

CTE State Supervisor Career Cluster Update

August 20, 2020
10:00AM - 12:00PM

Agenda

■ General Information

- Change Document
- 20-21 Frameworks
- CAPE
- Articulation Agreements
- Infographics

■ State Supervisors Career Cluster Updates

- Finance
- Business Management & Administration
- Information Technology
- Arts, AV Technology and Communication
- Education & Training
- Hospitality & Tourism
- Government & Public Administration
- Law Public Safety & Security
- Marketing, Sales & Service

■ Q&A



General Information

Change Document

CTE Change Document

[Change Document - CTE 2020-21](#)

CTE Program Resources

- <http://fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.shtml>

2020-2021 Frameworks

Current Frameworks can be found at:

<http://fldoe.org/academics/career-adult-edu/career-tech-edu/curriculum-frameworks/2020-21-frameworks>

The following have been removed from **Secondary Frameworks**:

Occupation Completion Points (OCPs)

OCP	Course Number	Course Title
A	9007610	Advanced Informa
B	9007210	Foundations of Pro
	9007220	Procedural Progra
C	9007230	Object-Oriented P

Academic Alignment Tables

Academic alignment is an ongoing, collaborative effort of profes arts, and Career and Technical Education (CTE). This initiative academic content within CTE courses. Career and Technical E Standards for Science and the Florida Standards for Mathemat standards in the CTE course; the total number of standards cor

Courses	Anatomy/ Physiology Honors	Astronomy/ Solar/Galactic Honors	Biology 1	Chemistry 1
9007610	0/87 0%	0/80 0%	0/83 0%	0/69 0%
9007210	2/87 2%	7/80 9%	22/83 27%	4/69 6%
9007220	21/87 24%	21/80 26%	2/83 2%	21/69 30%
9007230	20/87 23%	20/80 25%	1/83 1%	20/69 29%

** Alignment pending review

CAPE

The 20-21 CAPE list is now available:

- <http://fldoe.org/academics/career-adult-edu/cape-secondary/cape-industry-cert-funding-list-current.shtml>

CAPE Informational Webinar Recording:

- <https://www.gotostage.com/channel/2f8885c0cdf149cebc0fb984561a72ed>

Contact: Kathryn.Wheeler@fldoe.org

Statewide Articulation Agreements

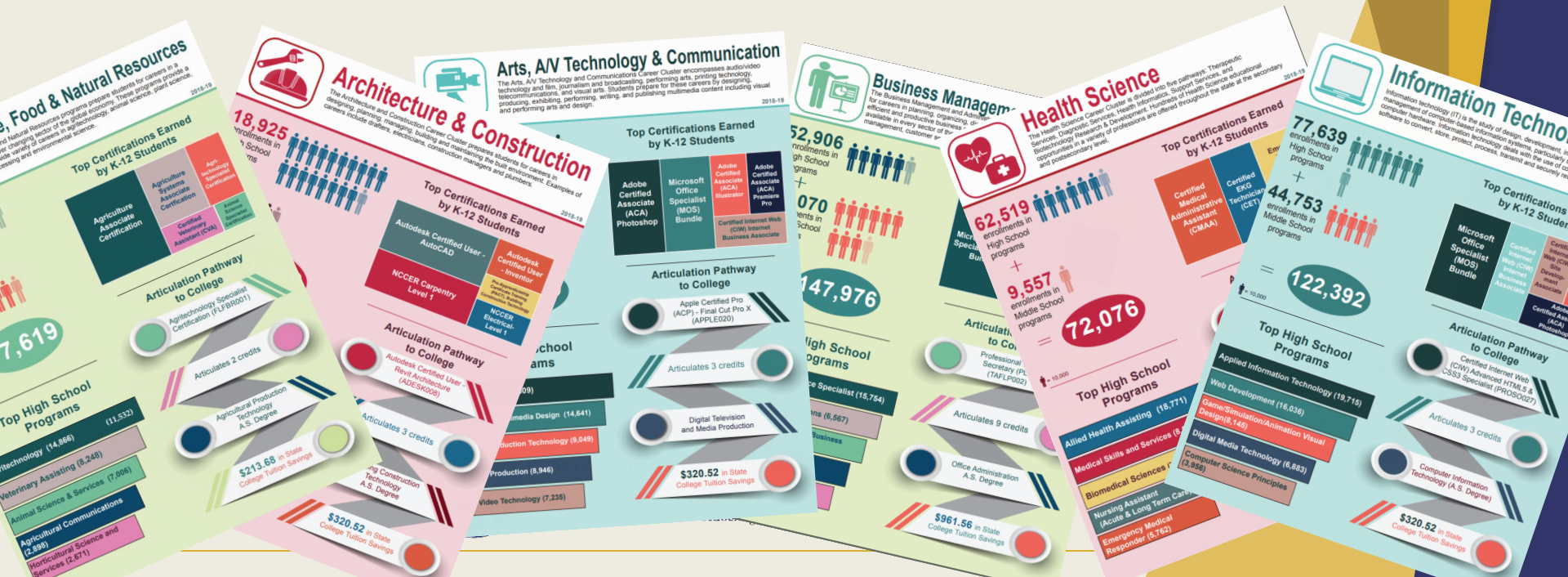
Complete list of active Statewide Articulation Agreements

- <http://www.fldoe.org/academics/career-adult-edu/career-technical-edu-agreements>
- Questions? Contact Yolanda Singletary
Yolanda.Singletary@fldoe.org

Infographics

Career Cluster Infographics

- <http://fldoe.org/academics/career-adult-edu/career-tech-edu/>



Finance

Anne Nyman

Education & Training

Finance

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Florida FCCLA, CTSO
Grant Manager



2021 - 2022 Program Reviews

Program Type	Program Name
Middle School	N/A
Secondary	N/A
Career Certificate	N/A
AS/AAS/CCC/ATD	Financial Services (AS - 1252080100) Financial Para-planner (CCC - 0252080102) Mortgage Finance Management - Financial Services (CCC - 0252080103) Mortgage Finance Specialist - Financial Services (CCC - 0252080105)

2022 - 2023 Program Reviews

Program Type	Program Name
Middle School	N/A
Secondary	Personal and Family Finance (8500120) Global Finance (8515300)
Career Certificate	Global Finance (F100110) Insurance Claims Adjuster (M810015) Insurance Customer Service Representative (M810016) Insurance General Lines Agent (M810014)

Financial Literacy Requirement

Last year, HB 7071 language eliminated the financial literacy graduation REQUIREMENT. It was changed to read: that all school districts must offer a financial literacy course consisting of at least 0.5 credit as an elective, beginning with the 2019-2020 school year.

Financial Literacy Elective

Courses that meet the mandate of a one-half credit in financial literacy as an elective include:

Personal Financial Literacy (#2102372)

~~Personal Financial Literacy Honors(#2102374)~~

Personal Financial Literacy (#8500120)

Business Management & Administration

Elizabeth Billingsley

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BPA Grant Manager
FBLA Grant Manager



2021 - 2022 Program Reviews

Secondary

- Legal Administrative Specialist (8212000) ***
- Court Reporting Technology (8306100)

Career Certificate

- Legal Administrative Specialist (B072000)***
- Court Reporting 2 (B700600)
- Court Reporting 3 (B700700)
- Court Reporting Technology (B600100)

Note: these reviews are conducted in 2020 for the 21-22SY

*****volunteers needed for these reviews**



2021 - 2022 A.S. Program Reviews

- Office Administration (AS - 1552020401) ***
 - ❖ Legal Office Management (CCC - 0552020404)
 - ❖ Office Management (CCC - 0552020401)
 - ❖ Office Specialist (CCC - 0552040704)
 - ❖ Office Support (CCC - 0552020403)

- Business Administration (AS - 1552020102) ***
 - ❖ Business Development and Entrepreneurship (CCC - 0552070306)
 - ❖ Business Management (CCC - 0552070101)
 - ❖ Business Operations (CCC - 0552020104)
 - ❖ Business Specialist (CCC - 0552020103)
 - ❖ Human Resources Administrator (CCC - 0552020105)
 - ❖ Risk Management and Insurance Management (CCC - 0552020109)
 - ❖ Risk Management and Insurance Operations (CCC - 0552020108)

Note: these reviews are conducted in 2020 for the 21-22SY

*****volunteers needed for these reviews**



2022 - 2023 Program Reviews

Secondary

- Business Management and Analysis (8301100)
- Promotional Enterprise (8217100)
- Electronic Business Enterprise (8200300)
- Medical Administrative Specialist (8212300)
- International Business (8216100)

Career Certificate Program

- Business Management and Analysis (B060200)
- Medical Administrative Specialist (B070300)

AS/AAS/CCC/ATD

- Applied Management (AAS - 0552020107)
- Medical Office Administration (AS - 1552020404)
 - ❖ Medical Office Management (CCC - 0551071605)
- Business Analysis Specialist (AS - 1552120106)

Note: these reviews are conducted in 2021 for the 22-23SY



Program Updates

Changed Programs/Courses

- **Administrative Office Specialist (8212500)**
 - ❖ Digital Design 1 (8209510) contains updated content to align with industry standards; increased rigor to Level 3.

- **Legal Administrative Specialist (B072000)**
 - ❖ Added Management and Supervision (MANAG SUPV 7G) teacher certification

- **Medical Administrative Specialist (B070300)**
 - ❖ Added Management and Supervision (MANAG SUPV 7G) teacher certification

Program Updates

New Programs

- **Real Estate Specialist (0552020113)**
 - ❖ New CCC under Business Management Administration AS program (1552020102)

- **Medical Office Specialist (0551071001)**
 - ❖ New CCC under Medical Office Administration AS program (1552020404)

- **Business Entrepreneurship Operations (0552070303)**
 - ❖ New CCC under Business Entrepreneurship AS program (1552070308)

- **Residential Property Management Specialist (0504100100)**
 - ❖ New CCC under Residential Property Management AS program (1552150100)

Industry Certification Updates

Business Management & Administration **

New CAPE Industry Certifications

- NCFCT007 National Certified Medical Office Assistant (NCMOA)
- NCFCT007 National Certified Medical Office Assistant (NCMOA)

Industry Certifications Recommended for One Year Only

- *MICRO069 Microsoft Office Specialist (MOS) Bundle Certification
(Requires 3 of 6: Access, Excel, Outlook, PowerPoint, SharePoint, Word)

Removed Industry Certifications

- AIOPB001 Certified Bookkeeper
- TAFLP002 Professional Legal Secretary (PLS)



**For the extensive list, please refer to the [20-21 CAPE Funding List](#)

Information Technology

2021 - 2022 Program Reviews

Secondary

- Applied Cybersecurity (9001300)
- Applied Information Technology (9003400) ***
- Business Computer Programming (8206500) ***
- Computer Science Principles (9007600) ***
- Digital Media Technology (9005100) ***
- Integrated Information Technology (9003500) ***
- Java Development & Programming (9007200) ***
- Web Application Development & Programming (9007500) ***
- .Net Application Development and Programming (9007400) ***
- Web Development (9001100) ***

Career Certificate Program

- Applied Cybersecurity (Y100300)
- Applied Information Technology (Y300400) ***
- Business Computer Programming (B070320) ***
- Digital Media Technology (Y500100) ***
- Enterprise Desktop and Mobile Support Technology (Y300600) ***
- Enterprise Network and Server Support Technology (Y300500) ***
- Java Development & Programming (Y700200) ***
- Web Application Development (Y700500) ***
- .Net Application Development and Programming (Y700400) ***
- Web Development (Y700100) ***

Note: these reviews are conducted in 2020 for the 21-22SY

*****volunteers needed for these reviews**



2021 - 2022 A.S. Program Reviews

- Cybersecurity (AS – 1511100308) ***
- Internet Services Technology (AS - 1511080103) ***
 - Information Technology Administration (CCC - 0511010307)
 - Web Development Specialist (CCC - 0511080103)

Note: these reviews are conducted in 2020 for the 21-22SY

*****volunteers needed for these reviews**



2022 - 2023 Program Reviews

Secondary

- Game/Simulation/Animation Advanced Applications (8208400)
- Game/Simulation/Animation Audio/Video Effects (8208200)
- Game/Simulation/Animation Programming (8208300)
- Game/Simulation/Animation Visual Design (8208100)
- Technology Support Services (9001400)

Career Certificate Program

- Game/Simulation/Animation Audio/Video Effects (B082200)
- Game/Simulation/Animation Programming (B082300)
- Game/Simulation/Animation Visual Design (B082100)
- Technology Support Services (Y100100)
- Modeling Simulation Production (Y500200)
- Modeling Simulation Design (Y500300)

Note: these reviews are conducted in 2021 for the 22-23SY

2022 – 2023 Program Reviews

AS/AAS/CCC/ATD

- Business Intelligence Specialist (AS - 1552130101)
 - Business Intelligence Professional (CCC – 0552130101)
- Computer Information Technology (AS - 1511010305)
- Computer Information Data Specialist (AS – 0611050101)
 - Geographic Information System (CCC - 054507213)
 - Help Desk Support Technician (CCC - 0511010313)
 - Information Technology Analysis (CCC - 0511010312)
 - Information Technology Support Specialist (CCC - 05111010311)
 - Mobile Device Technology (CCC - 0511010309)
- Computer Programming and Analysis (AS - 1511020100)
 - Computer Programmer (CCC - 0511020200)
 - Computer Programming Specialist (CCC - 0511020103)
 - Internet of Things Applications – (CCC 0511020110)
- E-Business Technology (AS - 1552120100)
 - E-Business Security Technical Certificate (CCC - 0552120102)
 - E-Business Software Technical Certificate (CCC - 0552120103)
 - E-Business Technical Certificate (CCC - 0552120101)
 - E-Business Technology Technical Certificate (CCC - 0552120104)
 - E-Business Ventures Technical Certificate (CCC - 0552120105)
- Data Science Technology (AS – 1511010100)
- Game Development Design (AS – 1550041100)
 - Virtual and Augmented Reality Technologies (CCC – 0550041118)



Note: these reviews are conducted in 2021 for the 22-23SY

Program Updates

New Programs

- **Cybersecurity Operations (1511010300)**
 - ❖ New AS program

Industry Certification Updates

New CAPE Industry Certifications

- ADESK030 Autodesk Certified User - Maya
- ADOBE025 Adobe Certified Professional in Web Design (Requires Dreamweaver and Animate or Photoshop)
- CISCO026 Cisco Certified Network Associate (CCNA)
- UNITY001 Unity Certified Associate
- UNITY002 Unity Certified User: Programmer

Industry Certifications Recommended for One Year Only

- *PROSO018 Certified Internet Web (CIW) Network Technology Associate
- *PROSO020 Certified Internet Web (CIW) Site Development Associate
- *NACFS001 Modeling & Simulation (M&S) Certification
- *MICRO069 Microsoft Office Specialist (MOS) Bundle Certification (Requires 3 of 6: Access, Excel, Outlook, PowerPoint, SharePoint, Word)
- *DIGIT001 STARS GIS Technician
- *DIGIT002 SPACE Geospatial Certification



Note: For the extensive list, please refer to the [20-21 CAPE Funding List](#)

Industry Certification Updates

Removed Industry Certifications

- APPLE002 Apple Certified Technical Coordinator
- APPLE019 Apple Certified Support Professional
- CISCO003 Cisco Certified Entry Network Technician (CCENT)
- CISCO004 Cisco Certified Network Associate (CCNA)
- CISCO005 Cisco Certified Network Professional (CCNP)
- CISCO011 Cisco Certified Network Associate Security (CCNA Security)
- CISCO013 Cisco Certified Network Associate Wireless (CCNA Wireless)
- CISCO017 Cisco Certified Network Professional Wireless (CCNP Wireless)
- CISCO018 Cisco Certified Internetwork Expert Routing and Switching (CCIE Routing & Switching)
- MICRO052 Microsoft Certified Trainer (MCT)
- MICRO086 Microsoft Certified Solutions Associate (MCSA) - Windows Server 2012
- MICRO103 Microsoft Technology Associate (MTA) - Introduction to Programming Using Block-Based Languages
- MICRO106 Microsoft Certified Solutions Associate (MCSA) - Windows Server 2016
- ORACL001 Oracle Certified Associate (OCA): Database

Gold Standard Articulation Agreements

DOE Code	Certification/Credential Title	AS PROGRAM TITLE	# of credits articulated
APPLE021	Apple App Development with Swift Certification Level 1	Computer Programming and Analysis	3
COMPT018	CompTIA IT Fundamentals+	Computer Information Technology	3
COMPT018	CompTIA IT Fundamentals+	Computer Programming and Analysis	3
ICOEC005	EC-Council Cyber Forensics Associate	Cybersecurity	3
ICOEC006	EC-Council Ethical Hacker Associate	Cybersecurity	3
ICOEC006	EC-Council Ethical Hacker Associate	IT Security	3
MICRO112	Microsoft Technology Associate (MTA) - Introduction to Programming Using Python	Computer Programming and Analysis	3
MICRO114	Microsoft Technology Associate (MTA) - Introduction to Programming Using Java	Computer Programming and Analysis	3
MICRO115	Microsoft Technology Associate (MTA) - Windows Server Administration Fundamentals	Computer Information Technology	3

Arts, AV Technology and Communication

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FPSA, CTSO Grant Manager



Current Program Reviews (2021-2022 SY)

Secondary:

- Commercial Art Technology (8718000)
- Digital Audio Production (8772300)
- Digital Cinema Production (8201000)
- Digital Media/Multimedia Design (8201200)
- Digital Photography Technology (8201300)

Career Certificate:

- Digital Photography Technology (K100300)
- Digital Audio Production (I100230)
- Digital Cinema Production (K100100)
- Digital Media/Multimedia Design (K100200)
- Digital Photography Technology (K100300)

Degree & Certificate:

- Interactive Media Production Technology (AS-1610020101)
- Music Production Technology (AS-1650091300)
- Film Production Technology (AS-1650060213)
- Theater and Entertainment Technology (AS-1650050202)
- Photographic Technology (AS-1650060500)
- New Media Communications (AS-1609049901)



Programs are still in the
review process

Next Year Program Reviews (2022-2023 SY)

Secondary:

- Graphic Communications & Printing Technology (8230100)
- 3D Animation (8718100)
- Fashion Technology & Design Services (8506400)
- Fabric Construction (8500380)
- Interior Design Services (8506500)

Career Certificate:

- Graphic Communications & Printing Technology (K300100)
- 3D Animation (I480200)
- Fashion Technology & Production Services (K500100)
- Stage Production (K200200)
- Interior Decorating Services (V200600)

Degree & Certificate:

- Interior Design Technology (AS-1450040801)
- Radio and TV Broadcast Programming (AS-1610020202)
- Graphic Arts Technology (AS-1611080301)
- Fashion Design (AS-1450040700)
- Animation and Game Art (AS-1610030400)
- Graphics Technology (AS-1611080300)



Review Committee volunteers are
greatly appreciated!

Important Program Updates

New Program	Journalism and Multimedia (8771101)	❖ Created to replace Journalism (8771100)
Changed Program	Digital Design (8209600)	❖ Reduced to 6 credits ❖ Digital Design 1 (8209510) increased rigor to Level 3.
Daggered Program	Journalism (8771100)	❖ Replaced with Journalism and Multimedia (8771101)
Deleted Programs	Film Production Equipment Operations (8772200)	❖ Daggered in 18-19
	Printing and Graphic Communications (8739000 & I480201)	❖ Daggered in 16-17
	Digital Media/Multimedia Technology (AS- 1611080102)	❖ Daggered in 17-18

Arts, A/V Technology & Communication CAPE Funding Highlights

New CAPE Industry Certifications:

- ❖ Adobe Certified Professional in Video Design (Requires Premiere Pro and After Effects or Photoshop)
- ❖ Adobe Certified Professional in Visual Design (Requires Photoshop and Illustrator or InDesign)

Removed Industry Certifications

- ❖ Adobe Certified Expert (ACE) - After Effects
- ❖ Adobe Certified Expert (ACE) - Illustrator
- ❖ Adobe Certified Expert (ACE) - InDesign
- ❖ Adobe Certified Expert (ACE) - Photoshop
- ❖ Adobe Certified Expert (ACE) - Premiere Pro
- ❖ Apple Certified Pro (ACP) - Logic Pro X

Industry Certifications Recommended for One Year Only

- ❖ Adobe Certified Associate (ACA) - Dreamweaver
- ❖ Adobe Certified Associate (ACA) - Animate
- ❖ Adobe Certified Associate (ACA) - Premiere Pro
- ❖ Adobe Certified Associate (ACA) - Illustrator
- ❖ Adobe Certified Associate (ACA) - InDesign
- ❖ Adobe Certified Associate (ACA) - Photoshop (Creative Cloud 2015 or later)



****For the extensive list,
please refer to the [20-21
CAPE Funding List](#)**

Education & Training

Current Program Reviews (for 21-22 SY)

Program Type	Program
Middle School	N/A
Secondary	Principles of Teaching (8909000)*
Career Certificate	Principles of Teaching (P131299)* School Age Professional Certificate(V200310)
AS/AAS/CCC/ATD	ASL – English Interpreting (66) (AS 1713100305) Instructional Services Technology (60) (AS 1713129902) Educational Assisting (CCC 0713150100)

***moving this review to next SY**

Next Year Program Reviews (2022-2023 SY)

Program Type	Program
Middle School	N/A
Secondary	Child Development (8500310)
Career Certificate	N/A
AS/AAS/CCC/ATD	Early Childhood Management (60) (AS 1419070802)
	Early Childhood Education Associate Degree (AS 1413121004) Early Childhood Inclusion Specialization (CCC 0413121000) Child Care Center Management Specialization (CCC 0419070906) Pre-School Specialization (CCC 0419070908) Infant/Toddler Specialization (CCC 0419070907) Early Childhood Development Specialization (CCC 041900904)

ECE Webinar

To aid you in preparing for the school year, we held a Zoom Webinar for ECE program stakeholders last

Friday, August 14th

to offer guidance and recommendations from **FDOE, *The Council for Professional Recognition (CDA)***; the ***TEACH Scholarship*** professionals at ***The Children's Forum***; and ***Florida DCF***.

You may access the Webinar recording at this link:

<https://drive.google.com/file/d/1o-l7iuYT-SmYxUTvj96up2vO5-yXVR-M/view?usp=sharing>



Miscellaneous

- PD for Principles of Teaching – COMING this fall!

Hospitality & Tourism

Current Program Reviews

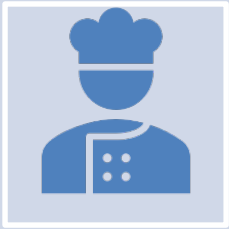
(2021-2022 SY)

Program Type	Program Name
Middle School	N/A
Secondary	N/A
Career Certificate	Nutrition and Dietetic Clerk (N300100)
	Dietetic Management and Supervision (N900100)
	Baking & Pastry Arts (N100600)
	Fundamental Foodservice Skills (N100520)
AS/AAS/CCC/ATD	N/A

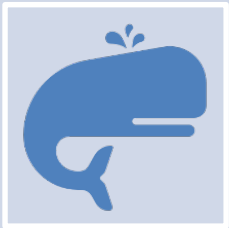
Next Year Program Reviews

(2022-2023 SY)

Program Type	Program Name
Middle School	N/A
Secondary	Nutrition and Wellness (8500355) Principles of Food Preparation (8500390) Hospitality & Tourism Management (8845100) Environmental Services (8524100)
Career Certificate	Environmental Services (V200610) Hospitality & Tourism (M811040)
AS/AAS/CCC/ATD	Baking and Pastry Management (60) AS (1612050102) Baking and Pastry Arts CCC (0612050102) Dietetic Technician AS (1351310301)



Culinary Programs: No recommendations from DOE and FRLA on cooking in class – local determination



CAPE: The following certifications have been retained on the CAPE list for the 20-21 school year only:

Certified Front Desk Supervisor (AHLAE010)
National ProStart Certificate of Achievement (NRAEF002)



The following certifications have been added to the CAPE list:

ACFED006 Certified Fundamentals Cook
NRFSP002 HACCP Certification

Government & Public Administration

Kaitlin Vickers

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FL FFA Association
Grants Manager



Current Program Reviews (21-22 SY)

Secondary

- Principles of Public Service (8900330)
- Emergency Planning and Response (8602000)
- Programs are still in the review process

Career Certificate Programs

- Public Works (I470304)

Programs are still in the review process

Next Years Program Reviews (22-23 SY)

AS & CCC

- Emergency Administration and Management (AS - 1743030200)
 - Emergency Administrator and Manager (CCC - 0743030201)
 - Homeland Security Emergency Manager (CCC - 0743030202)

Law Public Safety & Security

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FPSA, CTSO Grant Manager



Current Program Reviews (2021-2022 SY)

Secondary:

- ❖ Criminal Justice Operations (8918000)

Career Certificate:

- ❖ All regulated programs

Degree & Certificate:

- ❖ Criminal Justice Technology (AS-1743010302)
- ❖ Fire Science Technology (AS-1743020112)

Next Year Program Reviews (2022-2023 SY)

Secondary:

- ❖ All regulated programs

Career Certificate:

- ❖ All regulated programs

Degree & Certificate:

- ❖ Security Management and Administration (AS-0743011201)
- ❖ Computer Related Crime Investigation (60) (AS-1743011601)

20-21 Program Changes

New Programs	Crime Scene Technology (8918001)	❖ New Secondary Program
	Firefighter (P430211) New Program hours: 492	❖ Created to replace Fire Fighter I/II (P430210) due to regulatory updates.
	Firefighter/Emergency Medical Technician-Combined (P430217) New Program Hours: 792	❖ Created to replace Fire Fighter/Emergency Medical Technician- Combined (P430216) due to regulatory updates in the fire portion.
Daggered Program	Fire Fighter I/II	❖ Replaced with Firefighter (P430211)
	Fire Fighter/Emergency Medical Technician-Combined (P430216)	❖ Replaced with Firefighter/Emergency Medical Technician-Combined (P430217)

20-21 Program Changes (continued)

Deleted Programs

Auxiliary Law Enforcement Officer
(P430115)

❖ Dagged in 17-18 per regulatory updates

Combined CJSTC Corrections and Law
Enforcement Basic Dual Certification
(P430155)

❖ Dagged in 18-19 per regulatory updates

Criminal Justice Operations (P430199)

❖ Dagged in 18-19

Fire Fighter (P430205)

❖ Dagged in 15-16 per regulatory updates

Fire Fighter/Emergency Medical
Technician-Combined (P430215)

❖ Dagged in 15-16 per regulatory updates

Degree & Certificate 20-21 Program Changes

Deleted Programs

Computer Related Crime Investigation (AS-1743011600)	➤ Dagged in 16-17
Fire Science Technology (FESHE Model) (AS-1743020100)	➤ Dagged in 14-15
Firesafety Inspector I (CCC-0743020108)	➤ Dagged in 14-15
Fire Company Management (CCC-0743020202)	➤ Dagged in 14-15
Fire Officer I (CCC-0743020109)	➤ Dagged in 14-15
Criminal Justice Technology (AS-1743010300)	➤ Dagged in 14-15

Important Contacts

Regulated Programs

Firefighter Programs

Secondary:

- Intro to Firefighting mike.swartz@myfloridacfo.com

Career Certificate:

- Firefighter I/II (minimum standards) Frank.ennist@myfloridacfo.com
- All other Florida Fire Service Certifications/Curriculum:
 - Frank.ennist@myfloridacfo.com
 - Patrick.Giacobbe@myfloridacfo.com

Law Enforcement

Career Certificate:

- All Basic Recruit LE Programs
 - Glen Hopkins (Bureau Chief of Standards) GlenHopkins@fdle.state.fl.us

Marketing, Sales & Service

David “Dave” Mueller



State Supervisor:

- Marketing, Sales & Service
- Architecture & Construction
- Energy

Grant Manager:

- FL DECA
- FL Collegiate DECA
- FL SkillsUSA

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2020 Reviews for 2021-22

Secondary Programs:

- E-Commerce Marketing (8827200)
- Fashion Marketing (8806000)
- International Marketing (8839100)
- Marketing, Management & Entrepreneurial Principles (9200500)
- Sport, Recreation & Entertainment Marketing (8827400)

Career Certificate Programs:

- Real Estate Sales Agent (M807010)
- Real Estate Sales Associate Post-Licensing (M200100)

Degree & Certificate Programs:

- AS Fashion Merchandising (1252190200)

2021 Reviews for 2022-23

Secondary Programs:

- Business Ownership (8800210)
- Customer Service Representative (8848100)
- Entrepreneurship (8812100)

Career Certificate Programs:

- No programs to be reviewed

Degree & Certificate Programs:

- AS Marketing Management (1252140101)
 - CCC Digital Marketing Management (0252140112)
 - CCC Entrepreneurship (0252070100)
 - CCC Marketing Operations (0252140111)

Note: Review Committee volunteers are ***greatly appreciated!*** 😊

2020-21 Program Changes

New Programs/Courses:

- Digital Marketing Strategy – 0252070103 an 18 Credit Hour CCC associated with the *AS Marketing Management (1252140112)* program

Changed Programs/Courses:

- None

Daggered/Deleted Programs:

- None

Miscellaneous Program Information

- **AS Fashion Merchandising** (1252190200) was not reviewed in 2020 due to "no enrollments". Several schools still had enrollments in the daggered AS Fashion Marketing Management (1252021210) program and those enrollments should be moved to *AS Fashion Merchandising* this year.
- The Marketing career cluster has seen a 30% increase in Secondary enrollments in 2018-19 over 2017-18, with ***Marketing Management & Entrepreneurial Principles*** continuing at #1 and ***Customer Service Representative*** increasing by more than 140% and moving to #2.
- A **Big Thanks** to all who participated in Marketing program reviews in the spring! If you need a CEU letter, let me know...
- **Have a great school year everyone!**



Questions?

Please reach out to your state supervisors.

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