

Harlan County Public Schools – Career and Technical Education

Advisory Committees

An important step in establishing, maintaining, or upgrading an existing CTE program is the organization of a local Advisory Committee. To maintain Career & Technical Education (CTE) programs that meet current occupational needs, CTE educators rely heavily on advice from business and industry. An Advisory Committee is a group of persons that come together to guide the development, expansion or closure of a program based on the employment needs of the community, state, regional, national, and international marketplace. The required members are a student, parent, teacher, school administrator, and business and industry representative.

Program: Business & Marketing Education

Pathways:

The **E-Commerce** pathway focuses on the creation, execution, transmission, and evaluation of commercial messages in various media intended to promote and sell products, services, and brands; and that prepares individuals to function as advertising assistants, technicians, and managers. Includes instruction in advertising theory; marketing strategy; advertising design and production methods; campaign methods and techniques; media management; related principles of business management; and applicable technical and equipment skills.

The **Marketing** pathway generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing and applications to specific products and markets.

Instructor(s):

R. Matthew Jones, matthew.jones@harlan.kyschools.us, (606) 574-2020 x3563

Kim North, kim.north@harlan.kyschools.us, (606) 574-2020 x3562

Jonathan Wireman, jonathan.wireman@harlan.kyschools.us, (606) 574-2020 x3565

Committee Members:

- Matthew Jones – CTE Teacher
- Kim North – CTE Teacher
- Jonathan Wireman – CTE Teacher
- Kathy Minor – Principal/Administrator
- Brent Roark – Administrator
- Michael Hensley - Administrator
- Kevin Blakley – Parent
- Dalton Blakley – Student
- Bo Anama-Green – Teacher
- Chris Anama-Green – Teacher
- Brandon Pennington – Business/Industry Representative

- Matt Cope – Community Member
- Nathan Boggs – Community Member
- Darlene Lemarr – Community Member

Program: Computer Science

Pathway:

The **Web Development/Administration** pathway involves creating, designing, and producing interactive multimedia products and services. This will include development of digitally generated or computer-enhanced media, and the adherence to web standards, as used in business, training, communications and marketing. Organizations of all types and sizes use digital media, web pages, and websites to communicate with existing and potential customers, to track transactions, and to collaborate with colleagues. This pathway will prepare students to enter the workforce ready to participate as leaders in a broad range of careers and further their education.

Instructor(s):

Misty Fox, misty.fox@harlan.kyschools.us, (606) 574-2020 x3597

Committee Members:

- Misty Fox – CTE Teacher
- Anthony Nolan – Administrator
- Rachel Rose – Parent
- Kristen Lester – Parent/Teacher
- Cameron Lester - Student
- Caleb Rose – Student
- Ken Osborne – Business/Industry Representative

Program: Family and Consumer Science

Pathway:

The **Culinary and Food Service** pathway addresses a skill set necessary for success in the culinary industry. The courses in this pathway will help students develop skills in early career ladder positions and promote continuing education at the post-secondary level preparing for careers associated with restaurants, institutional food service, hospitality, and catering, as well as food and beverage operations.

Instructor(s):

Heather Maggard, heather.maggard@harlan.kyschools.us, (606) 574-2020 x3584, 3583

Committee Members:

- Heather Maggard – CTE Teacher
- Eddie Creech – Administrator
- Teresa Halcomb – Parent
- Icidra Martinez – Student

- Jaiden Branson – Business/Industry Representative
- Nick Clay – Business/Industry Representative

Program: Agriculture Education

Pathway:

The **Agriculture/Horticulture and Plant Science Systems** pathway focuses on the scientific principles that underlie the breeding, cultivation, and production of agricultural plants, and the production, processing, and distribution of agricultural plant products. Includes instruction in the plant sciences, crop cultivation and production, and agricultural and food products processing.

Instructor(s):

Justin Buck, justin.buck@harlan.kyschools.us, (606) 574-2020 x3546

Committee Members:

- Karen Phillips, Justin Buck – Teachers
- Jeff Phillips – Administrator
- Karen Burkhart – Parent
- Jace Howard, Kayla Blanton, Sierra Smith – Students
- Jeremy Williams, Sasha Patterson – Business/Industry Representative

Program: Engineering Technology Education

Pathway:

The **Mechanical Engineering** pathway prepares individuals to apply mathematical and scientific principles to the design, development and operational evaluation of physical systems used in manufacturing and end product systems for specific uses including machine tools, jigs and other manufacturing equipment; stationary power units and appliances; engines; self-propelled vehicles; housings and containers; hydraulic and electric systems for controlling movement; and the integration of computers and remote control with operating systems. Mechanical Engineers design, develop, build, and test mechanical and thermal sensors and devices including tools, engines, and machines.

Instructor(s):

Lindsey Rich, lindsey.rich@harlan.kyschools.us, (606) 574-2020 x3594

Committee Members:

- Lindsey Rich - Teacher
- Kevin Harris - Teacher and Engineer
- Mike Hensley - Administrator
- Kim Howard - Parent
- Brayden Howard - Student
- Bryan Howard - Student
- Jeff Phillips - Community Member