

## Grand Island Central School District

1100 Ransom Road  
Grand Island, New York 14072  
Telephone (716) 773-8800  
Fax (716) 773-8843  
[www.grandislandschools.org](http://www.grandislandschools.org)

### FOR IMMEDIATE RELEASE

Grand Island, NY April 5, 2016

## **Grand Island High School Marketing Program Receives CTE Endorsement from NYSED New Program Prepares Students for Business Careers**

Grand Island High School (GIHS) students interested in pursuing a career in Marketing Management now have an opportunity to enroll in a new program recently approved by the New York State Education Department (NYSED). The Marketing Management Career & Technical Education (CTE) program will be offered to students in the Grand Island Central School District beginning September 2016. This is Grand Island's first career and technical education endorsement from the New York State Department of Education.

"The Marketing Management CTE program will provide our interested students a clear path to further their studies in the field of business. Much like a college major, the program offers students the opportunity to specialize in something before they graduate. We wanted to offer a program that students could feel they are a part of," says Grand Island High School teacher, Amy Boutet. "It's like a school within a school - we're preparing them for college."

Starting in September 2016, the program will allow students to complete a sequence of course work in marketing management. Graduates of the Marketing Management CTE program will receive a CTE high school diploma indicating that they are prepared to pursue further education and employment in their field of study. Students may also earn Regents or Advanced Regents designation on their diploma.

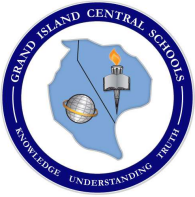
Program courses are open to all students. They may choose to take a particular class as a single elective or opt to follow this sequence of study in the field of marketing management. (See charts.)

### **REGENTS DIPLOMA:**

| Unit Sequence   | H/S Credit |
|---|------------|
|   | Units      |
| Career and Financial Management   | .5         |
| Principles of Marketing   | 1          |
| College Computer Skills   | 1          |
| Choose <u>ONE</u> of the following: <ul style="list-style-type: none"><li>• Business Math</li><li>• Small Business/Business Ownership</li></ul> | 1          |
| <b>Required Units</b>   | <b>3.5</b> |

### **ADVANCED REGENTS DIPLOMA:**

| Unit Sequence                       | H/S Credit |
|-------------------------------------|------------|
|                                     | Units      |
| Sports and Entertainment Management | 1          |
| Career Exploration Program          | .5         |
| (Internship or Work Experience)     |            |
| <b>Total Units of Credit</b>        | <b>5</b>   |



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Once coursework is completed, students are required to take the NOCTI exam to receive the CTE endorsement on their diploma. The NOCTI exam is a career readiness test that includes a performance piece and a written component. "If there are students who have already taken these classes, we can line them up to take the NOCTI exam so they may receive the CTE endorsement at graduation," says Boutet.

Students can also earn transferrable college credits through a variety of coursework in the Marketing Management Program. One of the newest courses, Sports and Entertainment Management, will be eligible to earn three college credit hours through an agreement with Syracuse University. Students who enroll in these college level courses can pay a small tuition cost for the opportunity to earn credits towards their college degree.

An important component of the program is to build relationships with local businesses so that students can experience hands-on, real world applications based on what they are taught in the classroom. Many great field trips and internships are lined up including the Buffalo Bills, Canalside Buffalo and Shea's Performing Art Center, to name a few. Students build connections between school and work. They receive real career experiences while in high school," says Boutet.

"One of my chief responsibilities is to increase educational opportunities for our students. To do so we hire well, seek collaborations and let everyone do the job they are intended to do. Through Amy's leadership we are able to do just that. We're pleased to provide our students another alternative to advance their studies," states Teresa Lawrence, superintendent of Grand Island Central School District. "Thank you to the Board of Education and the Grand Island School & Business Alliance (GISBA) for their support and collaboration in advancing opportunities for our students."

An essential part of the implementation process involved feedback about the development of the program from an internal review committee comprised of teachers, guidance counselors and administrators. Prior to submission to New York State Department of Education an external review committee was asked to share their opinions on how the program would impact the GI business community. Many local businesses, administrators, parents and students were brought together to evaluate the program.

"The Marketing Management CTE program is an outstanding opportunity for our students and we will look forward to expanding these opportunities in the future," says Dan Quartley, principal of Grand Island High School.

There will be 15 students per cohort and an application process is required for enrollment into the program. Students interested in learning more about the Marketing Management Career & Technical Education (CTE) program should contact high school teacher Amy Boutet, [amyboutet@grandislandschools.org](mailto:amyboutet@grandislandschools.org) or their guidance counselor.

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Theresa LeClerc  
e-mail: [tleclerc@e1b.org](mailto:tleclerc@e1b.org)  
Telephone (716) 821-7279