



SCHOOL BOARD MEETING REPORT

Board Meeting Date: 19-Apr-10

Agenda #

Staff/Administrator: Dale Fisher

Superintendent: Dan Huber-Kantola

Type of Item: Informational Action

Please state your proposal briefly and clearly. What do you want the board to know, discuss, or decide?

I would like to request out of state travel permission to attend a Marketing conference in San Diego, CA May 21-23, 2010.

Provide history/background information on your proposal.

I am trying to continue with my professional development plan as it relates to my Career and Technical Education Marketing Program of Study. This conference will assist me in keeping up to date with industry standards and practices. This information will assist me as I update my program and create new curriculum in order to assist students' development of skills related to the industry. In addition, the program is a great learning opportunity that will provide quality training in areas of my program that fall short of meeting the skill standards for my Cluster and Focus area.

List the advantages of your proposal:

This is a one of a kind conference providing three 12 hr days of intensive training and workshops. Some of the most respected names in the field, both Professionally Practicing and Academic will be presenting. The cost of the conference is at a truly amazing discount rate when compared to the one day equivalent for the workshops alone. For example, one of the included 6 hour workshops presented by the American Marketing Association is priced at \$1,700.00 when help alone. This is \$700.00 more than the entire 3 days of the current conference. I have already paid a portion of the registration fee to reserve my spot...a good thing as the conference sold out in 36 hrs and has a current wait list of 3000! Expenses for the conference should be covered by Perkins.

List possible disadvantages of your proposal:

Travel costs beyond conference registration and I will miss classroom time. The travel costs are fairly expensive, but the learning and bang for the buck greatly outweigh these expenses. I will miss valuable classroom time with my students.

List possible alternatives that could also offer a solution to your proposal. Why were they not recommended?

Additional alternatives include attending other workshops that are shorter in duration, or are more specific to defined focus areas. The reason this alternative was not chosen is that it actually cost more than the current choice, has less content, would require more travel and would require more missed days of school.

Superintendent's recommendation(s):

Approve: Yes No