

## Franklin County Career and Technology Center SPRING OCCUPATIONAL ADVISORY COMMITTEE REPORTING FORM

**PROGRAM AREA:** Marketing 52.801

**MEETING DATE:** 4/28/2022

**START:** 6 pm

**ADJOURN:** 7:30 pm

**COMMITTEE CHAIRPERSON:** Gwyn McCleary

### COMMITTEE MEMBERS/GUESTS ATTENDING:

Mary T. Bokeko  
Kaitlyn Swenson  
Tom Mills  
Angie Cutchall  
Susan Mills  
Cherry Shives

### BRIEF MEETING SUMMARY

The meeting started with a tour of the school store and the Marketing Classroom. Members approved the FALL 2021 minutes. I explained the sponsorship and Angie Cutchall graciously decided to sponsor Marketing this year. Next, program updates to include: enrollment, senior placements, certifications, NOCTI, DECA and college credits. The Hair Force and The Pet Store gave letter of recommendation for the Marketing Program. The OAC Members reviewed the POS Task List for Marketing with no concerns.

A Marketing OAC Member/Mock Interviewer suggested a new color printer for the Marketing Program. Her reasoning is that during the interviews, Marketing student portfolios were showing signs of poor printer quality. Members also suggested that each senior should be given the opportunity to create a LinkedIn Account to connect with other professionals and gain job opportunities. Next, I demonstrated the simulations that are used in Marketing (Stukent and TESTout) for the members so they could see the benefits of renewing for next year. Along with Schoology and Strivven Media for career paths.

Members suggested getting away from chalkboards to use as a "scheduler" for the school store and 1<sup>st</sup> Ed. They suggested implementing two large screens like the LGI room has to show daily work schedule and one to showcase student work.

After the meeting I spoke with Mr. Campbell concerning the color printer he suggested just purchasing more cartridges and replacing sooner rather than later when they run out. In addition, Mr. Campbell explain the cloud signage that could be used on large screens for the Marketing classroom and the school store. CareerTech already has the software needed to use the screens.

**ADMINISTRATIVE RESPONSE:**

- **The admin team is pleased with the success of students in the marketing program. We appreciate the support and feedback from the OAC committee and continue to encourage innovation in the program. Discussion with admin on technology updates is encouraged.**

**Gwyn McCleary**

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SECRETARY/CHAIRPERSONS SIGNATURE

**SECTION 1: APPROVAL OF MINUTES OF LAST MEETING**

PLEASE CHECK ONE OF THE ITEMS LISTED BELOW:

- The minutes of the last meeting are approved as presented.
- The minutes of the last meeting are approved with the following changes.

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**SECTION 2: REVIEW OF RECOMMENDATIONS FROM LAST MEETING**

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**SECTION 3: UPDATE OF PROGRAM**

**A. ENROLLMENT:**

Enrollment Numbers – Semester 1(Fall) 21

Enrollment Numbers – Semester 2 (Spring) 17

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**B. Cooperative Education**

**Student Statistics**

	<b>Number of Students</b>
Eligible Students	<b>9</b>
Students Placed on Co-op	<b>4</b>
Students Declining Co-op Opportunities	<b>5</b>

**Employer Statistics** (List each employer and number of students employed.)

- Volvo
- Ollie's
- 1<sup>st</sup> Ed Credit Union
- Pizza Hut

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**C. STUDENT PLACEMENT:** (From Senior Placement Survey)

**Number of Students**

Previous Year Graduating Seniors	12
Previous Year Completers	12
Placement Data	
Employed Related to Career Field	4
Employed Unrelated to Career Field	1
Military Service	0
Enrolled Postsecondary Education	2
Available for Employment but Unemployed	5

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**SECTION 4: SAFETY**

**SAFETY:**

The program safety procedures and policies were reviewed and the committee found that they were:

Satisfactory  Unsatisfactory

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**SECTION 5: CURRICULUM**

**A. POS TASK LIST:**

- The Pennsylvania Department of Education Program of Study Task List has not been updated this year and requires no additional review.
- The Pennsylvania Department of Education Program of Study Task List has been updated this year. A copy of the document was provided to committee members for review.

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**B. CURRICULUM REPORTING FORM:**

	<u>Satisfactory</u>	<u>Unsatisfactory</u>
1. The curriculum reflects current trade philosophy and practices.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Books and instructional materials are appropriate for students in this program.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Audio-visual aids are sufficient to support the curriculum.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. The curriculum provides:		
a. Balance between theory and practical work	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Career and Technical Student Organization activities as an integral part of the curriculum	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Field trips related to job sites	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Adequate instruction on safety	<input checked="" type="checkbox"/>	<input type="checkbox"/>
e. Pre-test and post-test to determine student knowledge	<input checked="" type="checkbox"/>	<input type="checkbox"/>
f. Development and/or application of related academic skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
g. Competency-based education	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. The curriculum has been developed with the cooperation and advice of the Occupational Advisory Committee	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. There is an occupational demand in the community for the occupational skills being taught	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS FOR UNSATISFACTORY ITEMS:**

1.

**C. TEXTBOOKS/CURRICULUM REVIEW:**

- The textbook/curriculum currently in use has been determined to be adequate by the committee and requires no additional review.
- The textbook/curriculum currently in use was determined to require updating.

The following textbooks/curriculum were presented to the committee for review.

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**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**D. CERTIFICATIONS: (List certifications available to your students)**

- CSS Certification

- HTML Certification
- OSHA
- ForkLift

**Number of Students Receiving Certification:**

- 2

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**E. CAREER AND TECHNOLOGY STUDENT ORGANIZATIONS (CTSO) INSTRUCTION:**

**List how CTSO's have been incorporated in the program.**

- DECA – reviewing DECA in class and creating shark tanks with student business plan.

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**F. COLLEGE IN THE HIGH SCHOOL/ARTICULATION AGREEMENTS:**

**List College in the High School/Articulation Agreements currently offered by your program.**

- Pennsylvania College of Technology – 3 credits – Web Page Design Course BWM150

**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.

**SECTION 6: ADULT EDUCATION**

This program currently has no associated adult education offerings associated with it.

This program has adult education offerings as listed below:

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**COMMITTEE SUGGESTIONS/RECOMMENDATIONS FOR ADDITIONAL OFFERINGS/COMMENTS:**

1.

**SECTION 7: GENERAL DISCUSSION**

**LIST ITEMS FOR DISCUSSION NOT COVERED IN OTHER AREAS:**

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**COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:**

1.