

Business Program Advisory Meeting Minutes

Date: Wednesday, April 2, 2025

Time: 2:00 PM

Location: Room 292, 80 Atwood Street, Brattleboro, VT 05301 (and Online TBD)

Recording: This meeting was recorded in accordance with Vermont Open Meeting Laws.

Members Present:

Linda Alvarez, Theresa Masiello, Jodi Nutting, Deb Grant (online)

1. Introductions

- Committee members introduced themselves.
- A brief overview of the Advisory Committee's role was provided.
 - Emphasis is placed on providing curriculum input, supporting career development, and strengthening ties between education and local business/industry.

2. New Curriculum Updates

- **Stukent Social Media Simulation:** Introduced as a tool for real-world marketing experience. Members responded positively, noting its relevance.
- **SIFMA Stock Market Game:** Discussed integration into finance coursework to boost student engagement.
- **WorkKeys Assessments:** Reviewed student scores in Math and Reading. Consideration of results for student placement and support.
- **Program Areas Discussed:**
 - *Marketing Communications Media / Hospitality Business:* New projects and digital media integration discussed.
 - *Finance and Banking:* Curriculum revised to reflect current banking practices and personal finance literacy.

3. Community Website/Opportunities

- **Practical Skills Fair:** Held in February with BDCC. There was a good turnout; suggestions were made to include more local business stations.
- **FBLA Fundraising/Sponsorships:** Explored ideas for increased local sponsorship, possibly through networking events and targeted outreach.

4. Job Shadowing / Co-op Opportunities

- **BS&L Partnership:** Continued collaboration with BS&L is highlighted as a strong example.
- **Co-op Coordinator:** Progress on developing new job shadow opportunities was shared.
- **Job Shadow Week:** Plans are underway to organize a formal week-long shadow program for students next semester.

5. Other Items / Program Expansion Proposal

- **Expansion of Business Program:**
 - The proposal discussed splitting the program into **two routes**, supported by **three instructors**:
 - *Marketing Communications Media / Hospitality Business*
 - *Finance and Banking*
 - The consensus was supportive; the next steps involve reviewing staffing and resources.

Reminders & Notes

- All meetings must comply with Vermont's Open Meeting Laws and continue to be recorded.
- Members are encouraged to bring ideas to improve employer engagement and student career pathways.

Meeting Adjourned

Next Steps:

- Finalize job shadow week schedule.
- Further, develop community sponsorship plans.
- Assess the feasibility of program expansion.