

# EdenAreaROP NOTICE OF PUBLIC HEARING

Posted: May 27, 2020

Notice is hereby given that the Eden Area ROP will hold a Public Hearing to adopt new textbooks for the 2020-2021 school year on:

**Friday, June 5, 2020 at 4:00 pm**

In compliance with the Governor of California's "Safer-at-Home Order" due to COVID-19, the Eden Area ROP Governing will be conducting the public hearing at the Governing Board meeting virtually. This means there will be no specific physical meeting place; the meeting will be held remotely. However, public participation continues to be welcomed and encouraged.

### **Attend Zoom Meeting Instructions:**

**To observe the meeting by video conference**, at the noticed meeting time please go to <https://us02web.zoom.us/j/83190595209?pwd=NmMxVXNobUJ3TDRYTmdHYzJWcThhUT09>  
Meeting ID: **831 9059 5209**  
Password: **ROP65**

Instructions on how to join a meeting by video conference is available at:  
<https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>.

**To listen to the meeting by phone**, at the noticed meeting time please call **1-669-900-6833**, then enter ID **831 9059 5209**, then press "#". Password: **707324**

Instructions on how to join a meeting by phone are available at: <https://support.zoom.us/hc/en-us/articles/201362663-Joining-a-meeting-by-phone>.

In accordance with Board Policy and Administrative Regulation 6161.1 The Director or designee will administer the selection, ordering and implementation of textbooks throughout the Eden Area Regional Occupational Program (ROP).

Criteria and priorities for the selection of textbooks shall be based on local educational goals and objectives, State-approved instructional programs and criteria derived from any related curriculum frameworks, business/industry advisory committee and/or instructor input.

Adoption of textbooks by the Governing Board will be based upon recommendation made to the Board by the Director of Educational Services or designee.

### **The public hearing will include a review of the following textbooks:**

Schneider Farese, Kimbrell, Woloszyk. **Marketing Essentials**  
New York: McGraw-Hill Education  
(ISBN: 978-0-02-140110-9)

Allen, Meyer. **Entrepreneurship Building a Business**  
New York: McGraw-Hill Education  
(ISBN: 978-0-02-137767-1)

**In compliance with the "Safer-at-Home Order" the textbooks will be available to review by appointment only. To make an appointment or any persons wishing additional information please contact the Director of Educational Services, Bernie Phelan, at (510) 293-2904 or via email at [bphelan@edenrop.org](mailto:bphelan@edenrop.org) prior to June 5<sup>th</sup>.**

**At this time, you may view the textbook, Marketing Essentials via the link below. Please use the provided username and password.**

please go to <https://connected.mcgraw-hill.com/connected/login.do>  
Username: **mhctese**  
password: **ctesc2020**