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NEWS RELEASE

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All High Schools Achieve Industry Certification

HOUSTON COUNTY, GA – All of Houston County’s high schools have achieved industry certification for their business computer science and marketing programs. Representatives from the Society for Human Resource Management (SHRM) and the American Marketing Association (AMA), in conjunction with the Georgia Department of Education, audited schools in April to assess business computer science (BCS) and marketing certification qualifications.

Only those programs that have successfully undergone rigorous reviews by leaders from business and industry are recognized as certified. This certification signifies that our business education and marketing students have employability skills that will benefit the business community. Certification is good for five years; schools will conduct annual reviews to ensure their programs continue to meet certification criteria.

The following high schools have certified BCS programs: the Houston County Career and Technology Center, Houston County High, Northside High, Perry High and Warner Robins High. In addition, three of the schools offer marketing programs, which were also certified: Houston County High, Northside High and Warner Robins High.

Jay Hassell, COO of Novologic, spearheads the efforts of industry certification in the area of BCS for the state of Georgia. Hassell said, “I am very impressed with the professionalism and efforts of each of the schools in Houston County.”

The system applied for industry certification grants this year and received \$54,000 in grant funds to use toward meeting industry certification requirements. The majority of the grant funds were used to purchase equipment for the BCS and marketing programs.

Superintendent David Carpenter commented, “The industry certification process of CTAE programs is one of our numerous initiatives to achieve our Houston County School System’s mission to produce high-achieving students and our vision that our system will be world-class. Congratulations to all of our high schools on this achievement!”

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The Director of Career, Technical and Agricultural Education, Barbara Wall, said, “This prestigious certification is a tremendous accomplishment for all of our high schools. I am so proud of our hard-working and dedicated business computer science teachers, marketing teachers, work-based learning teachers, and CTAE supervisors. They are true professionals who do an outstanding job. I am equally proud of our excellent business partners that take time to serve on the advisory councils for these programs. This process and certification will help ensure that our students are well-prepared to enter into the workforce or to pursue a career within the business industry.”

To earn the certification, schools completed a rigorous process of compiling evidence of meeting industry certification. This formal process strengthens all program components, to include:

- classrooms and labs equipment and technology;
- performance standards aligned to national standards;
- in-depth, project-based instruction in all curriculum areas;
- appropriate and varied Career Related Education instruction, including school-based enterprises and entrepreneurial ventures;
- Career and Technical Student Organizations which offer co-curricular competitive events on the local, state and national level and provide leadership development skills for personal and professional growth; and,
- Business, industry and community involvement in all aspects of the program.

For more information, contact Wall at (478) 988-6200, extension 10226, or Barbara.Wall@hcbe.net, or visit http://www.doe.k12.ga.us/ci_cta.aspx?PageReq=CICTACert. To learn more about SHRM, visit this Web site, <http://www.shrm.org/Pages/default.aspx>. To learn more about the AMA, visit <http://www.marketingpower.com/Pages/default.aspx>.

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