

Pathways Program

Middle School Presentation

Mrs. Gates
Pathways Coordinator



What is the Pathways Program?

- The goal of the Pathways Program is to help students gain the marketable skills to be college and career ready!
- The Pathways include:
 - Specific Coursework
 - Internships
 - Certifications (*ex. Adobe Photoshop, Illustrator, Java, MS Office*)



Program 2024- 2025

- Business & Entrepreneurship**
- Computer Science**
- Digital Arts
- Manufacturing & Engineering
- Biomedical
- Music
- Global Citizenship & Learning
- Information Technology**



Pathways Program - Reminders

- The Pathways Program is optional!
- You do NOT have to select a Pathway!
- You may enroll in a Pathway in 10th grade.
- All the electives classes we review today are open to ALL students! You do not have to be on a Pathway to enroll in one of these classes.

Business & Entrepreneurship

Mia Antonelli
Jack Eva

10th Grade
12th Grade

Taken the following courses:

- ☐ Accounting
- ☐ Intro Marketing
- ☐ Financial Literacy
- ☐ Exploring Business
- ☐ Honors Strategic Marketing
- ☐ Microsoft Applications

Pembroke DECA Members:

- ☐ State Qualifiers 2025
- ☐ Mia-5th Place
 - ☐ Food Marketing Services
- ☐ DECA Quiz Bowl

Business & Entrepreneurship

Potential Careers

Entrepreneurship

- ☐ Business Owner
- ☐ Realtor

Business

- ☐ Project Management
- ☐ Analyst
- ☐ Communications

Marketing

- ☐ Sales
- ☐ Advertising
- ☐ Social Media

Finance

- ☐ Advisor
- ☐ Stock Broker
- ☐ Investor Analyst
- ☐ Human Resources
- ☐ Recruiting
- ☐ Benefits/Management
- ☐ Accounting
- ☐ CPA
- ☐ Auditor
- ☐ Taxes

Business & Entrepreneurship

PACING GUIDE/COURSE OFFERINGS:

- ❑ Year 1: Exploring Business/Business Communication
- ❑ Year 2: Intro Accounting/Intro Marketing
- ❑ Year 3: Financial Literacy
- ❑ Year 4: Strategic Marketing/ Internship / Microsoft Certification

DECA BUSINESS CLUB (Optional):

- ❑ Compete at the district, state and national level
- ❑ Several business categories to choose from



What do we learn in MARKETING?

KEY PROJECTS:

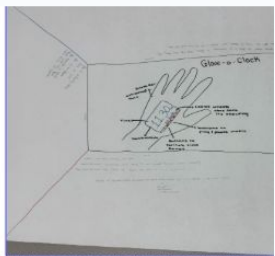
- ❑ Digital Portfolios
- ❑ Business Pitches
- ❑ Infographics
- ❑ Surveys
- ❑ Brochures
- ❑ Marketing Plans
- ❑ Advertising Campaigns

KEY TOPICS:

- ❑ Design Thinking Concepts
- ❑ Marketing Careers
- ❑ Product Development
- ❑ Market Research
- ❑ Marketing Mix
- ❑ Functions of Marketing

OUR PROTOTYPE

- ❑ Astronaut
- ❑ Glove Watch
- ❑ Glove-O-Clock
- ❑ It's like an apple watch that an astronaut can use in space to talk to his family
- ❑ CHALLENGE CARD
 - ❑ Get Personal
 - ❑ Break it Apart
 - ❑ Look Again



GROUP REFLECTION ON DESIGN THINKING
-TAKEAWAY 1: He spend a lot of time with
-TAKEAWAY 2: We created a watch that's a suit so he can talk and see his son.
-TAKEAWAY 3: You can tell he loves space

Marketing:
Marketing is when a business promotes and sells goods or services using market research, advertising and the marketing mix. It is a key part of business that every brand uses.

The Marketing Mix

Price
How much does the product cost?
What price will attract the most customers

Promotion
How to get the word out about the product, advertising, social media.

Product
What is the business selling? What does the product do, what makes it different?

Place
Where the products are sold, online, in stores, ect.

The Importance of Marketing
Mia Antonelli

Businesses must know how to market their product correctly by basing it off the marketing mix. They have to know how to best advertise for their



How has **MARKETING** helped me connect to Real World Skills?

KEY SKILLS:

- ❑ Project Management
- ❑ Tech and Media Tools
- ❑ Design Element
- ❑ Presenting
- ❑ Collaboration
- ❑ Prepare for DECA
- ❑ SMART Goals



Business Portfolio

Mia Antonelli

What do we learn in **FINANCE**?

Accounting

- ❑ Finances of Companies
- ❑ Language of Business
- ❑ Financial Statements
- ❑ Real World Scandals
- ❑ Finance vs. Managerial
- ❑ Forensic Accounting
- ❑ Accounting Careers

Financial Literacy

- ❑ Personal Finances
- ❑ Money Management
- ❑ Budgeting
- ❑ Career Aspirations
- ❑ Finance Goals
- ❑ Getting a Loan
- ❑ Investing



How has FINANCE helped me connect to Real World Skills?

KEY SKILLS:

- ❑ Prepare for College
- ❑ Manage Personal Money
- ❑ Budgeting for my future
- ❑ See how companies operate
- ❑ Finance Careers
- ❑ DECA role plays



Apple Inc.
CONSOLIDATED BALANCE SHEETS
(In millions, except number of shares which are reflected in thousands and par value)

| | September 26, 2020 | September 28, 2019 |
|---|-----------------------|-----------------------|
| ASSETS | | |
| Current assets: | | |
| Cash and cash equivalents | \$ 34,016 | \$ 48,844 |
| Marketable securities | 52,927 | 51,713 |
| Accounts receivable, net | 16,129 | 22,056 |
| Inventories | 4,001 | 4,096 |
| Vendor non-trade receivables | 21,323 | 22,878 |
| Other current assets | 11,264 | 12,352 |
| Total current assets | 140,713 | 162,839 |
| Non-current assets: | | |
| Marketable securities | 180,887 | 109,341 |
| Property, plant and equipment, net | 36,766 | 37,178 |
| Other non-current assets | 42,525 | 32,479 |
| Total non-current assets | 190,178 | 178,998 |
| Total assets | \$ 330,891 | \$ 341,837 |
| LIABILITIES AND SHAREHOLDERS' EQUITY | | |
| Current liabilities: | | |
| Accounts payable | \$ 42,296 | \$ 46,236 |
| Other current liabilities | 42,684 | 37,720 |
| Deferred revenue | 6,643 | 5,522 |
| Commercial paper | 4,996 | 5,980 |
| Term debt | 8,721 | 10,369 |
| Total current liabilities | 105,340 | 105,827 |
| Non-current liabilities: | | |
| Term debt | 98,667 | 93,887 |
| Other non-current liabilities | 54,490 | 58,983 |
| Total non-current liabilities | 153,157 | 152,870 |
| Total liabilities | 258,497 | 258,697 |
| Commitments and contingencies | | |
| Shareholders' equity: | | |
| Common stock and additional paid-in capital, \$0.0001 per value | | |
| 50,000,000 shares authorized; 16,076,763 and 17,772,945 shares issued and outstanding, respectively | 56,779 | 41,174 |
| Retained earnings | 14,966 | 42,898 |
| Accumulated other comprehensive income (loss) | (480) | (384) |
| Total shareholders' equity | 66,265 | 83,688 |
| Total liabilities and shareholders' equity | \$ 324,762 | \$ 342,385 |

See accompanying Notes to Consolidated Financial Statements.
Apple Inc. | 2020 Form 10-K



Business Pathway - Overall Reflections

MIA & Jack :

- ❑ Your WHY for Business?
- ❑ Biggest Challenge Yet?
- ❑ Favorite thing about the Business Pathway so far?



- ❑ Thank you!
- ❑ Feel free to reach out with questions about Pembroke Biz!

Computer Science Pathway

Jason DiBella- Junior
Coby Draves- Senior

Computer Science Classes

- Year 1: Exp. CS Programming/Exp. CS Robotics
- Year 2: AP Computer Science Principles
- Year 3: AP Computer Science A
- Year 4: Internship/Java/Cyber Security Certification

Additional Offerings: Advanced Robotics /Cyber Security

Computer Science Potential Careers

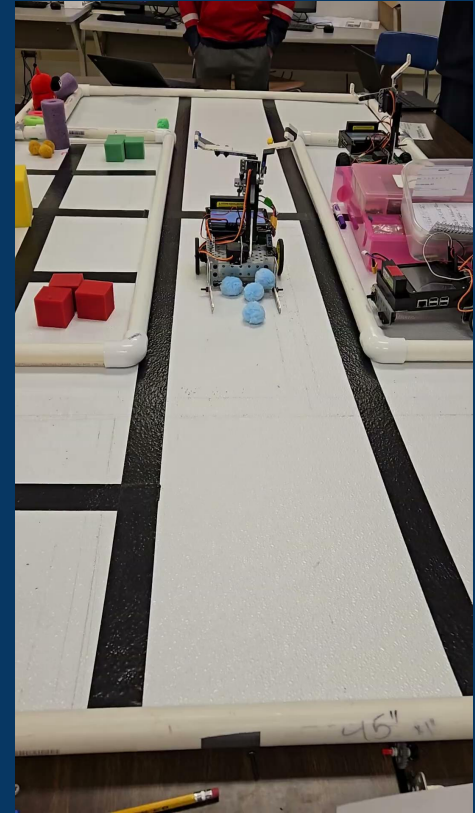
App Developer
Cybersecurity Specialist
Hardware Engineer
Network Administrator
Engineer
Systems Manager
Video Game Developer

Computer Programmer
Database Administrator
IT Architect
Software Developer
Software Systems Analyst
Web Developer

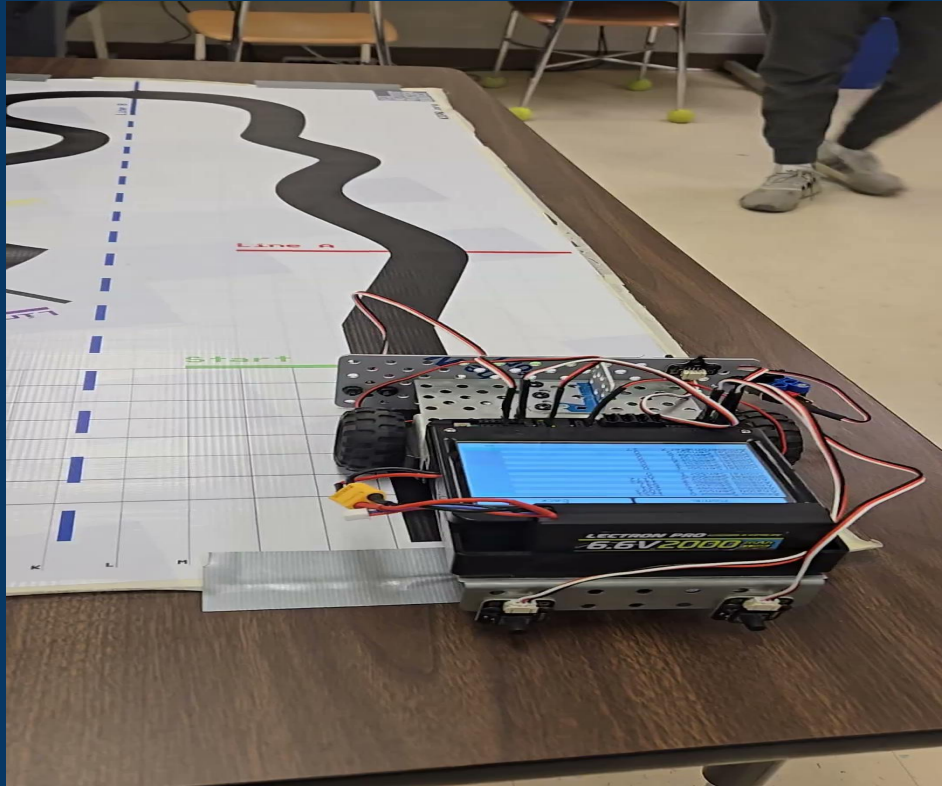


What do we Learn in Robotics?

- Design, build, and program your own robot.
- Robot moves pieces around on a game board to score points



What do we Learn in Robotics?



Robotics - Key Projects

- Microbits- make a robot that plays Rock, Paper Scissors!
- Wombat microcontroller-
 - Class
 - Club
 - Compete regionally/globally



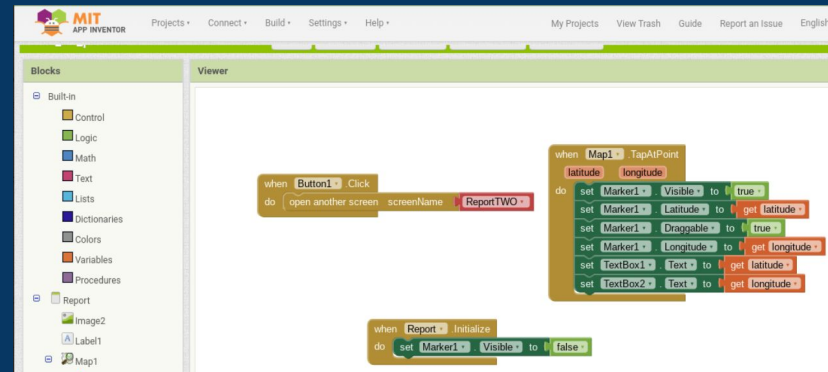
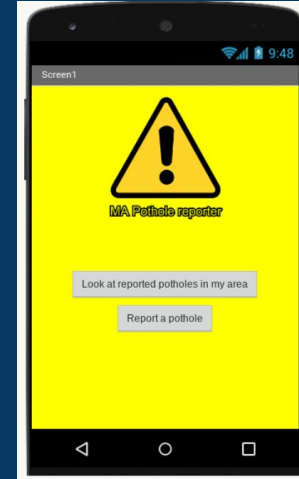
What do we Learn in Mobile App Development



- Bring **your ideas** to life through your own Mobile App.
- What idea do you have for an invention or activism to help your community?
- You will design and **build your own mobile app** that you can keep right on your phone and share with others.

Mobile App Development -Key Projects

- Coby Draves was recognized as a winner in the Congressional App Challenge for his community app on helping to fix potholes.
- Jason Dibella submitted his community app about preventing drug use in teenagers to Congressional App Challenge and CREATE College Board Digital Portfolio.



Computer Science Classes - Student Perspective

- What is great about Computer Science Classes?
- Why did you enroll in the Computer Science Pathways?



Informational Technology Pathways

Ms. Leeper

Informational Technology

Potential Careers

Computer Support Specialist
Help Desk Technician
Network Systems Admin.

Computer User Support
Computer Network Support,
Info. Security Analyst



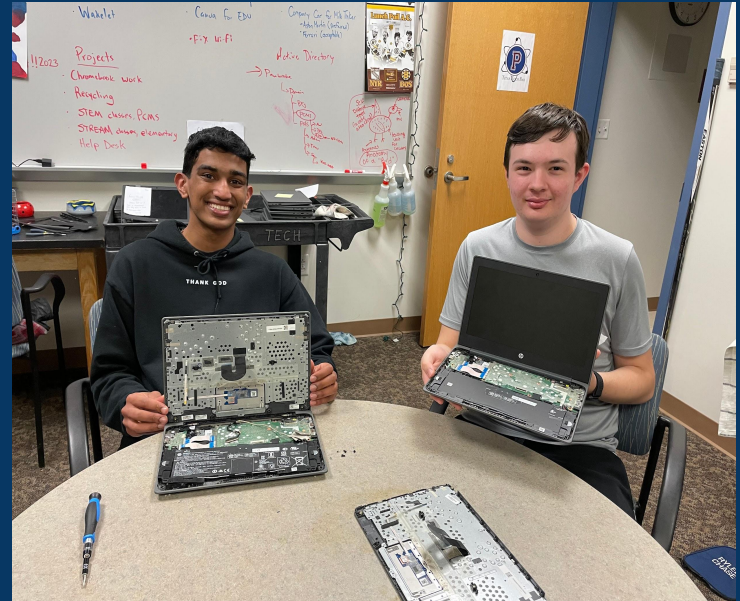
Information Technology Classes

- Year 1: Exp. CS Programming/Exp. CS Robotics
- Year 2: Cyber Security
- Year 3: Student Technology Help Desk (Indep. Study)
- Year 4: Certification/Internship



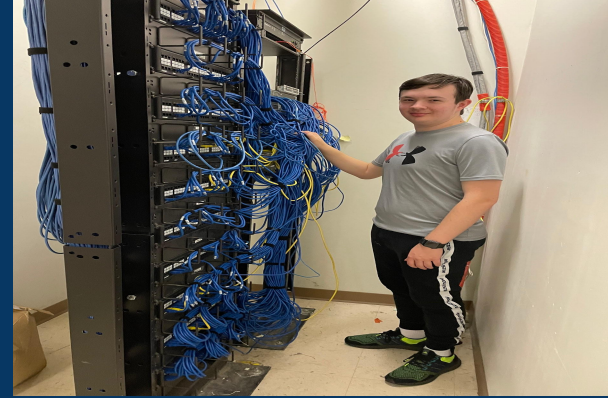
What do we Learn in Informational Tech Pathway?

- Hands-on networking, cyber security, software and hardware repair
- Systems administration and cloud computing
- Troubleshooting and problem solving



What is the Difference between Computer Science and Informational Technology pathways?

- Information Technology is the hands-on application of the theory of Computer Science



Questions?

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