

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

PROGRAM AREA: **Sales, Distribution, and Marketing Operations, General.
52.1801**

MEETING DATE: 4/27/2023 **START:** 5:00 pm **ADJOURN:** 8:00 pm

COMMITTEE CHAIRPERSON: Gwyn McCleary

COMMITTEE MEMBERS/GUESTS ATTENDING:

Mary Bokeko
Brad McCleary
Cherry Shives
Kaitlyn Swenson
Hannah Bumbaugh
Justin Johnson
Beth Taylor
Angela Cutchall

BRIEF MEETING SUMMARY

All members in attendance approved the minutes and the recommendations of the last meeting in the Fall 2022. We talked about the status of facilities, reviewed/updated the 5-year equipment list to include:

\$2,295.00 for BusinessU to replace Strivven Media
\$2,000.00 per year for Stukent.com (Marketing simulation)
\$1,325.00 Testout per year (Microsoft Office Simulation)
\$6,500 per year for Schoology
New student desks (some are falling apart)

Next, the committee reviewed the POS Task List, Industry Credentials and NOCTI data for Marketing Program.

Members were updated about the DECA District competition this year held at Messiah College on December 20, 2022. There were two third place winners and two – second place winners at District State Competition.

As one member was discussing their businesses need for a social media manager it led into the discussion of why the Marketing students are not involved in Career Tech’s social media. One member suggested having a paid

senior co-op Marketing student manage the social media for CareerTech. Other members suggested having one device (an Ipad) dedicated to social media only and it remains at school. That way it is secure and lessen the chance of the student making an unauthorized post outside of school. Other members asked how it was different than IST students co-oping with Mr. Campbell or culinary students working on school venues. I did speak up and asked what would happen if there was not a senior who was available or had the ability.

There was discussion about the new TV's and refrigerators that would be coming this year as listed on the 5 – year equipment list.

ADMINISTRATIVE RESPONSE:

- Administration appreciates the continued support of this OAC. The recommendations/suggestions for equipment and software can be added to the 5 year equipment list to be considered for purchase. These are great suggestions. Administration is also interested in the idea of the senior co-op student managing much of the social media. This is an excellent idea we will consider moving forward.

Gwyn McCleary

X

Secretary/Chairperson's 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) 16

Enrollment Numbers – Semester 2 (Spring) 16

COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:

1.

B. Cooperative Education

Student Statistics

	Number of Students
Eligible Students	5
Students Placed on Co-op	3
Students Declining Co-op Opportunities	2

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

- 1st Ed Credit Union – 1 student
- APX – 1 student
- JLG – 1 student

COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:

1.

C. STUDENT PLACEMENT: (From Senior Placement Survey)

Number of Students

Previous Year Graduating Seniors	12
Previous Year Completers	9
Placement Data	
Employed Related to Career Field	6
Employed Unrelated to Career Field	0
Military Service	0
Enrolled Postsecondary Education	2
Available for Employment but Unemployed	4

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.

- Retailing – Glencoe Marketing Series 0-07-861400-7

COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:

1.

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

- OSHA, CSS, HTML5, CareerSafe

Number of Students Receiving Certification:

- 3

COMMITTEE SUGGESTIONS/RECOMMENDATIONS/COMMENTS:

- 1.

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

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

- Practiced within the classroom and attended Districts in Mechanicsburg

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.

- Penn College 3 credit class – Web Design 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.

