**CEO Forum**

**Friday, June 26, 2009**

Attendees:

Les Simpson, Amarillo Globe News Linda Pitner, AISD Board

Paul Matney, Amarillo College Brent McClure, KFDA

Robert Carlyon, Merrill Lynch

Monte Salter, Western National

Lesli Laughter, Canyon ISD

Kel Seliger, Sent. Dist. 31 Buzz David, Amarillo EDC

Neal Weaver, WTAMU Gary Molberg, Amarillo Chamber of Commerce

Anette Carlisle, Panhandle 20/20

Smith Ellis, First Bank Southwest Vera Levandowski, Craig Methodist

Julie Stepien, Craig Methodist Chad Waite, Craig Methodist

LeAnn Estep, AISD Damaris Schlong, AC

Shawn Fouts, AC Danita McAnally, AC

Kim Davis, AC Lana Jackson, AC

Workforce has shifted—able to attract different level of people than before.

Locally, there is less shifting in jobs.

Power of Knowledge- Ch. 10, gave scholarships- local kids staying at local schools

Directory of businesses Ch. 10- companies with tuition reimbursement

Medical prof.- big difference in work ethic between younger and older generations

Culture is not emphasizing vo-tech and service related industry

PRO was implemented

AC and AISD have started collaborating together

Soft skills are missing

Mayor started calling on businesses (with Chamber and Amarillo EDC)

Other communities in the region are having the same issues

Looking at getting Frank Phillips to start PRO in surrounding communities

Younger students panic when there is not a multiple choice test

K-12 is not giving students the skills like note-taking

Noticed an improvement in the hard skills

Spend time, money and effort on how to get along with others, communication, etc.

Younger employees did not have the concept that they might fail

Common sense issues—are not getting it at home

Number one communication tool for younger employees is text messaging

Having to teach employees the basics- email, communication, team work, etc.

Online classes, weekend classes (higher education) would help employees who work

The goal of schools is to prepare schools with what comes next in their lives—not only higher education as the main goal.

4X4- requires 4 courses in all 4 subject areas in Texas. TEA is looking at the 3rd math and science course to be more flexible.

Opportunities are missed in choosing classes because of the 4X4 requirement.

TEA is looking at re-doing the 4x4 to open up more electives for students.

Must provide multiple pathways for a student to graduate—not just 4x4

Canyon ISD has a new course that is advanced math for using math in real-life settings

Young people are bright- need soft-skills, overcoming adversity, practical application

Need to enhance reality-based business training in AC and WTAMU

Expectation in the world that school will solve all problems—families need to be involved, community needs to be involved

Send bad messages about what happens in schools—the reality is that there are more graduating from high school than ever before

No excuses university at San Jacinto Elementary

Employees need to learn that their success is up to them—for some, this is a new concept

Companies are doing more with less

Internships teach how to dress, how to talk to adults, you can have fun at work but there is a time to be serious, to show up on time to work, consequences for actions

Training in school includes a skill- but not a soft skill and what happens beyond the classroom

As we create training- need to figure out how to include more real-life training

Junior Achievement- AISD wants to expand this program into elementary school- Lee, Pleasant Valley, Travis, Palo Duro and Hoarace Mann- trying to reach out to 900 students