



**CAREER AND TECHNICAL EDUCATION INFORMATION SYSTEM
PENNSYLVANIA DEPARTMENT OF EDUCATION
SECONDARY PROGRAM PROFILE
FOR SCHOOL YEAR 2013-2014**

DATE : 8/1/2013

School Number School Name, Address and Phone

6193 Greater Altoona CTC, 1500 4th Avenue Altoona, PA 16602-3616 Phone: (814) 946-8450

CIP Code	Status	Date Submitted
52.1801 Sales, Distribution and Marketing Operations, General	Re-Approved	6/29/2010
CIP Cluster	Program Type	Date Approved
Marketing, Sales & Service	Program of Study	8/27/2010
Program Area	Registered Apprenticeship	Start School Year
Marketing & Distributive Education	No	2010-2011

Program Information:

High Priority Occupations / Labor Market Data / Occupational Advisory Committee

CIP #52.1801 Sales, Distribution & Marketing Operations, General Students in this program have the opportunity to be involved in the Advanced Materials & Diversified Manufacturing Industry Cluster. The unemployment rate is 7.9 in Blair County however, there is still a much-needed demand for sales representatives. The median regional wages in the Southern Alleghenies WIB are \$46,450 annually. The projected growth is 4.5. This CIP is cross walked with SOC #41-4012 – Sales Representatives, which was on the 2010 State and Regional HPO lists as well as the 2011 draft HPO State and Regional lists. This program will provide at least two letters of support from local employers who agree that the program prepares graduates to be qualified employees and the program meets their needs, as well as the needs of the community. The 9-member Occupational Advisory Committee, which last met on March 12, 2013, approves the pursuit of Program of Study approval for CIP 51.1801. Members include: Marie Potter, GACTC Instructor; Kathleen DePiro, GACTC Instructor; Michael Dandrea, Owner, Blair Candy Co. Sherry Hollenbach, Owner, New Look Uniforms; Lindy Ellis, Retire Salesperson; Linda Grum, HR Manager, McDonalds; Tony Deely, Mgr., New Pig Corporation; Michael Gonsman, Night Mgr., Value Drug Co; Scott Jones, Inbound Mgr, REI, Inc.

Occupational Analysis Data / Student Technical Competencies:

This program offers the curriculum framework as prescribed by the program of study for the CIP code of 52.1801.

Accountability Targets:

52.1801 Sales, Distribution and Marketing Operations, General – 2011-12 AYP Targets met: 1S1 Yes 1S2 No 2S1 Yes 3S1 Yes 4S1 Yes 5S1 Yes 6S1 N/A 6S2 N/A

Equipment and Technology:

Textbooks, Cash register, Computers with Internet access and MS Office applications, School Store—giving hands-on experience.

Number of Prospective Students:

21

Support Services:



**CAREER AND TECHNICAL EDUCATION INFORMATION SYSTEM
PENNSYLVANIA DEPARTMENT OF EDUCATION
SECONDARY PROGRAM PROFILE
FOR SCHOOL YEAR 2013-2014**

DATE : 8/1/2013

Special Education students who have applied to the GACTC are selected on the same criteria as those within the Regular Education realm which is based upon good grades, acceptable attendance, and appropriate behavior. For students with special needs, the support coordinators are able to scrutinize IEPs so that appropriate program selection accentuates student strengths and career interest avenues. The support coordinators support both teachers and students throughout the school year to ensure that specially-designed instruction modifications are being used in the regular education setting to facilitate student success within their vocational education experience.

Career & Technical Student Organizations:

Students in the Retail Marketing/Entrepreneurship program are affiliated with DECA CTSO and have an active chapter.

Advisory Committees

Local Advisory Committee: The Greater Altoona Career & Technology Center complies with all mandates of the state, federal, and accreditation bodies to maintain a Local Advisory Committee composed of representatives of education, industry, business, joint apprenticeship councils, labor, and management. The purpose of the committee, which has been in existence for nearly four decades, is to advise the school board and the administration concerning the general philosophy, objectives, and program needs of the school. The Local Advisory Committee of the Greater Altoona Career & Technology Center meets twice yearly.

Professional Advisory Committee: The Professional Advisory Committee, consisting of the Superintendent of Record along with superintendents of the other seven member school districts, meet on a monthly basis to work with the Executive Director on educational matters concerning the center. The committee plays an integral part in the development of the Center's Strategic Plan. All Superintendents of the participating school districts serve on this committee. The Committee is authorized to form its own structure and schedule for meetings and to prepare whatever reports on recommendations it deems necessary for review by the Joint Operating Committee. The Chief School Administrator and the Executive Director serve as ex-officio members of all committees established by the Joint Operating Committee.

Joint Operating Committee: The JOC, a 20-member body comprised of representatives from each of the eight sponsoring school districts, meets the fourth Monday of each month. For an institution governed by a Joint Operating Committee, the most obvious stakeholders are the eight sponsoring school districts. It is imperative that the director and school administration work in harmony with the Joint Operating Committee representing the eight school districts that make up the aggregated board. This institution is the only focal point where these eight school districts come to work together in the best interest of a substantial representation of their student population.

Sponsor Information:

Sponsor Number	Sponsor Name
----------------	--------------

Student Industry Certifications:

Industry Certification	Certification Provider
Certified Rooms Division Specialist (CRDS)	American Hotel and Lodging Educational Institute
National Professional Certification in Customer Service	National Retail Federation Foundation

Teacher Industry Certifications:

Industry Certification	Certification Provider
------------------------	------------------------