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	Marketing
Secondary CIP Code: (Link to CIP website)	52.1801 (6 digit)
Community College CIP Code: (Link to CIP website)	52.1801 (6 digit)
Career Cluster	BM--Marketing
Focus Area (if applicable)	

Secondary School Name:	Scappoose High School
Secondary School ID Number: (Link to ID lookup)	162
Secondary Teacher Name	Ryan Poster
Secondary Teacher Licensure	Initial II Teaching License

Oregon Community College Name:	Portland Community College Click to select College Point of Contact
Community College Award:	Associate of Applied Science
Program Contact Name:	Suzanne Najafdari
Department, division, etc.:	Business Administration
Phone: 971-7227516	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
☒	12164	Marketing I	.5	12164	This class will focus on marketing theory and methods. Among topics discussed are the importance of marketing, the interrelationship of the different phases of marketing, the differences between the marketing of goods and services, wholesaling, retailing, pricing strategies, analysis of markets, and distribution.	Select College		
☒	12152	Marketing II	.5	12152	Students will gain further understanding of marketing essentials within a competitive, free enterprise system. The curriculum will cover an examination of basic business, economic, and marketing concepts. Students will learn essential business principles that affect their lives as an owner, operator, employee, or consumer. Students will build a solid foundation needed to succeed in an entry-level sales or marketing position.	Select College		
☒	10004	Computer Applications in	.5	10004	This course is designed to provide an understanding of computer concepts	Select College		

		Business			and technology and its use in business settings. Business applications covered are presentation graphics, word processing, spreadsheets, and databases. Hands-on experience will be provided on computers using Open Office, PowerPoint, Word, and Excel.			
☒	12051	Business in the 21st Century	.5	12051	Business in the 21st Century will focus on the study and practice of business management. You will be encouraged to become "big picture" thinkers skilled at framing the larger issues that often drive strategic thinking in public and private organization. You will learn how to use collaborative processes which will enable you to build upon differences in theory and application. Some key topics to be addressed will be starting a business, investments, the real estate markets and more. This class will allow you to reach a better understanding of the 21st century and to apply these skills as you move forward in life.	Select College		
☐	19262 2	Personal Finance	1.0	19262	This course will prepare students for the choices and challenges of today's financial markets. A better understanding of personal finance will help students move into adulthood making more informed monetary decisions, realizing a greater potential for personal wealth, and fostering a stronger state and national economy. The class will focus on income, money management, spending and credit, budgeting, decision making, understanding loans and leases, and banking services.	Select College		
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*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.

Assurances	
(Proposed Joint Submission Date must be within 3 years of application)	
Name of School	Scappoose High School
Name of Program	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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