

Curriculum Committee Meeting
November 8, 2017

Committee Members Not Present

Mr. John Gamble

Others in Attendance

Mr. Paul Faulkner, Board Member
Mr. Glenn Schloeffel, Board Member
Mrs. Karen Smith, Board Member

Mr. Scott Berger, Social Studies Curriculum Supervisor
Mr. Jonathan Boyle, Tamanend Assistant Principal
Mr. Martin Hayes, CB East House Principal
Mr. John Murtha, Unami Assistant Principal

The meeting was called to order at 7:00 p.m. by Mrs. Collopy

REVIEW OF MEETING NOTES

The October 11, 2017 Curriculum Committee Meeting minutes were reviewed and approved without changes.

PUBLIC COMMENT


There was no public comment.

INFORMATION/DISCUSSION/UPDATES:

Dr. Davidheiser introduced Mr. Scott Berger, who will be presenting one of several courses brought to the Committee for consideration as additions to the 2018-2019 curriculum.

AP Microeconomics

Mr. Scott Berger is presenting an AP Microeconomics course as an addition to the existing AP Social Studies offerings. He noted the differences between the existing AP Macroeconomics course and the proposed AP Microeconomics. Microeconomics is a “bottom up” approach to the science of economics, it involves the study of decisions made by business people concerning the allocation of resources and



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districts in the area. To truly “lead the way”, Mr. Kopicki believes the district needs to increase AP course offerings whenever possible. Dr. Wohl agreed, but reiterated his concern that it seemed not all three high schools were on board with the addition of AP Micro. Mr. Kopicki noted that interest and participation may be higher in some schools, but students from other schools could be included via video conferencing or hybrid classes. Looking at different ways to provide courses district-wide should be a focus moving forward.

Mrs. Collopy noted that Quakertown offers AP Human Geography to ninth grade students. She suggested it may be time to review our AP curriculum and perhaps change the grade level requirements to allow more students to take the courses.

Dr. Wohl remarked that he would recommend there be more faculty consensus before approving the AP Micro addition, he did not believe a “lukewarm” faculty would be g-0.7(e81)40o2.9(eu)2.2(k0)2.2(k0)2.2(k03(d)2.3-3.2.9

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Integrated Technology I was a structured curriculum where students “inherited” failing businesses. Integrated Technology 2 will provide the students with an entrepreneurial role, allowing them to exercise their creative freedom. Entrepreneurship was chosen as a concept platform because it exposes the students to many different business concepts.

There are three units: Introduction to Entrepreneurship and Business, Business Plan and Digital Media. In Unit I students will be introduced to what it means to be an entrepreneur. They will be required to research a famous entrepreneur. Digital Citizenship will be covered from a business perspective, rather than the personal perspective covered in Integrated Technology I. Basics in business concepts will be discussed. The unit will culminate with a presentation geared to teaching students about formal business presentations.

Unit II is the Business Plan Unit where students will focus on their own business plan. They will analyze needs in the local community to decide what business venture they would like to pursue. Students will learn about SWOT analysis (strength, weaknesses, opportunity and threats). Once students have their idea, they will be taught about developing a basic business plan. There will be heavy focus on Word and Excel in Unit II.

Once the business plan is complete, students will learn to market their business. Unit III focuses on the

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further structured and presented to the Committee in the spring. Mr. Hayes introduced three CB Business teachers who will present the course – Ms. Kutz, Ms. Fosbenner and Ms. Toub.

For several years the department had felt the need for a Capstone course that would challenge students. The proposed Entrepreneurship course will ask students to be innovative while realizing the risks and benefits of starting their own business. The goal is to have students, with the guidance and support of their teachers, build on the knowledge they already have to create their own business. The course will be collaborative, students will work together helping to develop each other's ideas. Community involvement will be included in the course, and Amanda Soler from the Doylestown Chamber of Commerce has been contacted by the Business Department. Ms. Soler has provided a list of small business owners that would be interested in mentoring CB students through the course, giving students an opportunity to understand the entrepreneurship process first-hand.

The course will have a project-based grading system. Students will complete a digital portfolio, perhaps with community members reviewing the finished project. Course units will include an Introduction, Marketing and Advertising, Financing, and Business Operations Management.

Digital Marketing

Dr. Davidheiser noted that the Digital Marketing course presented tonight involves a name change as well as a curriculum revision. The course currently being offered is entitled Media Design. Mr. Jonathan Boyle, Tamanend Assistant Principal, presented the course proposal along with CB Business teachers Mary Accetta, Steve Romesburg and JR Meo.

A video was presented on digital marketing in today's world. Mr. Boyle noted that students need to be prepared for careers that don't yet exist. The courses offered by the Business and Integrated Technology Department are moving forward to meet that need.

The current Media Design course was initially a Desktop Publishing class, a name change to Media Design was done to incorporate the advancements in video. In 2017, the advent of social media marketing has prompted another name change to Digital Marketing. Any student interested in pursuing marketing post high school will need exposure to the digital marketing world of today. The general Marketing course content covers a full range of marketing aspects, but is not able to cover the digital aspect in the detail students will require as they advance beyond high school.

The course format will be project based. The course content will be similar to Media Design, but will include an expanded section on social media marketing. A knowledge base of target markets is necessary for studying social media marketing, so a prerequisite will be required for this course. Students will learn how to create professional business presentations. The course will be held in a computer lab, so all students will have access to a PC.

The goal of the class is to incorporate marketing fundamentals and concepts in social media. Students will receive direct instruction to meet technology proficiencies, independently apply skills, and illustrate understanding through project-based application.

Digital Marketing will include some aspects of print marketing as well as social media. E-Marketing concepts will be taught. The use of digital technology and the use of social media from a business perspective rather than a personal perspective will be explored. The concepts of how businesses use social media to connect to their market base will be covered.

The Committee agreed to move the proposal for Digital Media to full board for approval.