

Business Advisory Committee Meeting Minutes

<https://app.screencastify.com/watch/KzJVHYMhizTAE2rJpJNS?checkOrg=66b7d7f0-03db-4c72-920a-2a39e991314e>

Windham Regional Career Center – Business Program

Thursday, November 20, 2025 | 2:30 PM | Room 292 & Online

Recorded per Vermont Open Meeting Laws

Members Present: Deb, Kat (online), Christy (online), Lizi

Staff: Linda Alvarez, Business & Entrepreneurship Instructor

1. Welcome & Introductions

Linda opened the meeting and welcomed all members. Brief introductions were completed for both in-person and remote attendees.

She provided a brief overview of the purpose of an advisory committee, emphasizing industry partnership, curriculum feedback, and alignment with workforce needs.

2. Curriculum Review

The committee reviewed current Business Program curriculum components, including:

- Student Social Media Marketing Simulation – Linda shared student engagement levels and upcoming module plans.
- SIFMA Stock Market Game – Deb asked clarifying questions about how students collaborate during the simulation.
- WorkKeys – Math and Reading scores were discussed, including strategies to help students prepare for the assessments.
- Marketing Communications Media & Hospitality Business content – Overview of current units and skills being taught.
- Finance and Banking – Linda explained student interest trends and how BS&L partners are supporting instruction.

Members agreed the curriculum is strong, relevant, and aligned with workforce needs. No changes were recommended at this time.

3. Community Events & Opportunities

Linda shared updates on major upcoming community-based learning opportunities:

- Practical Skills Fair at WRCC in February with BDCC – Christy (online) provided a brief update on planned employer participation and recommendations for booth layouts.
- High-Demand Job Fair in May – Discussion on logistics and aligning business students with high-growth sectors.
- FBLA Fundraising & Sponsorships – Members discussed potential community partnerships to support travel and conference costs.

All members expressed strong support for expanding community-based learning.

4. Job Shadowing & Co-op Opportunities

Linda reviewed current and potential placements:

- BS&L (Brattleboro Savings & Loan) – Continuing as a strong co-op partner.
- Evans Construction – Lizi shared positive feedback about student readiness and soft skills.
- Coordination with WRCC Co-op Coordinator – Kat (online) asked questions about scheduling and student transportation.
- Week-long Job Shadow Event – Proposed for spring; advisory members supported piloting the idea.

Members emphasized the need for early communication with employers to ensure smooth scheduling.

5. Program Expansion Discussion

Linda presented a proposal to expand the Business Program into two pathways with three instructors:

- Marketing Communications Media
- Hospitality Business
- Finance & Banking

Advisory members expressed enthusiasm and agreed this expansion aligns with regional workforce needs.

Christy recommended gathering employer letters of support for future program approvals.

6. Additional Items

- Reminder that the meeting is recorded as required by Vermont Open Meeting Law.
- Review of program purpose and objectives included in the slide deck for transparency.

7. Adjournment & Next Meeting

Linda thanked the members for their continued support and engagement.

Next meeting: April 2026 (date TBD).