

# Governor's STEM Academy Brief



Office of Career and Technical Education

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The purpose of the monthly brief is to provide information, resources, and a networking vehicle to support the STEM (science, technology, engineering, and mathematics) Academies in Virginia.

## GOVERNOR'S STEM ACADEMIES SPOTLIGHTS

The Governor's STEM Academy at Grassfield High School, Chesapeake Public Schools, offers the Global Entrepreneurship and Technology program through the Marketing Management pathway. During the fall of 2015, the Academy's business partners, Chesapeake Economic Development Authority, hosted an Entrepreneurship Summit where students met with local business representatives and took part in panel discussions. They also visited the local port to learn about global business, imports, and exports. A Skype session was critical to student learning about event planning from a leader at Aramark, an international company that supports the athletic village for the Olympic games. Students refined their business plans according to the recommendations from the Entrepreneurship Summit.

Using their planning skills, students planned events to raise awareness for the nonprofit Southeastern Virginia Food Bank. After planning, promoting, and coordinating successful events, there were 2,250 pounds of food collected for the local food bank. On May 12, 2016, Team F.E.E.D. was notified that, through Lead2Feed, they won \$15,000 to donate to their charity and for purchasing technology for the classroom.

## MARKETING CAREER CLUSTER

Sources of information about cybersecurity in the Marketing include these:

- [Cybersecurity](#) (U.S. Small Business Administration)
- [Keep My Business Safe](#) (StaySafeOnline)
- [Select Cybersecurity Resources](#) (U.S. Chamber of Commerce)
- [Mobile Security](#) and [Data Security](#) (National Retail Foundation)

Promotion in Marketing is the focus of the following sites:

- [How To Use Social Media For Customer Research](#) (Converse Digital)
- [10 Laws of Social Media Marketing](#) (Entrepreneur)
- [Using Pinterest for Consumer Marketing Research](#) (Converse Digital)
- [How Companies Are Marketing with Virtual Reality](#) (Chief Marketer)

Resources on technology in Marketing include the following:

- [Will Drones Fly in Retail?](#) (National Retail Federation)
- [Virtual and Augmented Reality Technology Is Poised to Transform Retail](#) (National Retail Federation)
- [Retail Trends and Technology](#) (National Retail Federation)
- [Top Small Business Technology Trends of 2016](#) (Bplans)

Explore career options in Marketing at the following sites:

- [Merchandise Marketing](#) (Fashion Institute of Design and Merchandising)

- [Careers in Fashion Marketing](#) (Chron)
- [Career Advice for New Marketing Researchers](#) (American Marketing Association)
- [International Marketing Manager: Jobs Descriptions, Salaries, and Certifications](#) (St. Thomas University)

Resources for teaching customer service skills include those listed below:

- [Customer Service](#) (Money Instructor)
- [Customer Service Lesson Plans](#) (Applied Educational Systems' Pinterest board)
- [Excellence Through Ethics—The Customer Service Game](#) (Junior Achievement)
- [20 Essential Customer Service Skills](#) (Customer Service Manager)
- [Dealing with Unhappy Customers](#) (Mind Tools)

## HOSPITALITY & TOURISM CAREER CLUSTER

Find news, trends, and other Hospitality & Tourism resources at these sites:

- [Top 10 Hotel Trends for 2016](#) (HospitalityNet)
- [Hospitality Marketing Trends for 2016](#) (Cloudbeds)
- [2016 Travel Trends That Will Drive the Global Tourism Industry](#) (TrekSoft)
- [The Staycation Trend: 9 Creative Ways to Market Your Tours and Activities to Locals](#) (TrekSoft)
- [Top 7 Tourism Trends of the Future](#) (Tourism-Review)

Resources on safety and security in Hospitality & Tourism include the following:

- [Safety and Security](#) (Royal Caribbean)
- [Keylogger Malware in Hotel Business Centers](#) (U.S. Computer Emergency Readiness Team)
- [Not Just Heads in Beds—Cybersecurity for Hotel Owners](#) (Hospitality.net)
- [With Cyberattacks on the Rise, Is Your Hotel Protected?](#) (Hotel Executive)
- [Cybersecurity 101: A Toolkit for Restaurant Operators](#) (National Restaurant Association)
- [Is Your Tourism Business Protected Against a Cyber Attack?](#) (Adventure Travel Trade Association)

For technology impacts on Hospitality & Tourism, visit the following:

- [9 Travel Tech Trends That Will Make 2016 a Great Year to Get Out of Town](#) (Digital Trends)
- [Travel Technology](#) (Travel Weekly)
- [Three Tech Trends Driving Hospitality Biz in 2016](#) (Hospitality Technology)

Lesson plans for Hospitality & Tourism include the following:

- [Hospitality and Tourism](#) and [Travel and Tourism Management](#) (Texas Education Agency)
- [Introduction to Hospitality Industry](#) (Middlesex Community College, Massachusetts)
- [Introduction to Hospitality Lesson Plans](#) (Corning High School, Arkansas)
- [Hospitality, Tourism, and Recreation Model](#) (CTE Online)

To explore career links for Hospitality & Tourism, see sites such as the following:

- [Careers in the Hotel Industry—Infographic](#) (CareerBright)
- [Hcareers](#) (See also Career Advice on this hospitality site)
- [Travel and Tourism Management Jobs](#) (Chron)
- [Career and Professional Development: Event Planning](#) (Wake Forest University)

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