**Administrative Council Retreat**

**Thursday, July 21, 2011**

**Opportunities for Entrepreneurship**

**Adult Ed/CTE**

Marketing

* Pennysaver
* New Times
* Remediation as a marketing tool
* Syracuse.com
* RIC Housing Videos
* Student Testimonial Videos
* Teacher Introduction Videos
* Facebook
* Four Square
* Living Social/Groupon
* Twitter
* Parent Times
* Transition literacy students into vocational
* Craigslist
* Teacher Tube
* Local News (TV, Radio, Newspaper)

Business Connections

* Cluster Advisory Councils
* BOCES Job Bank
* Community Partner Web Connects
* Open Houses
* College and Job Fairs
* BOCES “Monster.com” webpage – electronic portfolios
* Celebrating student success publicly

Community Connections

* Alumni Connection/Hall of Fame
* Culture
* Recognition
* Discounting CTE/Adult Education Students
* Ice Cream Social/Food
* Electronic Email Database of Alumni or Current Students

**Regional Information Center**

* Providing more online classes/students train teachers on how to provide
* “Cloud” Computing – brand and market opportunities provide centralized services/options (remote desktop, video, WebEx, etc.)
* Wireless technology (packaged service)
* Globalization of IT support
* Collaborative services with other agencies (city, county, municipalities)
* Collection: use of assessment data with students
* Continue to inform customer of value of participating services, marketing/educate
* Social media to engage our audience

**Instructional Support Services**

Enterprise America for 2012

* Meet with WCNY
* Financial model(s)
* Professional Development for teachers
* Curriculum Development Assessments – make it “main course”
* Integrate Literacy from CCLS and 4C’s
* PBL that comes in a package (“kit”)

**Special Education**

* Providing cutting edge services – we are the experts (highly trained)
* Help districts build capacity
* Educate/reach out to districts for space – systematic, planned, purposeful
* Improved community perception of what a BOCES classroom looks like (board to board newsletter, video, slides)
* Continue efforts to increase Pre-K enrollment
* Seek new partnerships as services expand/evolve
* Look at ESY