

BOARDS MAKING A DIFFERENCE

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MARKETING CLASS A GREAT EXAMPLE OF NEW CURRICULUM

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Recently, six students from teacher Shannon Rerie's Marketing 11/12 class at Lake City Secondary attended the [2016 Junior Achievement BC Innovation Jam in Vancouver](#).

At the event, the students were presented with a challenge to design technology to deal with a social or environmental issue. The LCSS students chose to deal with teen depression and designed an app in that regard. They were coached by the CEO of Nicola Wealth Management, Jason Nicola. They presented to a panel of four judges and an audience of about two hundred people.

The students then got to network with a group of the [BC Business's Top 30 Under 30](#). Shannon Rerie was very impressed with her students. "The students did so well representing Lake City Secondary," she told me. "They were poised, sought out individuals and took initiative in conversations."

After lunch the students listened to two keynote presentations. The first was by [Daniel Dubois](#), who is 25 and the CEO of [shareshed.ca](#), which is a company where people can share outdoor gear and equipment. Daniel invented his first company at the age of 12. Students then got to hear Reid Robinson who is the social promotion manager at [Hootsuite](#).

I also had the opportunity to visit their Marketing



LCSS students Emerson Wiebe, Taylor Nolin and Carrie Rojas network with some of BC's brightest young minds.

class a few weeks back as the students presented their semester-end projects in a [Dragons' Den](#) or [Shark Tank](#) format. As teams of students presented their entrepreneurial ideas, they were expected to communicate well, work together as teammates, and think on their feet while we asked them questions and presented our offers. The students took it seriously, and I was impressed with their preparation and quick thinking.

When the Ministry of Education refers to the incoming curriculum, they cite that "students will get hands-on experience in collaboration, critical thinking and communications". These students have definitely had the chance to do just that!