

DVR Business Committee Agenda

April 14, 2021

VIRTUAL GOOGLE MEET

2:00 – 3:00 pm

I. Introductions

Tony Pecucci (Leyden), Lauren Giuseffi (Leyden), Shaurae Winfield (Proviso West), Gretchen Reyes (Triton), Julia Wickland (Ridgewood), Patty Sarkady (Riverside Brookfield), Luca Ciccolini (OPRF)

II. Conference or Webinar Attendance - Past and Future?

Proviso West attended the IACTE Conference and gained some valuable insights for student future job opportunities. Riverside Brookfield attended the WSJ Job Summit virtually. While this conference was geared towards those that have lost positions during the pandemic, there were some valuable insights on resume writing and the transition opportunities between highschool and college. Both schools shared their insights.

No DVR school attended NBEA virtually or in-person. All agreed that conference attendance and professional development will hopefully normalize next school year in hopes of continuing professional growth.

III. Triton Dual Credit Update/Information (Gretchen)

Triton shared two new certificate programs that will hopefully be up and running. There will be a new one year Social Media Certificate Program that is now up for approval. This will hopefully be offered in Fall of 2021. This program will combine much of what has already been offered in the visual communication classes, combined with social media marketing tactics. Schools like Leyden and Riverside Brookfield have started offering programming in search engine optimization, Google Ads, and digital marketing - so many were excited this will occur.

Triton also shared they are working on a Supply Chain Management Certificate that will be offered in Fall of 2022. This capitalizes on the fact that the midwest (and especially the O'Hare area) are heavily involved in this growing sector. Triton has joined the Council of Supply Chain Management Professionals Association to ensure they are providing meaningful resources for graduates to be gainfully employed. Leyden has been looking at supply chain management and will contact Calvin Washington at Triton to see how partnering may work now and in future.

IV. Accounting Updates/Ongoings

The group discussed the Triton offerings in accounting, including the [Accounting and Business Administration, Associate in Science](#). The group discussed that many of the Seniors coming out of DVR high schools would likely struggle with a four-year bachelor's degree in Accounting; so there was a discussion of the various options available at Triton, including the Bookkeepers Certificate. Leyden shared that contacts on their Advisory Board recruit from Triton for these positions. Triton also shared information about an Open House for incoming students.

V. Marketing Updates/Ongoings

Riverside Brookfield and Leyden have started using Stukent to introduce students to social media marketing. Leyden has added ClickMinded as well to deepen that knowledge. This gives students a foundation in digital marketing. Some DVR schools will be tweaking their marketing instruction in all classes that address marketing. While marketing fundamentals will still be taught, the group agreed that these skills are veering away from traditional marketing - and more towards a digital landscape. The group agreed that if we do not address digital marketing, the curriculum will not be relevant.

VI. Entrepreneurship/Incubator Ongoings

All Incubator efforts have been virtual both at OPRF and Leyden. The experience has been different for all, but teachers made the best efforts possible. Riverside Brookfield shared they have been using GoVenture to great success in Entrepreneurship and Accounting. Several schools will be looking to evaluate GoVenture as well.

VII. [College Discussions \(Business Degree\) with Leyden Advisory Board/Research](#)

The group looked at some research that Leyden reviewed with their Business Advisory Council (which is made up of business professionals). Specifically, the group discussed growth areas where we can direct students. But in addition, we again discussed how college could actually be a detriment to a student who is interested in marketing (see research). Students who go to a four year college for marketing will likely be missing out on real world digital marketing skills that transpire while they are there - thus leaving them behind peers.

VIII. Open Discussion of Current Efforts/Future in Each Department

IX. [Illinois Retired Teachers Grant](#)

The group discussed this grant and discussed other opportunities to write grants for business education

X. [DVR Perkins Goals/Strategies](#)

The group reviewed the goals/strategies on this page and will continue to review when doing future planning.

XI. Other

XII. Adjourn