



PROGRAM LETTER

Business Innovations & Social Media Marketing: 52.1801

2026-2027

Shana Klemz

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Dear Steel Center Family:

Welcome to the 2026–2027 school year! My name is Shana Klemz, and I am excited to welcome students and families to the inaugural year of Steel Center’s brand-new Business Innovations & Social Media Marketing program. There has never been a more exciting time for students to explore business, entrepreneurship, and digital marketing. As technology continues to transform the way organizations connect with customers, today’s students have incredible opportunities to become tomorrow’s innovators, entrepreneurs, and business leaders.

I bring a diverse background in business, marketing, entrepreneurship, higher education, and art education to the classroom. Throughout my career, I have held executive leadership and business development positions while also teaching business, finance, and marketing at the collegiate level, including marketing courses in an MBA program. My experience as an art educator has strengthened my belief that creativity is one of the most valuable skills students can develop. By combining creative thinking with sound business strategy, I strive to create engaging, hands-on learning experiences that prepare students to become innovative leaders, effective communicators, and successful problem-solvers in today’s ever-changing business world.

Program Overview

The Business Innovations & Social Media Marketing program prepares students for careers in today’s digital economy by blending foundational business principles with modern marketing strategies, entrepreneurship, and emerging technology. Students will explore topics such as business management, marketing, branding, advertising, entrepreneurship, digital content creation, social media strategy, customer engagement, financial literacy, and professional communication.

Learning in this program is highly interactive and project-based. Students will work individually and collaboratively to solve authentic business challenges, develop marketing campaigns, create digital content, analyze consumer behavior, and use industry-standard technology to communicate ideas effectively. Along the way, they will strengthen valuable workplace skills including creativity, leadership, collaboration, critical thinking, professionalism, and problem-solving.

As students progress through the program, they will build a professional portfolio that highlights their creativity, technical skills, and business knowledge while exploring careers in business, marketing, entrepreneurship, communications, management, and digital media. Students will gain hands-on experience

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with industry-standard software, artificial intelligence, and emerging technologies while learning how to use these tools ethically, creatively, and professionally.

Throughout the program, they will develop the confidence, adaptability, and real-world experience needed to excel in college, careers, or entrepreneurial ventures.

My classroom is built on the belief that learning should be engaging, relevant, and connected to the real world. I strive to create an environment where students feel challenged, supported, and inspired to think creatively, take initiative, and develop the skills needed to become innovative leaders, effective communicators, and successful problem-solvers in today's ever-changing business world.

Family support is an important part of every student's success, and I encourage open communication throughout the school year. Please never hesitate to reach out with questions, concerns, or ideas that will help us create the best possible learning experience for your student. Thank you for your support and for being part of this exciting first year of the Business Innovations & Social Media Marketing program. I look forward to partnering with you and helping our students learn, grow, and achieve great things.

Sincerely,

Shana K. Klemz, MBA

Business Innovations & Social Media Marketing Instructor