBSL could help
    - Partner with the Boys and Girls Club
    - Christy mentioned that Mario from M&T is also interested in helping with financial literacy.
  - Marketing Communications Media
    - Discussed the significant need for Media (the technical side, not film) to be reestablished at the WRCC, maybe as a partnership with business marketing
  - Hospitality Business
    - Discussed the culinary program's decline in interest, five students this year, and the vast local need for hospitality management with a culinary/restaurant management approach. We talked about partnering with Mt. Snow for practical experience, and Christy suggested contacting Maureen Drummy at Mt. Snow if a business/hospitality/restaurant program is developed.
    - Kat from the KOA suggested that hospitality is the largest business in Vermont and that quality applicants are needed.
      - This began a discussion of career readiness and the question of whether students are actually able to apply and interview for jobs.

The overwhelming opinion is that this needs to be a center point of completing any program at WRCC.

- Deb described CCV's CPAP program as career readiness, available for all CCV dual enrollment students. This is a virtual program as well.
- Succession planning is most important for both career and college students
- A 4D model where local businesses would not only do mock interviews but actually have students shadow and do a live on-the-job interview, like a job fair, but with real practice placements
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- Finance and Banking
  - Tabled speaking about the banking need until Theresea is present
- Community Websites/Opportunities
  - Reality Fair at WRCC in February
    - BDCC and business students partner to volunteer as financial advisors. This year, the entire county will attend two separate events; 8th graders are also attending in February
- Job Shadowing/Co-op Opportunities
  - BS&L
    - Two students have worked coops at the bank in two years
- Other Items
  - AC—The advisory board is concerned about the huge investment in electronic equipment and the heat in the classrooms. Mini-splits were suggested so that they would only be run on days over a certain temperature and would be far more economical to install.
  - The meeting must be recorded in accordance with Vermont Open Meeting Laws.

#### 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.