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http://www.ode.state.or.us/go/cte/

CTE
Learning that works
for Oregon

Oregon Department of Community Colleges and Workforce Development
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Start-Up CTE Program of Study Application
(Perkins Eligibility—30%)
2017 Version

This application is required for all Start-Up CTE Programs of Study. There are two parts to this application.

Part 1 – Must be completed for all Start-Up CTE Programs of Study, even if they are being developed exclusively with local funds. This application will place the program in our list of pending CTE Programs of Study. If the program is not completed within the identified time, it will be removed from that list and a new application must be submitted.

Part 2 – Must be completed for all new CTE Programs of Study where Perkins funds are being requested to develop either the secondary or postsecondary component of the program. If the program is not completed within the identified time, it will be removed from the list of pending CTE Programs of Study and ODE may request return of funds used to develop the program.

PART 1 – Must be completed by secondary and postsecondary partners

CTE Program of Study—General Information	
Proposed Title of Program of Study	Business Marketing
Secondary CIP Code: (Link to CIP website)	52.1401 (6 digit)
Community College CIP Code: (Link to CIP website)	52.1808 (6 digit)
Career Cluster	BM--Marketing
Focus Area (if applicable)	

Secondary School Name:	Mountainside High School
Secondary School ID Number: (Link to ID lookup)	TBD
Secondary Teacher Name	TBD
Secondary Teacher Licensure	TSPC

Oregon Community College Name:	Portland Community College PCC Sally Earll sally.earll@pcc.edu
Community College Award:	Associate of Applied Science
Program Contact Name:	Suzanne Najafdari
Department, division, etc.:	Business Administration
Phone: 971-722-7516	Email : suzanne.najafdari@pcc.edu

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

CTE POS Course Lists—Secondary

Directions:
1) Please list below the ***anticipated*** CTE Program of Study <u>secondary courses</u> in which the instructor will:
- Teach with intent and purpose the CTE POS knowledge and skills identified in the CTE POS Skill Set, <u>and</u>
- Assess and record student achievement of those standards

2) Mark as "TSA" those courses that ***will be*** necessary for students to take before they are required to take the Technical Skill Assessment for this POS.

Note: Additional CTE courses may be listed (and supported with Perkins funds) if they support the identified skill set; but do not mark those as "TSA" Required"

Secondary Core CTE Courses (Please be complete; this information will be entered into the CTE Program Update database and all fields are required)

TSA* Required	School Course #	Secondary Course Name	# of Credits	5-digit NCES Code	Course Description (brief) (boxes below will expand)	Articulating College (if applicable)	College Course #	College Course Name
☐	B616X	Digital Marketing	.5	12162	Students will learn how to utilize current and emerging technology to achieve traditional marketing objectives, including branding, promotion, sales, customer engagement and building effective customer relationships. Focus will be on creative use of social media, mobile and internet technology as pieces of larger marketing and promotional plans. This hands-on course will cover current trends and best practices, while also encouraging new ideas and applications of technology.	Select College		
☐	B609X	Intro to Sports Marketing	.5	12167	Description: Students learn the principles of sports and event marketing through textbook concepts, class notes and discussion, Internet research, and completion of a semester-long group project. Students create and manage a professional sports franchise, simulating real-world decisions and tasks of sports marketing	Select College		

					business professionals. Decisions include team branding, player acquisition, personnel decisions, market analysis and city selection, stadium location and design, sponsorship and revenue streams, media presentation and merchandising. This class requires a basic awareness of sports teams and athletes.		
☒	B600	Marketing 1	1	12152	This is an introductory course to prepare students for careers in the marketing and retail field, as well as a business major in college. Students will learn skills in the following marketing areas: store operations, economics, marketing segmentation, product planning, pricing and merchandise math, advertising and promotion, display principles, and entrepreneurship. Students enrolled in a marketing class are eligible to participate in the activities of DECA, an association of marketing and accounting.	Select College	
☐						Select College	
☐						Select College	
☐						Select College	
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☐						Select College	
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☐						Select College	
☐						Select College	

*TSA required—Technical Skill Assessment required course—required courses that, when completed, trigger TSA assessment eligibility for the student

CTE POS Course Lists—Post-Secondary (optional for Start-ups)

Post-secondary Core CTE Courses:
- *Enter the <u>name of the anticipated college program</u> that will be the postsecondary component of this POS*
- *Select the <u>highest level</u> of this component offered by the college*
- *List the courses anticipated to be <u>included in the Course/Skill Set crosswalk matrix (entry level courses)</u>*

Name of Certificate or Degree Program	Enter name of college program		
Highest award available in Program:	Select certificate or degree		
College Course #	**Post-Secondary Course Name**	**Number of Credits**	**Accelerated College Credit/College Now?**
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			☐
			☐

PART 2 – This documentation must be submitted by the secondary and postsecondary components if Perkins funds will be requested for the development of the CTE POS.

Important: To be eligible for Perkins POS development funds, a program component:
1. Must not have existed in the school or college within the last three years
2. Must be designed to meet local demand for High Demand/High Wage careers
3. Must have at least 70% resource support from the local district or community college

Attachments:

1. **Short-term Budget** – Attach a detailed proposed budget for development of the CTE Program of Study during the first year. Include all resources that will be used. **

2. **Long-term Budget** – Identify the estimated total funds that will be used to support the continued development of the program during years two and three. **

3. **Plan** – Provide brief bulleted list of planned activities that will move the development of the program to a CTE Program of study over a period of no more than three years. This list should address all core elements of a CTE Program of Study: 1) content and standards, 2) alignment and articulation, 3) assessment and evaluation, 4) student support services, and 5) professional development.

4. **Sustainability** – Briefly describe how this program will be sustained once it has been approved. Please include a description of the planned use of Perkins funds for enhancement of student learning opportunities.

** As a rule, Perkins grant funds can be used for only 30% of the development costs. Perkins funds may only be used for allowable costs. See FAQ for more information.

CTE Start-Up Program of Study Application

Assurances	
(Proposed Joint Submission Date must be within 3 years of application)	
Name of School	Mountainside High School
Name of Program	Business Marketing
Proposed Joint Submission Date: deadline for secondary and postsecondary components	6/30/2017

Signatures: By signing below, the appropriate representatives agree to work collaboratively to create the above CTE Program of Study within the timeline identified by the Proposed Joint Submission Date above.

ODE must approve the use of Perkins funds to develop new Programs of Study that are not on our current list of approved CTE programs. ODE will only consider doing so if 1) the new program has not been offered in the secondary school or community college over the past 3 years, 2) it meets a high wage, high demand economic/workforce need (as identified by the Oregon Department of Labor), and 3) it has financial support from the district or community college.

If this request to start up a new CTE POS is approved, the program must become a CTE Program of Study within no more than three years, and Perkins funds can be used to support no more than 30% of program development costs.

If the program does not become a CTE Program of Study in the approved time, all Perkins funds used to support that development may be required to be returned.

Secondary Administrator		Date:
Postsecondary Administrator		Date:
Regional Coordinator		Date:

FOR ODE USE ONLY			
Approval Status:	☐ Approved	☐ Not Approved	
ODE Specialist	_____ Printed Name	_____ Signature	_____ Date:

Attachments:

Attach documentation of labor market need for each new component of the CTE Program of Study:

- Post-secondary component: Attach a copy of recent LMI (within last 3 years). If information is older than 3 years, submit new data which can be found at http://www.qualityinfo.org/olmisj/OlmisZine .

- Secondary component: Attach a letter of support written and signed by members of a local industry advisory committee, or signed by a shared secondary-postsecondary advisory committee.

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