

Arizona Marketing Educators – Winter Meeting Agenda, February 2, 2019

President: Mark Campbell

President Elect:

Secretary: Jon Oldfield

Treasurer: Cisco Ortiz

Digital Media Specialist: Hector Reyes

- I. Call to order 8:58 am
- II. Welcome introductions
- III. Reading and approval of them minutes from summer conference
 - a. Kevin Lajoie moved to approve minutes
 - b. Kelly wright second
 - c. All approved
- IV. Officer's reports
 - a. Arizona Corporate Trade Commission Status (Jon Oldfield)
 - i. 3 years back paid and up to date
 - b. Treasury report (Cisco Ortiz)
 - i. Conference 25 people registered
 - c. Kelly Wright moved to approve Treasury report
 - d. Lisa Miller 2nd
 - e. All approved
- V. ACTE AZ – updates
 - a. Robert Waller Summer Conference
 - i. Exciting summer conference offerings
 1. Collaboration for success – 2 90 minute sessions
 2. New Marketing standards
 3. Frame work and blue print
 4. Individual Assessment Data
 5. Best practices
 6. Mentoring relationships
 - ii. Jeff MCuley – The marketing teacher session
 1. Sports and entertainment
 2. Social media
 3. Review of Rescores
 - iii. ACCE
 1. Economics
 - iv. Jenny Jerome
 1. Graphic design

2. Gaps from curriculum to industry trends
3. Lesson plan templates

VI. New Business

- Officer Elections (President-Elect) –
 - Jon Oldfield Motioned to Nominated Hector Reyes (Approved nomination)
 - Tyrell Harvey 2nd
 - All approved
- New Teacher mentorship program
 - Mentor list
 - Officer Role coordinator for Mentorship during summer conference
 - Tyrell Harvey motioned for Mentorship officer position elected during summer 2019
 - April Porter 2nd
 - All approved
- Dress code issues
- New Marketing Standards – Robert Waller
 - Standard revision meeting 2/21/19
 - Challenges – lost marketing related programs
 - Sports entertainment
 - Entrepreneurship
 -
 - Universal set of Marketing standards ~80% overlap with some flexibility to meet the needs of your community.
Goal
 - Goals vs measurement
 - Standard = Goal
 - Measurement criteria are ways to achieve standards
 - Work readiness skill
 - What Do we teach?
 - What Don't we teach?
- Tell me something good

VII. Adjourn 10:01

- a. Kevin Lajoie moved to end meeting
- b. Renea Woodruff 2nd