

## Career and Technical Education Program of Study Renewal 2017 Version

- Step 1 –ODE specialists will review any Renewal Applications based on course information contained in the Course-to-Standards Matrix, so please be sure those matrices are complete and accurate.) See last step below.
- Step 2 – Complete this **2017 CTE POS Renewal form** (make sure all items are complete)
- Program ID Page (Page 1 of this Form) complete
  - Provide a link to Career Pathway visual (on Page 1 below)
  - Complete CTE Course-to-Standards Crosswalk Matrix (use one of the [ODE Cluster templates](#), or a similar local form); attach matrix to this **2017 CTE POS Renewal form**
  - Indicate on the Matrix (above) those courses that trigger the Technical Skill Assessment(s); identify the TSA on Page 1 of this **2017 CTE POS Renewal form**
  - Enclose evidence of Student Support Services that are specific to this CTE POS (see next page)
  - Print out Assurances page, secure signatures, and scan as attachment to this **2017 CTE POS Renewal form** (or fax to ODE – 503-378-5156, c/o Nakeia Daniels)
- Step 3 – Submit this **2016 CTE POS Renewal form** and attachments to Regional Coordinator for field approval
- Step 4 – CTE Regional Coordinator: Review and field approve appropriately completed **2017 CTE POS Renewal form** and attachments
- Step 5 – Forward appropriately completed and field approved **2017 CTE POS Renewal form** and attachments to ODE at this email address: [POS.Application@state.or.us](mailto:POS.Application@state.or.us). (Use the [FTP process](#) for large files.) **DEADLINE: June 30, 2017.**

|                                                                            |                         |
|----------------------------------------------------------------------------|-------------------------|
| <b>CTE POS—Title:</b>                                                      | <b>Marketing</b>        |
| <b>Career Area:</b>                                                        | Business Management--BM |
| <b>Cluster Area</b> (and CTE licensure)                                    | BM--Marketing           |
| <b>Focus Area</b> (if applicable):                                         | Marketing               |
| <b>Secondary CIP Code:</b> ( <a href="#">Link to CIP website</a> )         | 52.1401 (6 digit)       |
| <b>Community College CIP Code:</b> ( <a href="#">Link to CIP website</a> ) | 52.1801 (6 digit)       |

|                                    |                            |                                        |
|------------------------------------|----------------------------|----------------------------------------|
| <b>Secondary School Name:</b>      | <b>Glencoe High School</b> |                                        |
| <b>Secondary School District:</b>  | Hillsboro School District  |                                        |
| <b>Secondary School ID Number:</b> | <b>1200</b>                |                                        |
| <b>Secondary Teacher Name:</b>     | <b>Email</b>               | <b>Current CTE License</b>             |
| Kyle Tolzman                       | tolzmaky@hsd.k12.or.us     | BM--Business Management Administration |
|                                    |                            |                                        |
|                                    |                            |                                        |

|                                                                                                                 |          |
|-----------------------------------------------------------------------------------------------------------------|----------|
| <b>CC Technical Skill Assessment (TSA):</b> Use the code from <a href="#">this table</a> for your selected TSA. | 10REG002 |
|-----------------------------------------------------------------------------------------------------------------|----------|

|                                                                                                                        |          |
|------------------------------------------------------------------------------------------------------------------------|----------|
| <b>Secondary Technical Skill Assessment (TSA):</b> Use the code from <a href="#">this table</a> for your selected TSA. | 2AREG051 |
|------------------------------------------------------------------------------------------------------------------------|----------|

|                                                                                                                                                               |                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Primary Oregon Community College Name:</b> (Contact <a href="mailto:POS.Application@state.or.us">POS.Application@state.or.us</a> to add multiple colleges) | Portland Community College          |
| <b>College Point of Contact:</b>                                                                                                                              | PCC Sally Earll sally.earll@pcc.edu |
| <b>Community College CTE Program Title:</b>                                                                                                                   | Marketing                           |
| <b>Community College Award:</b>                                                                                                                               | Associate of Applied Science        |

|                                                                                                |                                                                                                                                                       |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Visual/Roadmap:</b> (Insert link, or identify location where sample of visual can be found) | <a href="https://drive.google.com/drive/folders/0B2MMRvjYf1pANmc4a2t3Tkh0d1k">https://drive.google.com/drive/folders/0B2MMRvjYf1pANmc4a2t3Tkh0d1k</a> |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                      |                                                |
|--------------------------------------|------------------------------------------------|
| <b>Regional Coordinator/Contact:</b> | 2A--Beth Molenkamp elizabeth.molenkamp@pcc.edu |
|--------------------------------------|------------------------------------------------|

## Student Support Services

### Directions:

- 1) Complete the Expectations section below as evidence of the secondary (**Sec**) and postsecondary (**Psec**) Student Support Services that you provide specifically for students studying in this CTE Program of Study - and/or -
- 2) Enclose (as links in the Comments box below or as attachments) documents that demonstrate Student Support Services that you provide specifically for students studying in this CTE Program of Study (both **Sec** and **Psec**)

### Expectations

Check the applicable boxes below that indicate the Student Support Services you provide for students studying in this CTE Program of Study. (Boxes not checked should be explained in the Comments box below.)

| Sec                                 | Psec                                | Student Service Provided                                                                                                                                                                                                                  |
|-------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Students receive information, guidance, and/or counseling specific to this CTE Program of Study, including career and job market information, and college program information.                                                            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Students participate in CTE POS specific career related learning experiences or related work experience.                                                                                                                                  |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Students' education planning is developed around information specific to this CTE Program of Study.                                                                                                                                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Extended application projects or capstone experiences are developed within the context of this CTE Program of Study.                                                                                                                      |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Written information is provided to all students in this CTE Program of Study informing them of available articulated college (or university) credits, dual credit, expanded options, scholarships, and other postsecondary opportunities. |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Efforts are made to provide information to students who are considered non-traditional by gender to the occupations resulting from this CTE Program of Study.                                                                             |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Access and recruitment to courses in this CTE POS are provided for all students including, but not limited to all Oregon and federal protected classes.                                                                                   |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Accommodations are made to assure students with special needs can participate in this CTE POS.                                                                                                                                            |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Assistance is provided for students wishing to participate in this CTE POS for whom English is not their native language.                                                                                                                 |

### Evidence

During an ODE/CCWD audit, you may be asked for documentation or evidence of meeting the expectations listed above. Indicate where documentation may be found by providing links in the Comments box below, or by describing where documentation is kept, or by attaching documents to this **2017 CTE POS Renewal form**.

| Sec                                 | Psec                                | Evidence/documentation location (check those that apply)                                        |
|-------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Links to documentation are included in Comments box below                                       |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Description of where documentation can be found is included in Comments box below               |
| <input type="checkbox"/>            | <input type="checkbox"/>            | Actual Student Support Services documents are attached to this <b>2017 CTE POS Renewal form</b> |

### Comments:

(In the box below, please: 1) include links to any online documentation; 2) please include identification of the **Technical Skill Assessment(s) (TSA)** identified for this CTE POS—secondary and postsecondary; 3) finally, use this comment box to explain missing checkboxes from the **Expectations** matrix above.)

Students receive information, guidance, and/or counseling specific to this CTE Program of Study, including career and job market information, and college program information.

<https://oregonocis.uoregon.edu/pcchome.aspx>

<https://sites.google.com/site/coursenews/business-and-managemet-student-resources>

\* Students participate in CTE POS specific career related learning experiences or related work experience. All students in our POS are required to take Marketing 2 which give them the real world experience of working a lunch time business. They take care of the finances, ordering, marketing campaigns etc.

## CTE Program Of Study ....2017 Application (continued)

\* Students' education planning is developed around information specific to this CTE Program of Study. We have created a powerpoint presentation for our POS that all counselors and students have access to.

<http://glencoecounseling.weebly.com/forecasting-presentations.html>

\* Extended application projects or capstone experiences are developed within the context of this CTE Program of Study. There are a variety of experiences our seniors are able to take part in. All seniors are required to gain an internship, and complete 30 hours.

<http://glencoecounseling.weebly.com/volunteer-and-leadership-opportunities.html>

\* Written information is provided to all students in this CTE Program of Study informing them of available articulated college (or university) credits, dual credit, expanded options, scholarships, and other postsecondary opportunities. All scholarship and postsecondary information is distributed through the counseling center at Glencoe High School. Currently the Marketing POS does not offer dual credit.

<http://glencoecounseling.weebly.com>

\* Efforts are made to provide information to students who are considered non-traditional by gender to the occupations resulting from this CTE Program of Study.

During forecasting we have female business students answering questions and promoting our POS. This helps to ensure an equal representation of males and females in our program.

\* Access and recruitment to courses in this CTE POS are provided for all students including, but not limited to all Oregon and federal protected classes. Disabled Students

Instructor adheres to individual students' IEPs as provided by Special Education Department, including utilizing special ed work area. Assignments and informational powerpoints available on instructors website.

The Learning Lab is staffed by Glencoe Teachers who provide tutoring for students who need extra guidance, structure and educational support. Students who attend may get help in all academic areas. Bus Transportation home is available for students whose parents have filled out and submitted the Learning Lab Transportation Form to the attendance office. Use this form to sign your student up for Learning Lab.

### ELL Learners

Classroom assistance available. Instructor utilizes bi-lingual students as translators.

Centro Cultural 503-359-0446 Social, cultural, and educational services for Latinos

El Laboratorio de Aprendizaje es manejado por miembros del profesorado de Glencoe quienes proveen tutoría a estudiantes que necesitan ayuda adicional, estructura y apoyo educativo. Los estudiantes que participen podrán conseguir ayuda en cualquier materia que estén tomando. Tenemos disponible la transportación a la casa para aquellos estudiantes cuyos padres hayan llenado, firmado y sometido a la Oficina de Asistencia el Permiso de Transportación para el Laboratorio de Aprendizaje. Utilice este formulario para matricular a su estudiante en el Laboratorio de Aprendizaje.

<http://schools.hsd.k12.or.us/glencoe/Academics/GuidesHandbooks/tabid/6530/Default.aspx>

\* Accommodations are made to assure students with special needs can participate in this CTE POS. I work directly with student services to ensure that all students can be successful in our POS.

\* Assistance is provided for students wishing to participate in this CTE POS for whom English is not their native language. Many ELL students take courses in my program of study with assistance from the ELL department.

### 1. Relevant Links:

PCC WEBSITES OF PROGRAMS <http://www.pcc.edu/programs/>

MARKETING WEBSITE <http://www.pcc.edu/programs/business/marketing/>

BUSINESS ADMINISTRATION-MARKETING COOPERATIVE EDUCATION

<http://www.pcc.edu/resources/careers/internships/documents/coop-student-handbook.pdf>

BUSINESS ADMINISTRATION-MARKETING CATALOG

[http://catalog.pcc.edu/programsanddisciplines/businessadministration/#Marketing\\_AAS\\_Degree](http://catalog.pcc.edu/programsanddisciplines/businessadministration/#Marketing_AAS_Degree)

GRAD PLAN <http://www.pcc.edu/resources/advising/grad-plan/>

ADVISING SERVICES <http://www.pcc.edu/resources/advising/>

COUNSELING SERVICES <http://www.pcc.edu/resources/counseling/>

CAREER COUNSELING <http://www.pcc.edu/resources/careers/resource-centers/career-exploration.html>

CAREER CENTER <http://www.pcc.edu/resources/careers/resource-centers/>

START LAB <https://www.pcc.edu/resources/orientation/documents/orientation-schedule.pdf>

ESOL PROGRAM ADVISORS <http://www.pcc.edu/prepare/esol/sylvania/>

ESOL PROGRAM <http://www.pcc.edu/prepare/esol/>

INTERNATIONAL ADVISORS <http://www.pcc.edu/about/international/>

DISABILITY SERVICES <http://www.pcc.edu/resources/disability/>

OFFICE OF AFFIRMATIVE ACTION AND EQUITY <http://www.pcc.edu/about/affirmative-action/>

## **CTE Program Of Study ....2017 Application** (continued)

DIVERSITY TRAINING <http://www.pcc.edu/about/affirmative-action/training.html>

TRANSFER INFORMATION <http://www.pcc.edu/programs/university-transfer/>

OREGON TRANSFER GUIDES <http://www.pcc.edu/programs/university-transfer/transfer-guides/>

OUT OF STATE TRANSFER GUIDES <http://www.pcc.edu/programs/university-transfer/transfer-guides/out-of-state.html>

2. Technical Skill Assessment: <http://www.ode.state.or.us/apps/oss/assessmentClusters.aspx>

3. All expectations have been met. The following information provides supporting evidence for the Expectations: Student Support Services per each original statement.

A. Students receive information, guidance, and/or counseling specific to this CTE Program of Study, including career and job market information, and college program information. Evidence: Students in the Business Administration-Marketing program at PCC have a specialized advisor who is knowledgeable about PCC systems as well the nuances of the field and the program. The PCC website shows the many diverse CTE programs available as well as how to get started in one, a career center as well as offers advising and career counseling services.

B. Students participate in CTE POS specific career related learning experiences or related work experience. Evidence: Students are encouraged to take BA280 Cooperative Education: Business Experience (1-6 cr). to meet their required degree elective requirements. This is an internship experience that is offered in a real world setting.

C. Students' education planning is developed around information specific to this CTE Program of Study. Evidence: Students and advisors work with the GRAD PLAN program to create a personalized degree plan based on the students' level of entry at PCC and the program requirements. In addition, the catalog of programs and degrees offers guidance on educational planning.

D. Extended application projects or capstone experiences are developed within the context of this CTE Program of Study. Evidence: Students complete a series of extensive applied projects throughout the program starting in their first year. They will experiment and understand a variety of materials as well as complete projects from the preplanning phase through completion.

E. Written information is provided to all students in this CTE Program of Study informing them of available articulated college (or university) credits, dual credit, expanded options, scholarships, and other postsecondary opportunities. Evidence: PCC has extensive and detailed information available in their transfer website and in the transfer guides that are available showing the paths of articulation from PCC CTE programs to university programs. The program advising specialist reaches out to students through email, class visits and one-on-one meetings about transfer options, scholarships, extra0curricular opportunities, and available college resources. .

F. Efforts are made to provide information to students who are considered non-traditional by gender to the occupations resulting from this CTE Program of Study. Evidence: PCC is committed to reaching out to all students regardless of their gender. The CTE program advisors are empowered to reach out to high school students through high school visits, annual student preview day, and career fairs.

G. Access and recruitment to courses in this CTE POS are provided for all students including, but not limited to all Oregon and federal protected classes. Evidence: PCC is firmly committed to creating a diverse student body through continued and regular education of staff and faculty as well as by offering ongoing support to students and staff through the Office of Affirmative Action and Equity.

H. Accommodations are made to assure students with special needs can participate in this CTE POS. Evidence: The Disability Services office at PCC is able to help accommodate students with documented disabilities receive services they may qualify for.

I. Assistance is provided for students wishing to participate in this CTE POS for whom English is not their native language. Evidence: Most CTE programs require an English and Reading level minimum placement of WR 115 and/or RD 115. PCC offers ESOL courses for students who wish to improve their English language proficiency prior to entering into their CTE program of choice. For students who are studying on an international visa, international advisors that specialize in helping non-native speakers enter into the ESOL program are available.

Postsecondary TSA: 10REG002

**CTE Program Of Study ...2017 Application** (continued)

*Secondary TSA: 2AREG051*

# CTE Program Of Study ...2017 Application (continued)

## Certification of Assurance

Directions: **After filling in all the appropriate fields in this form**, print out a copy of this Certification of Assurance page and acquire all the appropriate signatures. **All signatures must be on one form.** Submit signed Assurance form to Nakeia Daniels at: [POS.Application@state.or.us](mailto:POS.Application@state.or.us).

|                           |                            |
|---------------------------|----------------------------|
| Name of CTE POS           | Marketing                  |
| Name of Secondary School  | Glencoe High School        |
| Name of Community College | Portland Community College |

|                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |       |
|-------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>SECONDARY LOCAL SUPPORT and CERTIFICATE OF ASSURANCE</b> | I have reviewed this program application document for clarity, completeness and adherence to program quality standards, and support its approval. I agree that the CTE program area requirements for secondary CTE programs, including appropriate CTE certification for teachers, the rules and regulations for Public Law 109-270, and the requirements contained in the Oregon State Plan for Career and Technical Education will be complied with in the operation of the CTE programs and services offered by the district or through contract between the district and other agencies, institutions, or individuals. I agree to furnish CTE program data as requested by the Oregon Department of Education. |       |
| Secondary School District Administrator Signature           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Date: |
| Administrator's Name                                        | Claudia Ruff                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |       |

|                                                   |                                                                                                 |       |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------|-------|
| <b>LOCAL SUPPORT and CERTIFICATE OF ASSURANCE</b> | The program advisory committee has been involved in the design and development of this program. |       |
| Advisory Committee Signature                      |                                                                                                 | Date: |
| Advisory Committee Member's name                  | Enter Advisory Committee Member's Name                                                          |       |

|                                                                  |                                                                                                                                                                                                                                                                 |       |
|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| <b>POST-SECONDARY LOCAL SUPPORT AND CERTIFICATE OF ASSURANCE</b> | This community college has been involved in the design and development of this CTE program of study and agrees to continue collaboration meeting all 5 Core Elements, especially alignment and articulation and reliable and valid technical skills assessment. |       |
| Community College Administrator's Signature                      |                                                                                                                                                                                                                                                                 | Date: |
| CC Administrator's Name                                          | Kendra Cawley                                                                                                                                                                                                                                                   |       |

### For Regional Coordinator Use Only

Recommended Status:  
☐ RECOMMENDED FOR STATE APPROVAL (Perkins Eligible)  
☐ DISAPPROVED (and returned for revision)

Regional Coordinator Signature  
2A--Beth Molenkamp elizabeth.molenkamp@pcc.edu

Date: \_\_\_\_\_

### For ODE/OCCWD Use Only

Approval Status:

☐ FINAL STATE APPROVAL (Perkins Eligible)

Expiration Date: \_\_\_\_\_

Date: \_\_\_\_\_

Education Specialist Signature  
Ron Dodge

The CTE brand logo, brand-positioning, theme, and brand extensions are the property of NASDCTEC.

## Submission Process

### Instructions

Submit complete electronic copies of the application materials by following this procedure:

1. Do not send PDF applications. Please send in original Word format.
2. Be sure you are using the correct year's application from [ODE's website](#).
3. Create a file (main folder) for storing all documents to be submitted
4. Title the folder using the name of the secondary school, the name of the Program of Study, and the year of submission, e.g., "OregonTownHSAccounting2017."
5. Create subfolders clearly named for each Element's Addendum that you are including with the application, e.g., "OregonTownHSAccounting2017Addendum1," "OregonTownHSAccounting2017Element1," or "OregonTownHSAccounting2017StandardsContent."
6. If submitting unique documents for individual schools in a Regional Application, create subfolders for each school within the appropriate Element's Addendum folder, e.g., "OregonTownHSAAddendum1."
7. Place the completed POS Application and a scanned copy of the completed Assurance document in the main folder; put any other documents included with the application in their appropriate subfolders. ([Please name documents and folders so that they are clearly identified.](#))
8. Each application needs to include a completed Assurance page with all signatures included on one form—please, no duplicate pages with partial signatures.  
(For Regional Programs of Study, however, each secondary institution will need to have its own Assurance page; for those Regional applications, please secure Community College signatures first, then photocopy for each secondary partner and acquire secondary signatures; then scan and place all originals in the main POS folder with the application.)
9. Please be sure all required documents, links, and examples are in their appropriate folders before performing Step 8.
10. Prepare files for submission:
  - a. Submit each POS application main folder with its subfolders one POS at a time.
  - b. Use the electronic download process using ODE's FTP portal. Go to the ODE Secure File Transfer site (<https://district.ode.state.or.us/apps/xfers/>) and follow the online directions for sending your POS folder to [POS.Application@state.or.us](mailto:POS.Application@state.or.us). For technical help with this procedure, call Ron Dodge—503-947-5653, or Kenzie Mozejko—503-947-5636.
  - c. Alternatively, you may save folders on a Jump Drive or CD-ROM and send to ODE, in care of: Kenzie Mozejko, Oregon Department of Education, PSB 2<sup>nd</sup> Floor, 255 Capitol St. NE, Salem, OR 97310.

**DEADLINE for submission: June 30, 2017**

### Checklist before submitting:

|                                     |                                                                                                                          |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <input checked="" type="checkbox"/> | All items on Page 1 of this form have been completed                                                                     |
| <input checked="" type="checkbox"/> | The Career Pathway Map/Visual link has been included on Page 1, (showing both secondary and postsecondary partners)      |
| <input checked="" type="checkbox"/> | The course-to-standards matrix for this CTE POS has been completed and attached                                          |
| <input checked="" type="checkbox"/> | All courses that trigger the Technical Skill Assessment have been identified in the course-to-standards matrix           |
| <input checked="" type="checkbox"/> | All student support services expectations (Page 2) have been addressed and any documentation has been linked or attached |
| <input checked="" type="checkbox"/> | Assurances document has been properly completed, signed, and attached and/or faxed                                       |

**(You may delete this page before submitting this application.** To do so, you need to unlock the form, highlight everything on this page, delete, then re-lock the form and save.)