

CONSIDERATION OF APPROVAL OF TWO NEW INNOVATIVE CURRICULUM COURSES AT THE HIGH SCHOOL CAMPUS

Action Item:

Courses considered by TEA to be "innovative" must be approved by the Board. We are interested in implementing two new course this next school year at Jefferson High School:

- Student to Industry Connection - provides students a course to help them gain skills for employment and a means of obtaining those skills. We will work with the Texas Workforce Commission to implement this course. This course is designed for students being served by the Special Services Department.
- Marketing – provides knowledge of the seven core functions of marketing – marketing planning, marketing information management, price, product/service management, promotion, channel management and selling.

Superintendent's Recommendation:

I recommend the Board approve the addition of “Student to Industry Connection” and “Marketing” two innovative courses at the high school beginning with the 2025-26 school year.

Suggested Motion:

I move to approve the addition of “Student to Industry Connection” and “Marketing” two innovative courses at the high school beginning with the 2025-26 school year.