



Are you equipping YOUR future workforce?

August 2018

Hello Members,

When I worked in the private sector, I wondered what I could possibly do to impact future generations. I felt intimidated by the classroom, but I still wanted to make an impact.

I have met so many local professionals like you that say they really want to help, impact future leaders and pass on the experiences and knowledge they have. If students only knew...

After 14 years in the professional marketing world, I now teach marketing and entrepreneurship at Bedford High School. My students are amazing, and their potential is only limited by exposure and opportunity.

I (we) truly need your support.

There are several ways you and your organization can make an impact. The levels of involvement are tailored to your time and desire of involvement.

#1 Hire a Bearcat! Students have the opportunity to gain valuable skills in real world employment opportunities. Students earn high school credit while working. These students grow and are valuable assets to their employers.

#2 Join the Bedford High School marketing pathway advisory committee! Each year NE Ohio community professionals join forces with our students to help shape curriculum, advise on student projects and provide mentorship opportunities.

#3 Financially Support the marketing students in costly leadership and competitive events! At BHS, we go beyond the classroom and compete on a national level for entrepreneurial scholarships. On average, the student programs need to raise \$12,000 to gain the experiences that take them from the classroom to the boardroom.

What's in it for you? (Quite frankly, a whole lot.)

These students will bring a new energy to your organization, and you will help create our community's next great leader. To me, I know it's a win-win. I also know your to-do list is long, and I appreciate your time. I encourage you to go beyond reading and reach out! I am available at your convenience.

Thank you and go Bearcats!

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You're still reading? Great! Here's more information to help you take the next step!

Marketing Capstone Cooperative Work Program

Students who work gain so much. Students gain skills, pride, opportunity and connections to their local community. As members of the college accredited career technical education program, these students receive high school credit for achieving high standards with local employers. These students greet employers with various levels of skills, but all of them have professional development training and work experience under their belt. BHS Marketing Students have experience and training in the following areas:

- ✓ Employability Skills such as Time Management & Communication
- ✓ Technology (Microsoft Word, PowerPoint and Excel)
- ✓ Customer Service
- ✓ Problem solving
- ✓ Digital Marketing
- ✓ Entrepreneurship Training
- ✓ Communication Emphasis

Students are currently seeking local employment opportunities.

Leadership & Competitive Events



DECA

Marketing Pathway students engage in hours of prep for competition and leadership training. As members of DECA (Distribute Education Clubs of America), our BHS students are among 120,000+ members worldwide who are training to become the world's next best business professional. Students compete regionally, statewide and internationally. Students also give back to the community in yearlong service projects, participate in fundraising efforts and have some fun too! This year students are working hard to win their spot at completion in Orlando, Florida where they will meet with 25,000 fellow business students to compete, learn and grow. Students will need to raise at least \$12,000 to earn spots at competition. We are currently seeking local corporate sponsors.

Entrepreneurial Engagement Ohio (EE Ohio)



It's sometimes called the "mistake on the lake," but local business knows NE Ohio as the "brain drain." EE Ohio is dedicated to working with high school students in NE Ohio to train them to become entrepreneurs who in turn help NE Ohio's economy grow and thrive. This program provides a competitive landscape supported by local professional mentors, which culminates in college scholarships. Local businesses can support student scholarships, work with students first hand and even become a part of the competition. Bedford High School is currently seeking a local corporate sponsor.