**CEO Forum**

**Tuesday, July 7, 2009 P.M.**

Attendees:

Les Simpson, Amarillo Globe News Paul Matney, Amarillo College

John Teague, Amarillo Chamber Buzz David, Amarillo EDC

Neal Weaver, WTAMU Gary Molberg, Amarillo Chamber of Commerce

Anette Carlisle, Panhandle 20/20 Smith Ellis, First Bank Southwest

Shawn Fouts, AC Gregg Bynum, Education Credit Union

Leah Satterwhite, Craig Methodist John Marmaduke, Hastings

Wes Knapp, Western Builders Joe Street, Street Toyota

Ron Faulkner, AC Kelvin Betzen, Atmos Energy

Roy Cogburn, Region 16 John Smithee, TX House of Rep.

Jerri Hamilton, BCS Rod Schroder, AISD

Don Treadway, AQHA Pat Hickman, Happy State Bank

Jeff Yarber, Ben E. Keith Randy Jeffers, Coldwell Banker

Bob Murray, Wells Fargo Brian Holt, Plum Creek Specialty Hospital

Eddie Bradley, Auto Inc. Lina Lattaie, Nationwide Insurance

Ken Creamer, Amarillo VA George Lankford, Affiliated Foods

Gene Blackburn, Affiliated Foods

PRO- collaborative between Amarillo EDC, AISD and AC to expose students to careers in the technical industries.

The City of Amarillo has had a good relationship through PRO

The recession has helped with recruiting and has helped to get employees that we could not get in the past

We are teaching our students too much—too broad

When you take a student out of school to tour businesses, they miss class time to prepare for their tests

It is hard to create the critical thinking skills in school due to the curriculum

Current accountability system is at the lowest level of learning—this is easier to test

Critical thinking testing—needs to be writing—multiple choice is faster to grade—time constraints

Students have a difficult time writing

Amarillo has many non-profits. Could PRO be used to get interns into non-profits for on-the-job training

Incompetence in non-profit management—this causes community problems

Business people should get into the schools—talk about what business needs from the workforce

The messages of what we expect and what we need in business must be prevalent

Have hired a full-time youth educator to teach and survey students- Education Credit Union

Parents are too busy to teach their kids about finances

TX will increase electives to 6 instead of 2 or 3 to give time for vocational technical training

Jet program- focuses on community and technical colleges- builds a better relationship between college and ISDs

Schools can earn a distinction in 21st century workforce development

Church youth groups help kids

How do we find those with good soft skills

ACE- great program for the Amarillo community—PD and Caprock. Must have 80 average or 90% attendance rate

The difference between a 2 year college degree and a high school degree- is $24,000 MORE per year

AISD has parent education with the ACE program

62% economically disadvantaged in Amarillo schools

Many students don’t have parental support at home

San Jacinto Elementary- No Excuses University. Expectation of going to college from an early age—pre-K to 5th grade.

Parents are getting involved in their children’s education.