

Twinsburg City School District  
Business Advisory Council (BAC) Meeting  
Tuesday, November 24, 2020  
Virtual

### **Meeting Minutes**

*In Attendance: Rob Felber (Board of Education), Mark Curtis (Board of Education), Kathi Powers (TCSD), Chad Welker (TCSD), Laura Hebert (Twinsburg High School Principal), Norm Potter (TCSD), Belinda McKinney (In Full Bloom Consulting – TCSD Consultant), Steve Schiopota (Heritage One Resources LLC), Todd Courtney (Crown Composites), Melissa Mertes (Mad About Marketing), Celena Roebuck (ideastream), David Andrews (Twinsburg Schools Foundation), Mark Annichine (Twinsburg Schools Foundation), Allyson Tonozzi (Twinsburg Chamber of Commerce), Michelle Willmott (VMS)*

**Meeting was called to order at 8:08 a.m.**

**Minutes from the February 25, 2020 meeting were approved.**

***Welcome – Kathi Powers:***

- Provided an update regarding COVID-19 and the District’s response. Except for the Preschool and Kindergarten students, the grade levels are all on different campuses in order to meet the social distance requirements. Because of the 6 feet and masks we have not had to quarantine any students from the classrooms. Students have done an amazing job assimilating to the new environment. We will continue to be flexible. Athletics will be postponed until December 7<sup>th</sup> as well as extra-curriculars. Coaches will connect with students virtually. Students will remain on campus through winter break. When winter break ends students will pivot out to virtual until after Martin Luther King day. Parents were asked in October if they would like to make a change to how their child is learning (virtual or on campus) for the second semester. The survey showed a very few wishing to change. This shows confidence in what we are doing.

***Update from the Board Members – Rob Felber, Mark Curtis:***

- Rob Felber – the Board members have been very focused upon the decisions regarding education and the virus. Mr. Felber asked all to follow the guidelines outside of school to help lower the spread.

***An Updated Look at The Academy at Twinsburg High School – Norm Potter:***

- The Academy has taken on a different look due to the pandemic. Not being able to set up Internships, Norm has been working with contacts who can provide material virtually to students. All courses will be virtual and students will be able to watch at any time. Hoping to involve more teachers, parents and students with this platform.

- The Academy at Twinsburg High School Experience Catalog 2020-2021 was shared.
- General (G) courses will cover the basics of The Academy. The Introduction to the Academy is replacing the beginning of the year usual in-person presentation. The video will be an introduction for both students and parents focusing on the advantages of being part of the Academy and will be for any high school student who is not currently part of The Academy.
- Other General courses will include Wellness, conducted by UH Staff, A Day in the Life of a College Student, conducted by three college students, College Finance, 1<sup>st</sup> Job Expectations, Student Voices, and Grow with Google Program.
- 200 level courses are structured to prepare students for their first job; Professional Portfolio, Interviewing & Virtual Interviewing, Workplace Etiquette, Digital Footprint for Employment, Customer Service Training, Communication & Networking and Leadership.
- Level 300 courses will be presented by TCSD Alumni mentoring partners.
- Level 500 courses will be focused on financial planning: Financial Planning, Reality Sessions: Debit and Credit, Renting, Leasing, Buying, Insurance Needs, Filing Income Taxes.
- Broadcast Journalism and Media and Event Production will have the following courses: Introduction to Broadcast Pathway Panel, Graphic Media, Print & Online Media, Video Production, Creating Demo Reels, and Technical Training for Mobile Journalism.
- Business Pathway will include an Introduction to Business Basics, Sales, Finance, Marketing, Public Relations, Human Resources, Management, Operations Accounting and Actuarial Sciences, Technology, Consulting, Business Ownership, Entrepreneurship, Start-ups, Market Research/Analytics/Go to Market Strategy, Building a Team, Networking & Fundraising, and Marketing & Promotions
- Other pathways are: Engineering & Manufacturing, Health Sciences, Information Technology, Computer Sciences, Visual Arts, Armed Forces, and First Responders.
- Introductory courses will provide insight into several careers: Financial Planning, Music, Education, Science and Starting and Running a Non-Profit.
- We have had an overwhelming response from our Alumni that are anxious to step up and help.
- Our partners are telling us what is needed and what kids need to know – this has been so helpful and important instead of coming from us.

Dave Andrews gave an introduction to the Twinsburg School Foundation and mentioned they are on Instagram, Twitter and Facebook for those that want to follow.

❖ Proposed next meeting Date/Time: Tuesday, January 26, 2021 @ 8:00 a.m.

Meeting was adjourned at 9:06 a.m.

Meeting Minutes approved, January 26, 2021