



## Career Pathway Spotlight: Marketing



In this pathway, students gain knowledge and skills in management and entrepreneurship, professional sales and marketing, and buying and merchandizing. There is a strong focus on marketing communications and promotion, marketing information management, research, distribution and logistics, global marketing, and e-marketing.

Students have the opportunity to earn an industry recognized credential called the Marketing Education Manager Trainee. For more information, please contact Harold Walker, Marketing Pathway Lead Instructor, Morrow High School.

## Business/Industry Spotlight: Kaiser Permanente



On April 29<sup>th</sup>, CTAE Health Information Management students from Mt. Zion High School participated in Kaiser Permanente's "Back Stage Pass" tour at Southwood Comprehensive Medical Center. Students networked with healthcare professionals, observed the daily operations of a healthcare facility and toured the facility.

For more information, please contact Sonya Dunbar, Health Informatics/Health Information Mgmt./Medical Office Development Pathway Instructor, Mount Zion High School.

## Career Technology Student Organization Featured CTSO: Distributive Education Clubs of America



DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. The organization sponsors school based enterprises (SBE's) which provides practical learning experiences of purchasing and selling of goods and services. These experiences provide a glimpse of daily operations of a business.

## State Superintendent Richard Woods Presents STEM Program Certification to Rex Mill Middle School



On Monday, May 11<sup>th</sup>, Rex Mill Middle School (RMMS) formally joined an exclusive group of Georgia schools. RMMS is the first school in Clayton County to be awarded Science, Technology, Engineering and Mathematics (STEM) Program certification by the GaDOE. The certification was presented by Richard Woods, State Superintendent. Rex Mill is the second middle school to earn STEM Program designation statewide and the first to have a Healthcare Science STEM Program. The certification is an extensive on-going process conducted by GaDOE to verify specific indicators of STEM excellence implemented by the students, the staff and the community of the school.

"Team members focused on how students were solving real-world problems: innovation of a STEM lab funded by a grant from Coca-Cola and



Emergency Management Disaster Plans," said Eboni Chillis, coordinator of the district's Career, Technical and Agricultural Education (CTAE) program.

CCPS Superintendent, Luvenia Jackson; Deputy Superintendent, Jacquelyn Hubbert; Former Principal of RMMS, Camille Murner; Area Superintendent, Dr. Machalle Matthews; State CTAE Director, Dr. Barbara Wall; GaDOE CTAE Program Specialist, Phyllis Johnson, and other CCPS faculty and staff members.

## Student and Teacher Spotlight

### Student:

### Noelia Moreira Mount Zion High School, Air Force JROTC



Cadet Major Noelia Moreira is Mount Zion High School's Awareness Presentation Team Commander. She spearheaded the Atlanta Falcons Food drive at Mount Zion High School. Her leadership led to their unit receiving a certificate of appreciation from the Atlanta Community Food Bank for their contributions equivalent of 447 meals going to children, seniors, and others in metro Atlanta and North Georgia communities.

### Teacher:

### Harold Walker Morrow High School, Marketing Instructor



Mr. Walker has embraced the spirit which drives CTAE: preparing students for college and careers. He facilitated numerous collaborative projects for his students which gave them the opportunity to gain real-world, real-work experience. In April, he engaged over 100 of his students with the opportunity to submit design concepts for a new logo for Clayton County Water Authority. In addition, Mr. Walker's Marketing Program was certified February 2015.

# CTAE SPOTLIGHT



## Did You Know?

- Over 30 middle and high school CTAE students in Career Technology Student Organizations (CTSO's) will be competing nationally. Students advancing to nationals are prepared to compete in the following areas: Business Education, Engineering, Marketing, Cosmetology, Food and Nutrition, and Early Childhood Care and Education; and in various states such as: Texas, Kentucky, Washington D.C. and Florida. Congratulations to the organizations, sponsors and students competing from:
  - SkillsUSA at Riverdale High School, Pam Harris - Sponsor
  - FBLA at Lovejoy High School, Lori Stringer - Sponsor
  - TSA at Jonesboro High School, Kent Pate - Sponsor
  - DECA at Forest Park High School, Dan Moorer - Sponsor
  - FCCLA at Babb Middle School, Lillian Mitchell - Sponsor
  - FCCLA at Perry Learning Center, April Moore - Sponsor
- Mt. Zion High School and Lovejoy High School Carpentry Pathway students partnered with Southern Crescent Habitat for Humanity's "spring build." Both schools were honored at the Habitat Golden Hammer Awards Ceremony in the Student Volunteer category.
- This year's WBL Success Seminar was hosted by Clayton State University where students learned about the importance of soft skills in the workplace, networked, and took a tour of the campus.
- CTAE Achievement Ceremony at Mundy's Mill High School was attended by over 450 students, parents and guests. The ceremony recognized approximately 360 students who passed the ASSET test, which is an increase of 16% from last year, and approximately 240 students pass the End-of-Pathway-Assessment, which is an increase of from last year.
- Dan Moorer, Marketing Instructor at Forest Park High School and Harold Walker, Marketing Instructor at Morrow High School, engaged marketing students in a Student Challenge Pilot Program to create a new logo design concept for the Clayton County Water Authority (CCWA). Final selections from both schools were presented to the CCWA Board of Directors by the students that created the concepts. The final selection and logo design will be determined in July 2015.
- Rhonda Powell, Programming Pathway Instructor at Forest Park High School had students to participate in CodeHS. The workshop introduces programming and computer science principles to spark an interest in programming and coding. After the workshop, 80% of the students said they would be interested in continuing in programming courses. A student commented, "in today's ever changing world, one needs to have some type of technological background in order to navigate through devices, programs, and the world."
- Babb Middle School's FCCLA Garden Club held a workday on March 18<sup>th</sup>. Plants, tools, and materials were donated by The Home Depot, and direction was provided by Georgia Cooperative Extension Service Master Gardener's staff. Students learned to make "worm towers" for their garden as a simple and effective way to increase the health of their plants and improve soil conditions.
- Five elite cadets from Mundy's Mill High School's AFJROTC Program received an acceptance letter to participate in the United States Naval Academy Summer Seminar: C/2<sup>nd</sup> Lt. Aaliyah Ingram, C/Lt. Colonel Elizabeth Bourdeau, C/Major Johnnay Martin, C/2<sup>nd</sup> Lt. Obumneme Okeke and C/Major Latesha Locker. C/Lt. Colonel Elizabeth Bourdeau, C/Major Latesha Locker and C/Major Johnnay Martin also received acceptance to the United States Air Force Academy Summer Seminar Program.



*Mundy's Mill High School AFJROTC cadets attending United States Naval Academy Summer Seminar (left photo) and United States Air Force Academy Summer Seminar (far right photo).*

# CTAE SPOTLIGHT



## CTAE Career Clusters

*CCPS offers different pathway courses within each Career Cluster*

1. Agriculture, Food, and Natural Resources
2. Architecture and Construction
3. Arts, A/V Technology, and Communications
4. Business Management and Administration
5. Education and Training
6. Energy
7. Finance
8. Government and Public Administration
9. Health Science
10. Hospitality and Tourism
11. Human Services
12. Information Technology
13. Law, Public Safety, Corrections, and Security
14. Manufacturing
15. Marketing
16. Science, Technology, Engineering, Mathematics (STEM)
17. Transportation, Distribution, and Logistics

## Photo Gallery

*Babb Middle School FCCLA's Garden Workday in partnership with Home Depot and the Georgia Cooperative Extension Master Gardeners. (3 photos, below left)*



*Forest Park and Morrow High School marketing students presented their logo concepts to the Clayton County Water Authority Board of Directors. (3 photos, left middle)*



*CTAE Achievement Ceremony display and medallions. (below)*



*Lovejoy and Mt. Zion High School carpentry students installing the wall framing (above left). Southern Crescent Habitat for Humanity donated \$12,000 worth of materials to the Carpentry Program. Above right photo is the completed home.*

### CTAE Department:

- Eboni Chillis, CTAE Coordinator
- Greg Guhl, Youth Apprenticeship Program
- Herasheia Dozier, CTAE Content Lead

### CTAE Spotlight Editorial Staff:

- Patricia Cain, Marketing Instructor - Mundy's Mill High School
- Tana Constable, Marketing Student – Mundy's Mill High School
- Rayne Gaston, Marketing Student – Mundy's Mill High School