

Applied Technology and Design

Second Quarter

Instructor: Mike Johnson



www.khhsappliedtechnology.weebly.com

Class Visits

Kelly Meerman from Northwestern University visited the Marketing Management class on October 30, 2013 to talk about what Northwestern has to offer to those who are interested in marketing .

Grant Meyers from Baker College visited all classes on November 15, 2013. From that visit we have at least one student who is interested in their engineering program at Flint.

Chad Dupin, Vice President of Marketing for ITS Partners. visited the Marketing Management class on December 18, 2013. To learn more about that visit read "Chad Dupin Visit"

Michelle Burnett from the Art Institute visited all classes on January 10, 2014.

Lisa Drago is an Autodesk trainer from Kal-Blue. She visited the advanced drafting class and discussed Revit architecture. She has offered to stop back into the class over the remainder of the year to review work and give assistance with this program.

Wood Shapes for Elementary Schools

The Applied Tech students made wooden shapes for the elementary schools, and presented them to not only the schools but also the school board. The second grade classes of Jessie Hogeterp, Kris Weller, Donna Crow Sarah Bolthouse, Julie Mortimer, and Kristin Brinks received the blocks to aid in learning. The 2nd grade teachers, and students loved the presentation, and the blocks. Some students even wrote thank you letters. The great reception of the



blocks has prompted others to look for collaboration projects with future classes. The following dates are when students presented.

- Central Elementary: November 26, 2013
- Alpine Elementary: December 6, 2013
- School Board: December 9, 2013
- Zinser Elementary: December 10, 2013

If you wish to see more pictures, check out the website.

Chad Dupin Visit

Chad Dupin, the Vice President of Marketing for ITS Partners, a national, privately held, award winning software consulting firm based in Grand Rapids, visited the Marketing Management class Wednesday, December 18th, 2013. He gave a presentation on how he uses media as a tool to help him Market for ITS. Chad indicated the type of growth a business like this can provide and how the organization went from \$6 million in revenue in 2006 to \$25 million in 2013. Chad also listed the types of jobs one could pursue in this field such as: Strategic Planning, Sales Strategy, Marketing Strategy, Branding & Identity, Social Media Marketing, Graphic Design, Video Production, Business Operations, Accounting, Event Marketing, Product Marketing, Digital Marketing, and more. If you want to learn more, see their website at www.itsdelivers.com.

Applied Tech & Design Advisory Meeting

Applied Technology & Design



On December 18, 2013 nearly 20 representatives from industry, administration, staff, colleges, and students met for the first advisory meeting for the career technology education program.

The vision of the group was to discuss steps for a project-based curriculum with choices in careers and educational paths. This will help increase numbers in the

program and provide collaboration with multiple elective options. Items of discussion were switching the state CIP code to align with STEM curriculum, an application to a GM grant through Project Lead The Way, competitions that the program is participating in (see Competition Progress), grants obtained, and events that the

program has been involved in so far. From this meeting many members stepped up to help establish mock interviews for seniors, classrooms visits to share skills and knowledge, and some business site visits. The next meeting will be in April, coordinated around the Skills USA state competition in Grand Rapids.

Competition Progress

- Skills USA Registration ended on November 1, 2013. Two students competed at regional's on February 11, 2014; 11 members will be competing at the state level in April, and one team is already going to the national level in June.

- Students are currently working on their MDOT bridge proposals. There are ten teams working on this competition, one of which will also be applying for the national competition. The proposal submission is February 28, 2014.
- ASBE Final Registrations were due by January 10, 2014. Two students were working on grill and badge designs for this competition.
- There are two teams registered for the Ferris State University Spaghetti bridge competition. They will compete on March 22-23.
- For the Manufacturing Video Challenge, there are two teams working on creating a video of local businesses to help change the perception of manufacturing. Those are to be posted in March. Watch for notices to view and vote on them.
- Mini Innovative RC Challenge is working on designing their car and waiting for the weather to change so they can test. This event is in May.

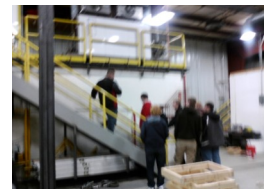
Field Trips



The Applied Tech classes went on two field trips in the second quarter. One was to the Dees Heepe Home in Ionia on December 18th, 2013 which was under construction. A small group of students went after school to see the construction of a \$750,000 home that will be energy efficient with heated floors, solar panels, and new



technology construction with Insulated Concrete Foundation (ICF) and Structural Insulated wall Panels (SIP). The second was to the West Michigan Plumbers, Fitters and Service Trades Local Union no. 174 training facility in Coopersville www.ua174.org. Plan on March 26th 10am-2pm for a Career





Collaboration With Homes of Hope

The Applied Tech and Design Program has been working with Homes of Hope which is a “non profit organization dedicated to changing people’s lives through the building of new homes and restoring neighborhoods while offering hope and a blueprint for success in life’s journey.” (www.homesofhopemi.com) The group is working to stay involved and help raise funds and volunteer to help with the Home For a Hero that will build a home in 6 days for a veteran this summer. The organization has a vacant lot in downtown Grand Rapids already donated, and home designs are well underway, so all that is left to do is raise the funds necessary to pull off a project of this size. If you are familiar with “Extreme Home Makeover” you see what a well organized and dedicated group of individuals can do in a week, but there is a lot of behind the scene work that has to be done. This home will help benefit a local veteran who is currently homeless and provide him/her with a LEED and Zero-Step certified home. The hope is that this project will do well enough that it can be done annually and help build community pride and respect for those who have served and protected us.



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Winter Blood Drive

The Applied Technology & Design Program hosted the annual winter blood drive again this year on January 15, 2014. Unfortunately, we came up short with our goal. Keep your schedules open to help save a life and support the school programs at the spring blood drive on March 19, 2014.

Fundraising Activities

Game Knight has been successful so far even with the bad weather and snow days. The group will be organizing more this spring.

In Room product sales continue to bring in revenue, but even better it has brought in recognition by potential students.

With all the competitions we are involved with there are registration fees, transportation costs, and some hotel stays. We are looking to businesses to help support and sponsor some of these teams. As a business contributor to the Applied Technology and Design Club we will make sure you are recognized as a supporter of the program and place your business logo on our sponsor wall in the classroom. Thank you to MOL Belting for your contribution and support so far.

Other Things We've Been Up To.

Applied Technology and Design officers are continuing to meet at least twice a month to go over plans for competitions, promotions, and curriculum updates for the program. Plans are in progress for hosting a spring college fair/awards Knight in May. Stay tuned as we will have a lot of updates as the 3rd Quarter is when a lot of the competitions are underway.