State Superintendent's Business, Marketing and Information Technology Advisory Committee

October 13, 2011

Chula Vista Resort, Wisconsin Dells

Minutes

In attendance:

Mary Murray	**WICPA**
Lila Waldman	UW-Whitewater
Brad Haag	Racine Unified School District
Amanda Dowds	Mineral Point High School
Lynett Havelka	Mukwonago High School
Scott Christy	Green Bay School District
Brian Johnson	Michels Corporation
John Smith	UW-Whitewater
Sandy Guiliani	Grafton High School
Shari Gunderson	Cadott High School
Moria LaFayette	Wisconsin Technical College System
Urs Haltinner	UW-Stout
Kelly Hoyland	Menomonie High School
Annette O'Hern	LaCrosse School District
Ken McCullough	Madison Area Technical College
Laurie Benson	LB Unlimited
Debbie Stanislawski	UW-Stout
Jennifer Wegner	WI Department of Public Instruction
Tim Fandek	WI Department of Public Instruction

I. Meeting was convened at 9:05 a.m.

II. Review of Previous Work
   a. This We Believe Statement
      i. The committee reviewed the statement; made minor punctuation changes and approved the document with changes
      ii. A dissemination plan has been developed and will be implemented by November 15
   b. "Programs in Peril" Document
      i. Title change to "Sustaining Your Program into the Future"
      ii. Section 15 is to be deleted
      iii. The committee broke down the sections to be reviewed by November 1 with updates being sent directly to Jen Wegner; a new draft will be sent to the committee for review

III. Program Updates
   a. Jen and Tim shared program updates in the following areas:
      i. Professional Development Opportunities
         1. BM&IT Spring Updates—members are encouraged to participate on behalf of the committee

ii. Equivalency
    1. B&IT/ELA equivalency is approved; info out to the field in the next week
    2. Meeting next week for B&IT/Marketing/Social Studies equivalency discussions
iii. Accounting state level conversations
    1. AP Accounting goes to the College Board in Spring 2012
    2. Other "Wisconsin-based" conversations are continuing with the technical colleges and universities around Accounting
iv. Standards development for CTE areas begins in December 2011
    1. Draft standards by Summer 2012
    2. Advisory Committee will play a critical role
v. Guiding Principles for Teaching and Learning
vi. Disciplinary Literacy
vii. Leadership Certificate in pilot for 11-12 year—thanks to the committee for their input

IV. Subcommittee Breakouts
a. Adding Value—facts sheets will be developed in the following areas by the spring meeting:
    i. CTSOs
    ii. WBL/SBE
    iii. Perceptions
    iv. Industry Certifications
    v. Transcripted Credit
    vi. CLEP
b. Business Partnerships—a draft document has been shared. Committee will do a survey to request information regarding what types of technical assistance may be added to help local educators develop partnerships. Additional resources/samples will be located or developed.

V. Next Meeting: Tuesday, March 20, 2012 @ Chula Vista Resort

VI. Meeting adjourned at 2:55 p.m.

Respectfully submitted by Tim Fandek & Jennifer Wegner