

**Savannah Arts Academy Communications Arts Department  
Industry Certification Advisory Committee Meeting  
Minutes for November 18, 2014**

### Call to Order

The Industry Certification Advisory Committee Meeting opened with Amy Perry and Patrick Schwerin welcoming everyone to the meeting and then proceeded with introduction of the people in attendance.

### Purpose

Teachers Amy Perry and Patrick Schwerin explained the reason we have an Industry Certification advisory committee was to create a close working relationship with business, industry, and other organizations and individuals, as well as to ensure that our Business and Computer Science programs are relevant to the needs of students.

### Career Pathway

Teachers Amy Perry and Patrick Schwerin showed the Communication Arts – Web & Digital Media Pathway classes and how students advance through the current pathway in the program of study. In addition, the proposed new career pathway for current freshman and incoming students was explained with the addition of the introduction to graphics and design class.

### FBLA (Future Business Leaders of America)

Current FBLA officers (students on the committee) talked about the leadership component of the Communication Arts Web & Digital Design pathway. Reviewed was how students get involved, and learn business skills through local chapter meetings, competitive events, and conferences.

### Work Based Learning

Work Based Learning teacher Amy Perry explained how internship was only available to seniors, places where students internship and descriptions of their positions. Opportunities in work-based learning for the whole school included the Explorer Post Experience and Job Shadow Day. Mrs. Perry asked the committee to please inform her of possible internship positions experiences, job shadow experiences for our students, and field trips.

### Round Table Discussion

The floor opened to the committee to express any ideas or concerns about the topics previously discussed. Specific input and suggestions that were discussed include:

- Specific employability skills and certifications needed to enter the business world
- Resume, Interview, Electronic Portfolio, and portfolio review advice for students
- Future Business Leaders of America Competitive Event Preparation Sessions

- FBLA Monetary Sponsors for students competing at the State and National level
- Suggestions and ideas for classroom presentations and activities relating to employability skills

Following the specific input and suggestions, teachers Amy Perry and Patrick Schwerin expressed a concern of what the department, students, and FBLA members could do to help the businesses in the committee.

### Questions and Answers

The Communication Arts Department Contact information was distributed to the committee as well as classes teachers taught and email address for further questions or opportunities.

### Adjournment

The next Industry Certification Advisory Committee meeting will be February 17, at 7:00pm.