

TRUMBULL PUBLIC SCHOOLS
TRUMBULL, CONNECTICUT

Curriculum Subcommittee
of the
Trumbull Board of Education
Trumbull High School
Main Office Conference Room
Regular Meeting – November 7, 2014

Called to order at 8:23 a.m.

Members Present: Mike Ward, Board Member
Joseph Peddle, Board Member
Linda S. Paslov, Ed.D., Director of Curriculum, Instruction, & Assessments

Invited Guests: Debra Owen (Trumbull High School Business, Technology, Family & Consumer Science Department Chair)

1. Approval/Minutes of October 17, 2014 Meeting

Mr. Ward moved to accept the minutes; Mr. Peddle seconded. The motion passed unanimously.

2. Proposal for a new course

- a. Sports and Entertainment Marketing (Debra Owen)
- b. *New course proposal - seeking permission of the Subcommittee to move forward and write curriculum for inclusion in the 2015-16 Program of Studies*
- c. *Anticipated HIGH level of interest...*
- d. *Textbook will be about \$50 a book; we can start with a single class set*
 - i. *(handout) – 2015 edition; 400 page book (teachers will select chapters after curriculum is written)*
 - ii. *Book recommended by another school district - covers 4 basic marketing concepts*
 - iii. *Perkins grant pays for books for a new course!*
 - iv. *Virtual business software is also available. Masuk HS uses it.*
- e. *We have an Honors Marketing course already (full-year); students may still take this half-year course (Sports and Entertainment Marketing) before Honors Marketing*
 - i. *Students can get a taste of marketing without spending a whole year in a course*
 - ii. *Grade 11, 12 elective; great for students to see if they are interested in this field before going to college*
- f. *SHU has an entire course of studies built around Sports and Entertainment Marketing*
- g. *Beth Yerina is the point person at THS: Deb Owen will assist her in writing the curriculum guide*
 - i. *Diane Christiano in Stratford has provided resources for Beth and Deb to utilize*
 - ii. *Perkins Grants will provide funding for curriculum writing*

- h. *Course will touch on entrepreneurship, ethics*
- i. *Course lends itself to personal development - market self, public speaking, data collection, target markets - why do they need this product/service?*
- j. *Links to other courses - Psychology, History, more*
- k. *ESPN – possible field trip? Guest speakers; Mrs. Owens’s son did an internship with Bluefish; may bring internships into the course*
- l. *Students must earn 25 credits for high school graduation by 2020, according to current legislation... School districts must provide more options for courses*
- m. *Question to research: Non-academic teacher at THS teach 6 classes per day - similar in other districts??*

Moved: The Curriculum Subcommittee granted permission to Deb Owen (THS Business, Technology, Family & Consumer Science Department Chair) and Beth Yerina (THS Business Teacher) to move forward and write curriculum for the proposed course, “Sports and Entertainment Marketing,” as well as approved its inclusion in the 2015-16 Program of Studies. A curriculum guide will be brought to the Curriculum Subcommittee and the BOE for final approval before the course is offered in Fall 2015.

3. Textbook Requests

- None at this time
- *Once the course “Sports and Entertainment Marketing” is written, a textbook will be recommended for adoption.*
 - *Sports and Entertainment Marketing, Ken Kaser & Dotty BoenOelkers (South-Western Cengage Learning, 3rd Edition)*

4. Update on Music curriculum guides

- a. *As all guides are not yet ready for review by the Curriculum Subcommittee, due to revisions recommended by Dr. Paslov, the guides will be placed on a future Curriculum Subcommittee meeting agenda.*

5. Future meeting dates: All Fridays @ 8:00AM (some precede an *Elementary Principals Meeting at 9:00AM, so must last less than 1 hour)

- a. To be determined (after 2015 BOE meeting schedule is set)
- b. Shall we meet monthly TWO Fridays prior to a BOE meeting (instead of the Friday before a BOE meeting)?

6. Other

- a. 4 Literature of Peace, Protest, and Tolerance books have been placed on the November 12, 2014 BOE Consent Agenda

Meeting was adjourned at 9:04 a.m.