



DEPARTMENT OF CAREER AND TECHNICAL EDUCATION
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Advisory Committee for Marketing Education

Purpose of Advisory Committee

The purpose of the Advisory Committee is to assist you in improving your Marketing Education program, classes, and opportunities for students. The purpose is to involve community expertise in making decisions and assisting with your program – therefore business people from the community are the heart of the advisory committee. The committee is NOT to be made up of educators or students, although they can be a part of the committee. Business people are the key to a successful committee.

Requirements

1. Two advisory committee meetings each school year; one per semester.
2. Advisory committee minutes are to be sent/emailed to Addie Lea at alea@nd.gov.
3. Advisory committee minutes of two meetings must be uploaded on the BRP System for reimbursement by the school in the spring of the year. The signed form listing all advisory committee members is also required. This is now required in order for school reimbursement to be approved.

Make Up of the Advisory Committee

1. The advisory committee should include a minimum of 3 local business professionals, at a minimum three of the following career clusters should be represented:
 - a. Entrepreneurship – Small Business Owner
 - b. Finance
 - c. Hospitality
 - d. Management
 - e. Marketing
2. In addition to the business representation it is suggested but not required to have the following representation on the advisory committee: (at minimum 2 of the following)
 - a. Administration from the school; superintendent, principal, assistant principal, activity director
 - b. CTE Director from your school or district
 - c. Counselor from your school or district
 - d. Parent of current student
 - e. Current student, may be your DECA president

What can the advisory committee help with during the year?

1. Approve the program for the school and community through a motion in the minutes.
2. Speak to students in class or offer a field trip to their business.
3. Assist as judges for class presentations or DECA competition.
4. Provide fund-raising opportunities or donations to the program or DECA Chapter.
5. Help with course changes, curriculum, ideas for class or DECA projects, or equipment needs.
6. Provide ideas for community projects or class projects.
7. Provide ideas for the school based enterprise.