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## Board of Education

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### ACTION

**TITLE:** Consider Adoption of Instructional Materials for Level 2 Marketing Business Enterprise Course for 2020-2021

**DATE:** August 10, 2020

**RESPONSIBLE ADMINISTRATOR:** Martin Mahan  
Assistant Superintendent of Curriculum and Instruction  
Dr. Gary Udouj  
Director of Career Education and District Innovation

**VISION 2023 STRATEGY:** 3. Instruction

#### BACKGROUND/CONSIDERATIONS:

The Arkansas Department of Education Division of Career and Technical Education has added a new Level 2 Marketing Business Enterprise class for the 20-21 school year. In response to the new course, a committee that consisted of teachers, parents, students, community members, content coordinators, higher education and administrators met via Zoom to discuss the current standards and the available resources.

The Marketing Business Enterprise committee has recommended purchasing BusinessU and EReadiness software bundles.

#### RECOMMENDATION:

The administration recommends that the Board approve the 2020-2021 instructional materials adoption for Marketing Business Enterprise.

If the Board agrees, the motion would read:

***Move to authorize the adoption of the recommended instructional material for Marketing Business Enterprise.***

**VISION 2023 STRATEGIES - Career Planning:** Develop and implement education and career pathways so that each student graduates with a viable plan and relevant skill set for his or her future. **Equity:** Develop and implement a system-wide plan to provide all students with the resources they need to optimize their learning. **Instruction:** Design, develop and implement programs to promote rigor, relevance, collaboration, critical- thinking skills and learning environments designed to meet each student's unique needs and aspirations. **Learning Environment/Facilities:** Align resources, facilities and technology strategically and equitably across the district to maximize security and enhance the learning environment. **Staffing:** Recruit and retain highly-qualified faculty, staff and administration. **Technology:** Provide appropriate technology that is consistently available, effectively supported and equitably distributed for group and individual instruction. **Wellness:** Develop and train empathetic and nurturing employees to be sensitive to and supportive of the needs of all children and families.