

**Wichita Falls Independent School District
Business, Marketing and Finance Advisory Committee Meeting
Monday, May 9, 2016
3:15 p.m. Education Center Room 301**

CALL TO ORDER

The Business, Marketing and Finance Advisory Committee Meeting was called to order at 3:20 p.m. by Michelle Wood, WFISD's CTE specialist.

PARTICIPANTS

Michelle Wood, CTE specialist
Gary Don Harkey, Vernon College
Claro Villanueva, Big Blue
Britt Milstead, KFDX
Teea Reed, Union Square Credit Union
Jessica Bennett, WFISD counselor
Tandy Roberts, WFISD instructor
Kris Tilker, Midwestern State University
Ashley Thomas, WFISD public relations officer
Ann Work Goodrich, WFISD communication specialist

BUSINESS

The group elected a chair (Teea Reed) and secretary (Britt Milstead) to direct the meeting. These positions may not go to WFISD employees.

OVERVIEW

These meetings are designed to help WFISD match students' interests and needs with what the community needs and wants. "We want the community's advice so we can help kids," said Mrs. Wood.

Mrs. Wood explained there are five endorsement areas. The tracks within them are all new. Until now, there was no sequence of courses in marketing. Some students came into some classes knowing nothing about the coursework, while others had previous coursework. Now, with sequencing, all students will begin a class with the same background knowledge.

As freshmen, students in this track take the principles class titled, "Principles of Business, Marketing and Finance." Then as sophomores, they can decide to take Business Information Management (BIM) 1 and later (as juniors) BIM 2 –a class that has been around for a very long time. Or, they may go toward "Marketing and Finance" with a class called "Advertising and Sales Promotion" and, the next year, "Marketing Dynamics."

Until now, marketing has been divided into two one-semester classes: Sports marketing, which drew boys, and Fashion marketing, which drew girls.

WFISD is moving away from such awkward distinctions, since there is much more to marketing than sports and fashion....and because such simplicity gives a false perception of the field, according to instructor Tandy Roberts.

WFISD is also transitioning into a business English class that will replace an English 4 literature class. This new class will teach business writing.

Mrs. Roberts came from the work force in ad and sales promotions and will teach the advertising classes. The class crosses into graphic design. Students learn Adobe Illustration. There is "lots of technology integration," she said. Students learn to give sales pitches, branding, and also learn soft skills, such as grooming.

The Advertising classes will be held at the CTE Center when it opens. This will allow students taking these courses in all three high schools to be funneled to one place. "We will not have to duplicate at all," said Mrs. Wood. "And we can promote our services to the public."

The district can afford to buy higher-based learning when it is equipping only one place and not classes at three high schools, she said.

Enrollment

The CTE Center will not be open for the 2016-2017 school year. However, we want it to be full when it does open. So for the next year, we are offering the full range of courses, but they will be offered at the high schools. Mrs. Roberts, for example, will be headquartered at Wichita Falls High School because she's established there. Just for this year, we will use what we have and make do. "It may look a little crazy," said Mrs. Wood.

There will be some shuttling of students to different campuses to access the specialties they want. This will be a dry run for the shuttling that will begin in 2017-2018 from the high schools to the CTE Center.

Another difference: sophomores will be taking higher level courses...the courses that juniors used to take. That frees up the student's senior year to take a practicum.

They will earn an ADOBE certificate in this field.

Claro Villanueva commented that students should be taught to sell, since in business you are constantly selling yourself along with your product.

Next year, the Advertising and Sales Promotion class will enroll 50 kids. The BIM 1 classes will enroll 50 students per campus.

They will learn Excel, Power Point, and Microsoft specialist certifications.

Teea Reed asked if WFISD will pay for certifications. Mrs. Wood said that WFISD pays for the certifications, then the state reimburses the district for those who pass. WFISD wants to cover this cost for students, who might skip the certification if they thought they had to pay for it.

Next year, the BIM 2 class at Hirschi will enroll 23 students.

Curriculum

Until now, WFISD has had three different teachers of principles classes who have not given the material uniform treatment, said Mrs. Wood.

Beginning next year, instruction will be standardized. Now all first- and second-year students will have the same basic skill set. "We will create uniformity of curriculum so students can advance together," said Mrs. Wood.

WFISD will accomplish the uniformity by paying its teachers to attend staff development this summer.

The advanced classes have not been laid out yet, since they are still one year down the road.

Certification

Mrs. Roberts said she teaches students the Illustrator computer program in the Microsoft Office Suite.

Ashley Thomas, public relations officer, said she uses In Design and would recommend that Mrs. Roberts get all three programs: Photoshop, Illustrator and In Design. She also recommended Linda.com for tutorials.

"I will be learning with my students," said Mrs. Roberts.

Mr. Villanueva suggested that Mrs. Roberts consider giving students a personality/job inventory that tailors sales presentations to the type of personality they're selling to. He recommended a fun one that compared personalities to various animals.

There are not many student organizations oriented to the business and marketing crowd, said Mrs. Wood. Such organizations are sought for students in all tracks, she said, since students who are involved in such ways do better in school. It pushes them to do more to earn certifications and lead.

DECA is the main organization for students in this field.

There are a couple UIL teams for business that have drawn weak participation. "We want students to compete and compete well," said Mrs. Wood. "They do better work when they know others will see it."

Mrs. Roberts said that Kris Gossom, who formerly taught her position at WFHS, will be a resource for any questions about DECA.

Mr. Villanueva said that many businesses need help in promoting their businesses and would welcome student help. They might sponsor a contest.

Mrs. Wood said that in the past, the school district hasn't show students the steps to get where they want to go. "We need to give them exit points and reasons to keep going in ways they love."

Ashley Thomas went to the DECA website and said she found a link there that would help someone start a high school chapter.

Supplies/Equipment

Mrs. Wood asked for the names of books or videos that would be helpful to students in this field.

The CTE Center will be amply supplied with equipment, said Mrs. Wood.

Right now, Mrs. Roberts is teaching her Advertising and Sales Promotion classes using laptops...and until recently, students were doing computer design work using only the laptop trackpad. She ordered a box of mice to help students.

"There will be a computer lab at the new CTE Center. For now, we're making it work," said Mrs. Wood.

Special Population

WFISD must address students with disabilities because WFISD accepts all students. There are no reasons that any student would be turned away. Modifications are made—and made regularly to include them. However their disabilities may limit the certifications they can earn.

This field has gender equity. They're all the same age and evenly split, boys and girls. "It will help by not calling it sports marketing and fashion marketing," said Mrs. Wood.

The business classes are mixed, with slightly more boys.

CTE Center

Mrs. Wood asked for feedback and expectations for this field. It will definitely include project-based learning.

The CTE Center will open Fall 2017, but it is just a bunch of dirt now, she said. Construction crews recently found some pipes that weren't supposed to be there, so they are addressing that situation now.

It will be 123,000 square feet and house all career paths. It will bring a big mix of students into the building, with shuttles running every 18 minutes. It will have a college feel, with charging stations throughout the building and 1,000 students using the building each day.

It will not be like high school, where you need a hall pass to be out of your classroom. Students will have more of a free reign as they participate in project-based learning.

"How much training will be focused on digital?" asked Britt Milstead. "I'd encourage you to figure out how to incorporate digital into what you're teaching," he said, because it is the focus now. "That's what we're selling more and more every day," he said. "All need to know it."

Curriculum is directed by standards set forth by the state, called TEKS, which will change in the CTE field for 2017-2018. In this field, many course skills and projects will overlap, said Mrs. Wood.

Ashley Thomas added that this field will always be changing to include the latest ideas. "It's not like math," she said.

"We can't have students sit in a silo, then release them into the community. We MUST change with the times," said Mrs. Wood.

Kids appear to be tech savvy, but they really aren't, said Mrs. Wood. They are savvy at texting, not typing or spelling.

They also can't have intelligent conversations on the telephone and struggle with communication in general, according to Britt Milstead.

Teea Reed asked if industry professionals from the community will be invited into classrooms to speak.

Mrs. Wood answered that professionals will be brought in to classes as early as 8th grade. The Career Expo is set for Sept 27, 2016, sponsored by the Texas Workforce, and will bring 3,000 8th graders together for career exposure. "We are looking for Business and Industry experts to speak to kids," said Mrs. Wood.

MSU's Kris Tilker urged planners to include classes on business ethics and stress that your own personal values may not be identical to those in the business world. Competitiveness is not the same as deception, he said. He complimented the program and said, "It sounds to me like this is well thought out."

These tracks are still in their infancy. "I don't want to miss anything," said Mrs. Wood.

There are few behavioral problems in the upper level courses, since students choose these classes themselves, and because it becomes a privilege and honor to get an internship spot.

Mr. Villanueva stressed that students need to be taught to be on time. "Just show up!" he said.

Kris Tilker said you will always have one student who will succeed despite obstacles, which is heartwarming to see.

Mrs. Wood said she urges students to find what they love. "We're trying to get them into something they love so they can see a purpose for themselves."

She is not asking them to choose a career in 8th grade. "Nothing is end-all, be-all," she said. "They can always switch. They are not stuck." We tell them that people change career paths all the time, she said.

The main goal of the CTE program is to get students thinking about their future many years earlier...so they don't reach graduation and then begin to think, "Now what?" This results in expensive and time-consuming stops and starts, which are better done in high school.

The meeting concluded at 4:40 p.m.