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DPG

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To Whom it May Concern

The following is a letter of full support for Middletown DECA as worthy of winning the "Excellence in Action Award" through the Advance CTE organization. This program has been a major part of our City's an educational foundation for more than 35 years. It has changed the lives of thousands of our city's young people over that period of time. I have worked closely as a business and community partner with the program for the past 20 years and have been fortunate enough to have my two sons utilize the program. It is a program that serves our community in many ways. It is rigorous and very successful.

The program benefits the surrounding community in a host of different ways through the many hours of community service logged by its participating students with local organizations such as the Elks Club, local charities and businesses, the Middlesex County Chamber of Commerce, Lyman Orchards, and MARC resources for the disabled.

The program has high standards and the students in the program produce the highest quality work; whether it be business plans, promotional pieces, economic evaluations or gainful employment with local businesses through the cooperative work experience program. For many years this rigorous program has produced outstanding test scores (#1!) on the state's Marketing tests of proficiency.

Stating that the program is successful is an understatement ... it's extremely successful! Not a year goes by where the State of Connecticut doesn't recognize this program as one the very best highlighting the dozens of students who win at the state and international competition level. Furthermore, it is a program where their students regularly get accepted to the finest colleges and universities across the country. Much of this directly related to their accomplishments in the Middletown DECA program.

As a community leader, professional and life-long resident of the City of Middletown with intimate knowledge of the program, I can think of no program more deserving of the "Excellence in Action Award" than Middletown DECA and Cooperative Work Experience.

Sincerely,



David P. Gallitto

Huntsman, Meade and Partners



COMMON COUNCIL

City of Middletown

CONNECTICUT 06457

November 2, 2017

To Whom It May Concern:

As a member of Middletown's Common Council, an educator, parent and community member, I wholeheartedly endorse Middletown DECA as worthy of the "Excellence in Action Award" through the Advance CTE organization.

Middletown DECA has been in existence for almost 40 years. The DECA program has thrived under the leadership of dedicated teachers who have cultivated young students to meet the rigors of DECA competencies. The program is further supported by the school's administration and members of the community including businesses leaders, the Chamber of Commerce and the Common Council.

The Middletown DECA program has enjoyed a very positive reception as the community gaining a strong reputation for an academically rigorous program with students learning and becoming proficient in "real-life" experience in business. Many local businesses hire DECA students because of their reliability, dedication and professionalism providing students the opportunity to gain experience. Thousands of DECA students have participated with the cooperative work experience aspect of the program. To further enhance the student's development students participate in educational conferences and trips.

One of the most important community aspects of DECA is the students' participation in community service. Students attend a meeting where they are introduced to various opportunities to perform community service. DECA students eagerly perform community service knowing the importance of "giving back". The philosophy of "giving back" to a community continues throughout the DECA student's high school and college career as well as into adulthood. The Middletown DECA program prides itself on developing the students to meet academic rigors and to become productive and involved members of their community.

Middletown has a diverse population and this is also reflective within the DECA program. The Middletown DECA program is comprised of 42% of students who are students of color.

The fruit of the labor of staff and students is epitomized by DECA students who become successful entrepreneurs and business leaders, two of whom started very successful businesses in Middletown, Iliano's Restaurant and Lino's Deli. The owners of these successful local businesses are prime examples of the value of the DECA program and serve as examples to current students about the reality of success based upon the foundation of skills learned through the rigorous and relevant co-curricular instruction of the Middletown DECA program.

November 2, 2017

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To conclude, I am so very proud of all the students who have worked hard and succeeded in this outstanding program. It is a highlight of my year to annually honor the students during a Common Council meeting.

Sincerely



Deborah Kleekowski

Middletown Common Council

November 4, 2017

To Whom it May Concern,

My son was a member of the Distributive Education Club of America (DECA) for the past two years at Middletown High School (MHS) and it has had a tremendous influence on him. I wholeheartedly support this exceptional program that MHS offers. The students are given wonderful opportunities to learn and grow in the areas of Business and Marketing. The knowledge, skills and abilities they acquire can be used across all disciplines and will serve them well throughout their lives.

My son enrolled in the DECA program in his junior year and it has been life changing. He was unsure what career path to follow, but DECA gave him the opportunity to explore possible academic majors prior to entering college. After he completed his first year, he decided to pursue a career in Marketing. In his Senior year, he was the DECA Vice President, gaining leadership skills in this role as well. This year, due to the success my older son experienced, my youngest son was inspired to enroll in DECA and possibly pursue a marketing career.

My oldest son attended an accepted student preview day at his chosen college. All the students who were majoring in Marketing gathered together with the Marketing professor for a class to discuss various topics. Out of all the students in attendance, my son was the only one who was able to answer the professor's questions, and he was noticeably impressed. Five months later, when my son actually began attending college, that same professor remembered him from their earlier meeting. I believe what he had learned in DECA helped him stand out from the others and left a lasting impression. Currently, he is excelling in his Marketing class which is the highest grade of all his classes. This can undoubtedly be attributed to the exceptional curriculum of the MHS DECA program.

Education is more than just knowledge, facts and figures. It's also the ability to apply the skills you have learned. DECA provides this opportunity in a very supportive environment. In addition, DECA teaches you how to "market" yourself by means of communication skills, the ability to "think on your feet", how to conduct yourself, and an overall professional appearance which have broad applications in life. With a background in Human Resources, I understand how critical and valuable these skills are in order to succeed in college, to obtain employment and thrive in the workplace. I'm very pleased that these invaluable skills are being taught to my children.

David Reynolds, the Coordinator of Career and Technical Education and DECA Advisor at MHS, works tirelessly with the students preparing them in all facets of the program. He is an inspiring, outstanding teacher and mentor who is extremely dedicated to his students and goes the extra mile to enable them to succeed. We, parents and students alike, have the utmost respect for him. Under the direction and leadership of Mr. Reynolds, the DECA program has grown over the years and the students' success rate has increased tremendously. The total number of trophies and medals earned by MHS students at the State and International competitions attest to the outstanding quality of this exceptional program. With his continuing oversight, DECA it will continue to impact the lives of many more students.

Best Regards,



Inge Simmons

November 6, 2017

To Whom It May Concern,

I'm writing this letter in support of Mr. Dave Reynolds and the Middletown High School DECA program. As a product of Middletown DECA and former President (Class of 2006) I am a strong proponent of not only the program but also the teachers and advisors who have proven over many years that they care for and invest in their students.

DECA as a program attributed very highly to my success in college and on my subsequent career paths. It teaches everything from the structure of modern business models to how to give a proper handshake and dress for a professional environment. The DECA program at Middletown High school is comprehensive in a sense that it teaches the subtleties of various types of business practices. Being involved in DECA helped me define college and career goals, develop strong leadership and interpersonal skills, teamwork, critical thinking and practical applications of the overall business education curriculum.

In college, I used these skills not only in the classroom but also while participating in extracurricular activities including The American Marketing Association (AMA) and WHIP Student Radio which ran a fully functioning radio station including various programming and on and off campus events. DECA also promotes enterprise and entrepreneurship. I also learned how to have a sense of accountability and personal responsibility which helped me greatly at the college level when it came to effective time management. Being in DECA also can be credited for helping me become a great public speaker. As a luxury goods consultant, I was responsible for giving sales presentations promoting international luxury brands and high end jewelry on some of the biggest cruise ships sailing in the world today. Competing in state and national competitions with DECA gave me an edge over my peers within the industry due to my comfort on stage as a public speaker. This contributed highly to my success in my career.

As DECA President I was also heavily involved in running the school store. This experience taught me inventory management, ordering, merchandising, customer service, entrepreneurship and responsibility. I was able to use this experience in various jobs I had during college and in subsequent careers. Competing in state and national DECA competitions was an absolutely invaluable experience and has helped me in various aspects of my life.

This program deserves all of the accolades it has received and then some. I am only briefly summarizing the benefits I received from actively participating in DECA. Being a part of DECA, I formed life-long relationships with teachers and advisors and gained skills I have used in every aspect of my life. As a former student, president and avid "DECA Fan" it is with this letter I offer my full support and endorsement.

With Warmest Regards,

LaTia K. Holley

2017-2018 Cooperative Work Experience Partners

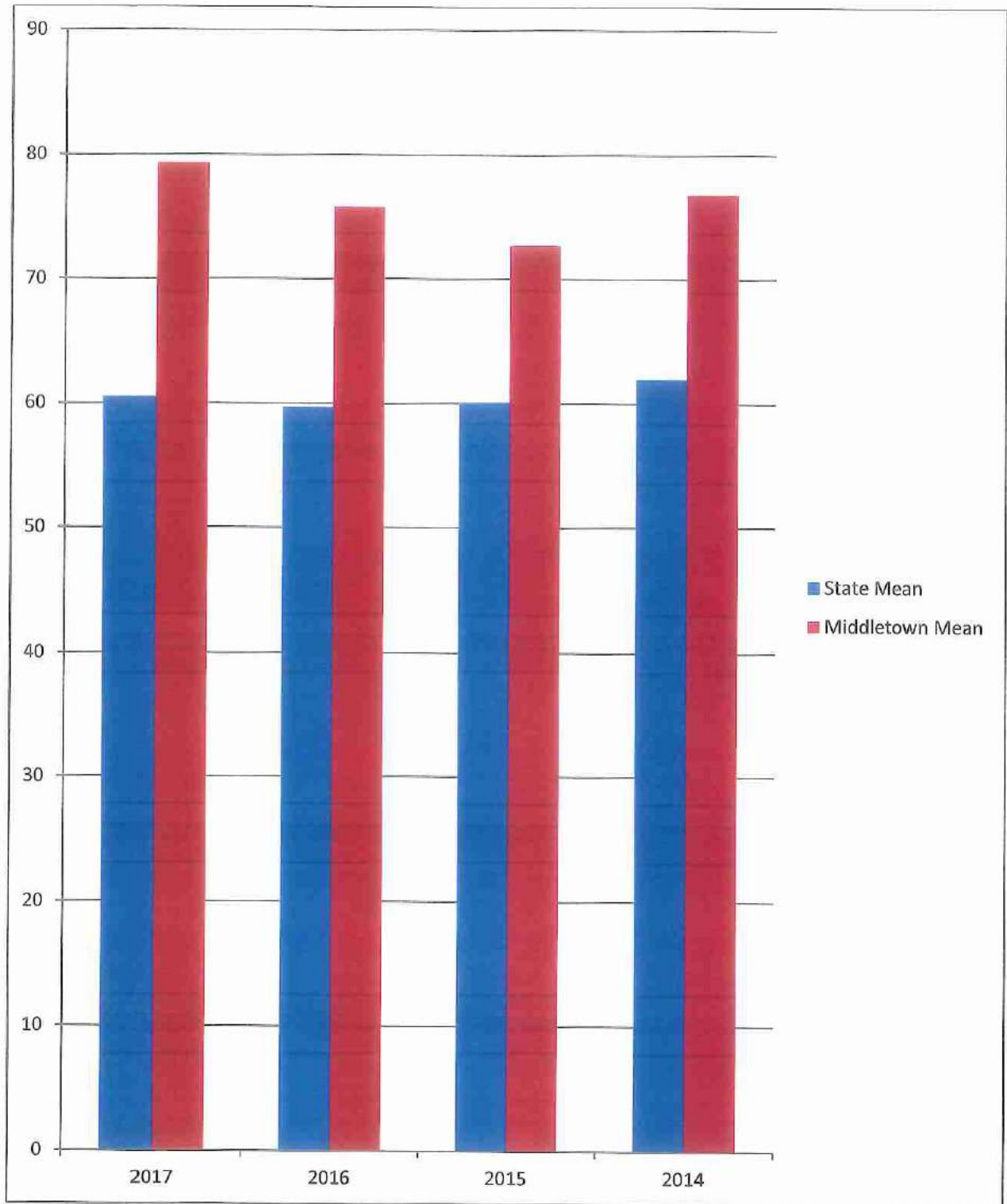
1	Agway Route 66
2	Amici's on Main Street
3	Antonios on South Main
4	Baci Grill on Berlin Rd
5	Berlin Batting Cages
6	Bowling Alley in East Hampton
7	Cucara Macara in Meriden
8	Dunkin Donuts
9	Heritage Commons
10	ION Restaurant
11	Linos Market, Durham
12	Lyman Orchards
13	Maggie Mcflys, Glastonbury
14	McDonalds on Berlin Rd, Cromwell CT
15	Middlesex Pool and Tennis Club (432 Laurel Grove Rd.)
16	Mondo on Main St
17	Nail City on Main St.
18	New Britain Diner in New Britain
19	Okay Industries Berlin, CT
20	Price Chopper on Washington St.
21	Saint Clement's Castle 1931 Portland Cobalt Rd, Portland CT
22	Seasons Federal Credit Union South Main Street
23	Starbucks Middletown Washington St
24	Stew Leonards on Berlin Turnpike
25	Subway in Portland
26	Swaim Strings Program at Keigwin
27	Top Notch training at WOW in Middletown
28	Tuscany Grill Main St
29	Wadsworth Glen on Washington St
30	Wayback Burgers, Main St

Career Cluster	Recommended Elective Courses Based on Career Interest	School Based Activities
Architecture & Construction	Construction 1 & 2, Computer Media & Design 1/2, Physics, Engineering & Robotics, Drawing & Painting 1/2, VoAg Program	Robotics Club FFA
Government & Public Admin	AP Gov, Retailing, Marketing, Civics & Law, Democracy in Action, Public Speaking, Contemporary Issues, Accounting 1 & 2, Western Civ, American Studies, World Language, Social Problems, Intro into Economics, US & World, African American History	Student Council, Debate Team, Key Club, Blue Prints, HELP Club
Health Science	Anatomy & Physiology, Child Development 1-3, AP Bio, Physics, Psychology, Social Problems, Forensics, World Language, Vo Ag	FCCLA, FFA
Hospitality & Tourism	Retailing, Marketing, Foods 1 & 2, Web Design, World Language	DECA, FCCLA
Finance	Personal Finance, Retailing, Marketing, Accounting 1 & 2, Statistics, Intro to Economics	DECA, FBIA
Education & Training	Child Development 1-3, Psychology, Public Speaking, Social Problems, Courses related to teaching discipline	Future Teacher's, Unified Sports
Ag, Food & Natural Preservation	Vo-Ag Problem, Foods 1 & 2, Field Bio, Micro Bio, Chemistry, Oceanography	FFA, FCCLA
Law & Public Safety, Corrections & Security	Forensics, AP Gov, Civics & Law, Democracy in Action, Public Speaking, Contemporary Issues, Retailing & Marketing, Social Problems, Psychology, Child Development 1-3, Vo Ag	Debate Team
Info Technology	Computer Media & Design 1 & 2, Programming, Web Design, Video 1-3, Engineering & Robotics, General Art, Photography	Gaming Club, Robotics
Arts, AV Technology, Communications	Acting 1-4, Directing, Computer Media & Design 1 & 2, Programming, Web Design, Video 1-3, Engineering & Robotics, General Art, Photography, Retailing, Marketing, Drawing & Painting, Pottery, Public Speaking, Journalism, Band, Jazz Band, Choir, Piano, Guitar, Wind Ensemble, Strings, Music Theory	Drama Club, Blue Tube Club, DECA, Band/Choir, Art Club, Blue Prints Newspaper, Tri-M honors, Creative Y, Yearbook
Manufacturing	Construction 1 & 2, Engineering and Robotics, Vo Ag Program, Retailing, Marketing, Fashions, Photography	Robotics Club, DECA, FCCLA
Human Service	Psychology, Social Problems, Sociology, Child Development 1-3, Foods 1 & 2, World Language	FCCLA, Student Council, Future Teacher's, Unified Sports
Transportation, Distribution & Logistics	Retailing, Marketing, Engineering & Robotics, Vo Ag Program	DECA, FFA, Robotics
Marketing, Sales & Service	Retailing, Marketing, Public Speaking, Fashion 1 & 2, General Art, Drawing & Painting, Photography	DECA, FBIA, FCCLA
Business, Management & Administration	Retailing, Marketing, Public Speaking, Accounting 1 & 2	DECA, FBIA
Science, Tech, Engineering & Math	Robotics & Engineering, AP Bio, Chemistry, Physics, Micro Bio, Field Bio, Forensics, Construction 1 & 2, Statistics, Programming, Web Design, Astronomy, Oceanography, Vo Ag program, PreCalc, Calc	Robotics, Math Club, Chemistry Olympiad

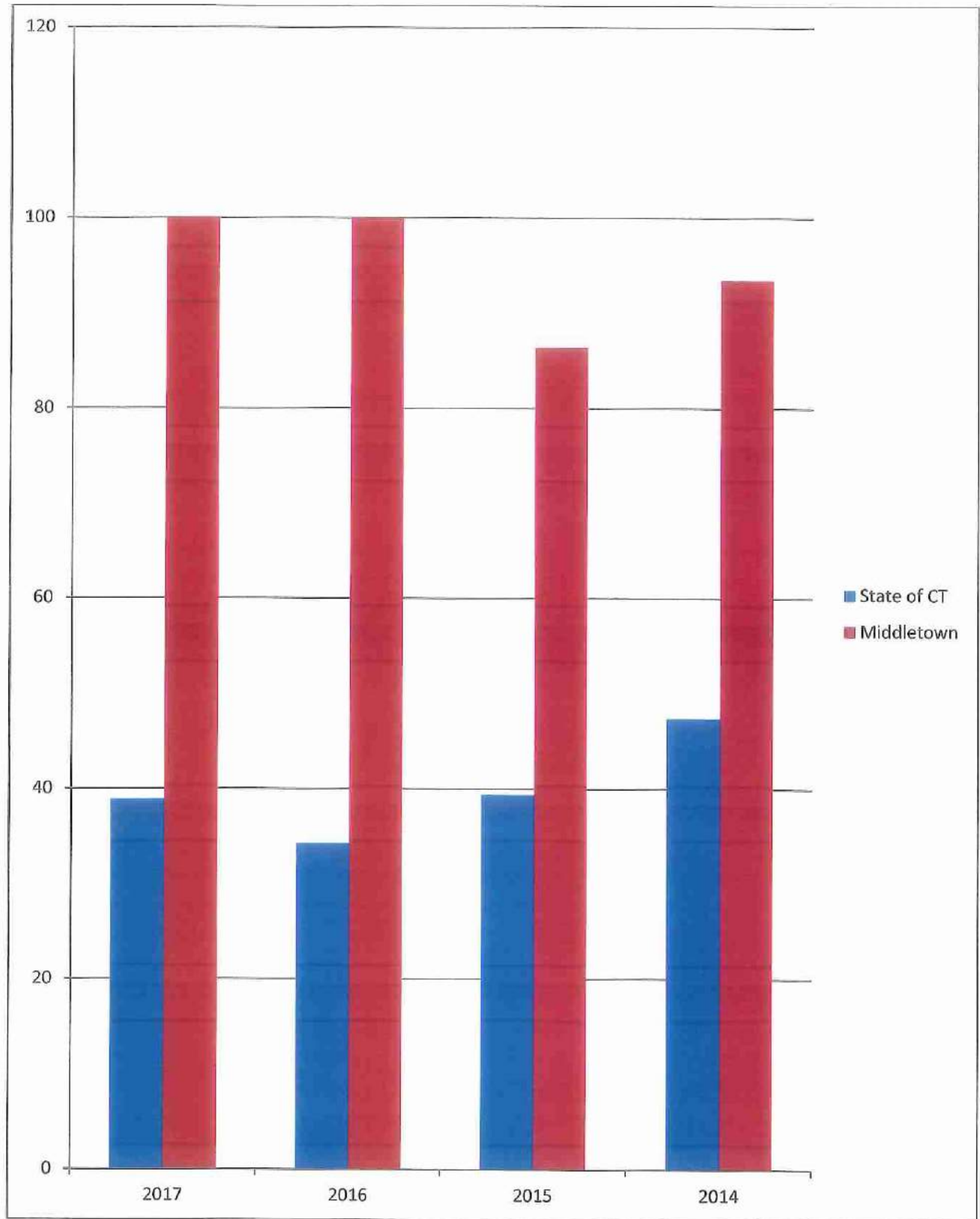
** Electives that fit within each cluster: Work 1 & 2, Personal Finance, Co-Op, Career Awareness Microsoft Office, Own your Own, Community Service

Annual Marketing Competency Exam Results At A Glance

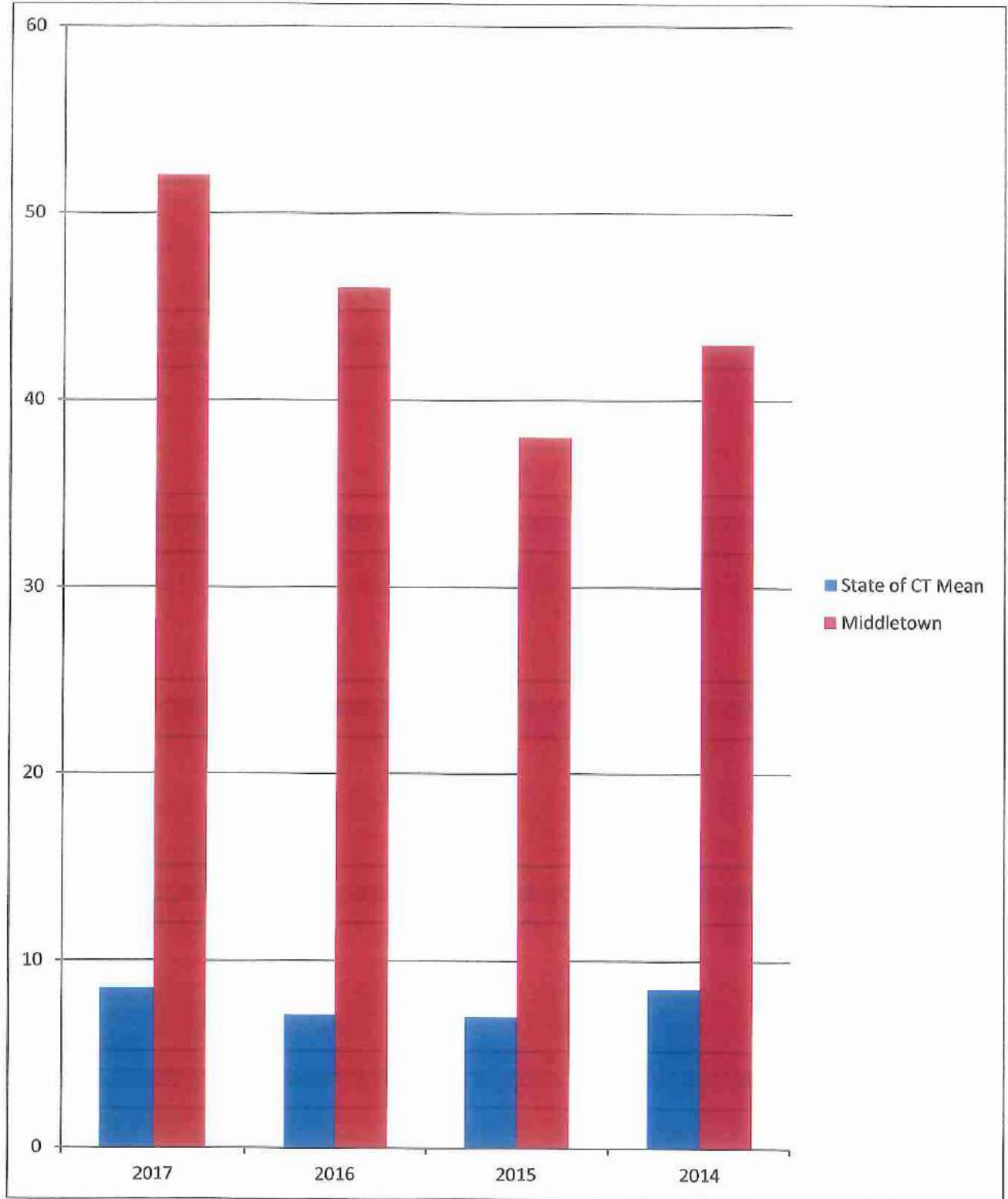
Mean Score



Percentage of Students At/Above Goal



of Students At/Above Goal



2017 Statewide CTE Assessments
Marketing Education

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Marketing Education					Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)	
			Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion					Selling
13564	Academy of Information Technology & Engineering	5	78.9	61.8	73.0	81.8	72.3	73.3	72.6	4	80.00%	*
20561	Amity Regional Senior High School	7	77.8	50.6	70.2	75.3	69.2	64.8	66.9	5	71.43%	*
00261	Ansonia High School	5	67.8	43.6	53.0	34.5	49.2	44.0	49.8	1	20.00%	*
00761	Berlin High School	44	73.2	47.5	63.1	71.7	62.1	67.0	62.9	16	36.36%	17
01261	Bolton High School	6	76.9	49.2	69.6	80.3	66.7	74.4	68.0	5	83.33%	*
10362	Brien McMahon High School	6	75.0	44.7	63.0	71.2	67.9	65.6	63.1	3	50.00%	*
15561	Conard High School	7	75.4	50.0	67.7	72.7	68.1	67.6	65.8	4	57.14%	*
15162	Crosby High School	20	52.5	28.6	36.3	35.5	36.5	40.3	38.0	1	5.00%	36
03461	Danbury High School	137	66.1	39.2	46.7	54.0	49.0	48.5	49.9	17	12.41%	34
07661	Daniel Hand High School	41	74.8	50.6	55.9	67.4	60.4	61.8	60.8	16	39.02%	23
21961	E.O. Smith High School	11	75.3	52.1	60.5	62.8	59.4	61.2	61.5	4	36.36%	20
04961	Enfield High School	11	71.7	44.6	67.6	71.1	67.1	73.9	64.6	3	27.27%	13
05160	Fairfield Ludlowe High School	22	67.4	42.8	54.9	59.9	55.6	53.9	55.0	6	27.27%	29
05162	Fairfield Warde High School	53	71.3	49.1	57.9	67.8	58.1	52.5	58.6	14	26.42%	26
05261	Farmington High School	16	73.6	51.4	68.2	71.6	59.6	66.3	64.5	7	43.75%	14
05961	Fitch Senior High School	9	72.2	46.5	53.1	67.7	62.4	63.0	59.3	2	22.22%	*
08463	Foran High School	22	72.2	45.9	62.6	74.4	58.7	63.3	61.6	6	27.27%	19
05461	Glastonbury High School	3	85.2	56.1	76.8	78.8	84.6	82.2	75.8	3	100.00%	*
15562	Hall High School	12	75.0	47.3	65.6	70.5	67.3	70.0	64.7	5	41.67%	12
06261	Hamden High School	22	75.3	48.3	61.1	66.1	57.3	64.2	61.4	7	31.82%	21
09363	Hill Regional Career High School	17	74.8	57.5	66.5	74.9	66.5	72.5	67.8	11	64.71%	5
15164	John F. Kennedy High School	11	52.0	34.3	32.4	44.6	46.2	37.6	40.1	0	0.00%	35
08462	Jonathan Law High School	18	66.7	45.7	58.7	67.2	60.3	58.5	58.4	1	5.56%	27
07461	Litchfield High School	6	62.0	47.0	46.4	57.6	48.7	48.9	51.1	1	16.67%	*
14861	Lyman Hall High School	9	68.5	41.9	61.4	65.7	59.8	65.9	59.4	1	11.11%	*
08061	Maloney High School	31	72.9	44.0	60.9	68.3	59.1	63.7	60.3	12	38.71%	24

**2017 Statewide CTE Assessments
Marketing Education**

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion	Selling	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
07761	Manchester High School	15	67.4	44.2	47.5	52.7	58.5	55.1	53.4	1	6.67%	31
08561	Masuk High School	33	78.6	46.8	63.9	74.1	63.2	64.8	64.0	15	45.45%	16
08362	Middletown High School	52	74.3	79.5	81.3	79.7	78.1	82.6	79.3	52	100.00%	1
08861	Naugatuck High School	41	69.8	49.8	59.7	68.7	56.7	65.7	60.8	16	39.02%	23
08961	New Britain High School	38	64.0	42.1	45.4	55.0	51.2	55.3	51.2	6	15.79%	32
09061	New Canaan High School	8	72.2	45.5	62.0	61.4	50.0	57.5	58.0	3	37.50%	*
09161	New Fairfield High School	14	75.8	47.1	63.0	72.7	69.2	68.1	64.4	8	57.14%	15
09661	New Milford High School	19	75.7	52.6	70.0	80.4	65.6	64.9	67.1	11	57.89%	7
20761	Northwestern Regional High School	10	71.1	47.3	59.6	66.4	60.0	55.3	59.1	1	10.00%	25
90161	Norwich Free Academy	12	75.9	54.9	71.7	75.0	67.3	76.7	69.4	9	75.00%	3
11061	Plainville High School	28	70.6	38.5	53.4	66.2	51.4	55.7	54.7	2	7.14%	30
11661	Putnam High School	5	64.4	41.8	46.1	65.5	53.8	62.7	53.9	0	0.00%	*
20861	RHAW High School	39	73.5	46.4	60.9	72.7	62.5	59.5	61.3	13	33.33%	22
11861	Ridgefield High School	28	75.4	51.9	61.6	63.0	58.5	60.5	61.6	14	50.00%	19
12661	Shelton High School	12	70.4	47.3	66.7	77.3	61.5	56.1	62.1	5	41.67%	18
13162	Southington High School	71	74.1	50.4	64.9	70.9	64.4	71.3	64.9	37	52.11%	11
13561	Stamford High School	25	70.4	44.0	56.3	66.2	56.9	58.7	57.6	6	24.00%	28
13761	Stonington High School	51	71.8	55.2	63.8	76.1	65.3	73.2	66.2	30	58.82%	9
90261	The Gilbert School	15	66.7	38.2	52.2	53.3	49.2	44.4	50.3	3	20.00%	33
14261	Tolland High School	46	74.4	51.8	65.0	74.1	67.9	68.4	65.7	29	63.04%	10
14361	Torrington High School	7	69.8	59.1	64.6	66.2	71.4	64.8	65.4	2	28.57%	*
14461	Trumbull High School	12	76.4	47.3	62.7	68.9	62.8	65.6	62.9	5	41.67%	17
15361	Watertown High School	11	78.8	47.1	69.6	72.7	66.4	72.1	66.7	6	54.55%	8
13563	Westhill High School	30	78.7	54.8	65.9	73.9	67.9	70.2	67.5	20	66.67%	6
15961	Wethersfield High School	12	76.4	56.1	68.8	79.5	64.1	71.1	68.3	9	75.00%	4
10261	Wheeler High School	2	80.6	56.8	71.7	72.7	69.2	80.0	71.1	2	100.00%	*

**2017 Statewide CTE Assessments
Marketing Education**

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion	Selling	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
15163	Wilby High School	5	48.9	28.2	34.8	38.2	32.3	34.7	35.9	0	0.00%	*
16561	Windsor Locke High School	8	70.1	45.5	52.7	67.0	52.9	58.3	56.6	2	25.00%	*
16661	Wolcott High School	10	76.7	58.2	71.3	69.1	74.6	79.3	70.8	8	80.00%	2
	Totals	1,210	71.5	48.3	59.6	67.0	59.9	62.2	60.5	470	38.84%	

*Qualifications for ranking were not met based on minimal number (10) of concentrators.

2016 Statewide CTE Assessments
Marketing Education

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion	Selling	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
20561	Amity Regional Senior High School	8	70.8	61.4	74.5	75.0	75.0	69.2	70.3	6	75.00%	*
00261	Ansonia High School	8	63.9	49.4	63.6	65.9	54.8	58.3	58.9	2	25.00%	*
02861	Bacon Academy	10	75.6	51.4	61.3	74.5	58.5	68.7	63.8	3	30.00%	12
01561	Basick High School	7	56.4	40.9	45.3	53.2	38.5	41.0	45.7	0	0.00%	*
01261	Bolton High School	5	76.7	58.2	74.8	89.1	66.2	82.7	73.1	5	100.00%	*
10362	Brien McMahon High School	5	75.6	51.8	70.4	78.2	72.3	73.3	68.8	4	80.00%	*
01861	Brookfield High School	15	69.3	57.9	74.8	77.6	67.7	69.8	68.8	10	66.67%	3
15561	Conard High School	9	59.9	43.4	56.5	62.6	67.5	59.3	56.8	2	22.22%	*
03461	Danbury High School	119	65.3	41.8	54.0	60.7	55.7	57.3	54.8	27	22.69%	28
21961	E.O. Smith High School	13	68.8	47.6	57.2	60.8	56.8	66.2	58.8	3	23.08%	25
04961	Enfield High School	20	60.8	43.2	53.7	65.9	60.0	58.7	55.5	3	15.00%	27
04962	Enrico Ferris High School	5	73.3	45.5	61.7	70.9	60.0	64.0	61.4	1	20.00%	*
05160	Fairfield Ludlowe High School	26	60.7	37.8	45.2	51.4	45.3	45.9	47.1	2	7.69%	39
05162	Fairfield Warde High School	31	65.4	47.9	56.0	65.4	59.3	55.3	57.2	6	19.35%	26
05261	Farmington High School	11	70.7	50.4	65.6	76.0	62.2	60.0	63.1	5	45.45%	15
05961	Fitch Senior High School	14	66.7	45.8	50.9	61.0	50.6	51.4	53.7	2	14.29%	31
08463	Foran High School	18	69.8	54.0	61.1	68.2	62.0	70.0	63.3	8	44.44%	14
05461	Glastonbury High School	4	75.0	52.3	66.3	72.7	69.2	73.3	66.9	2	50.00%	*
15562	Hall High School	9	72.2	47.5	64.3	62.6	59.0	64.4	61.2	3	33.33%	*
06261	Hamden High School	21	70.1	50.4	63.1	76.6	61.5	64.1	63.0	8	38.10%	16
09363	Hill Regional Career High School	13	70.1	54.2	70.6	69.2	63.9	73.3	66.4	7	53.85%	6
15164	John F. Kennedy High School	16	58.0	35.2	39.4	48.9	39.4	43.3	43.4	0	0.00%	41
08462	Jonathan Law High School	22	65.2	38.0	56.9	54.5	53.8	59.1	54.0	2	9.09%	30
06961	Killingly High School	8	70.1	56.3	60.3	72.7	74.0	71.7	65.9	5	62.50%	*
07461	Litchfield High School	6	70.4	56.8	67.4	63.6	61.5	62.2	63.7	3	50.00%	*
14861	Lyman Hall High School	5	66.7	51.8	64.3	69.1	56.9	72.0	62.7	2	40.00%	*

**2016 Statewide CTE Assessments
Marketing Education**

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion	Selling	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
08061	Maloney High School	31	68.1	49.1	60.6	65.1	59.3	63.2	60.2	9	29.03%	23
07761	Manchester High School	12	62.5	48.5	51.8	57.6	53.8	46.1	53.0	2	16.67%	33
08561	Masuk High School	26	70.5	53.8	73.4	80.1	71.0	65.4	67.9	18	69.23%	4
08362	Middletown High School	46	75.2	69.3	78.7	83.0	75.6	76.2	75.8	46	100.00%	1
04161	Nathan Hale-Ray High School	2	75.0	47.7	65.2	50.0	50.0	50.0	57.4	1	50.00%	*
08861	Naugatuck High School	38	67.0	52.8	60.0	71.5	63.2	70.2	62.8	14	36.84%	17
08961	New Britain High School	57	59.2	42.4	50.1	56.9	45.6	49.2	50.1	2	3.51%	37
09061	New Canaan High School	1	72.2	45.5	39.1	27.3	15.4	20.0	39.2	0	0.00%	*
09161	New Fairfield High School	29	69.3	47.2	61.3	71.5	60.5	65.7	61.3	9	31.03%	20
09661	New Milford High School	20	69.4	51.1	68.9	75.5	63.5	61.0	64.0	8	40.00%	11
09461	Newington High School	50	62.2	43.6	55.5	62.2	53.8	54.9	54.5	7	14.00%	29
09761	Newtown High School	7	69.8	46.8	62.7	72.7	59.3	61.9	61.1	3	42.86%	*
21461	Nonnewaug High School	6	73.1	53.8	68.1	77.3	60.3	70.0	66.2	2	33.33%	*
20761	Northwestern Regional High School	12	66.7	48.9	68.8	75.0	66.0	61.1	63.3	4	33.33%	14
90161	Norwich Free Academy	16	67.0	51.1	67.4	69.9	64.9	65.0	63.4	8	50.00%	13
08062	Orville H. Platt High School	18	62.3	37.4	51.7	60.1	56.0	56.3	52.6	2	11.11%	34
11061	Plainville High School	27	58.6	38.0	49.4	63.6	52.1	49.1	50.4	0	0.00%	36
20861	RHAW High School	60	70.0	48.4	59.1	67.6	61.9	59.6	60.0	19	31.67%	24
11861	Ridgefield High School	23	71.7	55.3	65.0	73.1	61.9	65.5	64.7	12	52.17%	10
12661	Snelton High School	43	70.8	52.4	67.0	74.6	67.3	64.3	65.0	22	51.16%	9
13162	Southington High School	48	73.1	51.9	68.8	75.0	63.8	69.7	66.1	28	58.33%	7
13561	Stamford High School	45	66.2	47.9	62.7	72.3	63.8	61.6	61.1	12	26.67%	21
13761	Stonington High School	42	66.7	49.1	63.7	70.3	60.3	66.8	61.8	14	33.33%	18
90261	The Gilbert School	4	61.1	44.3	53.3	63.6	51.9	55.0	53.9	1	25.00%	*
14261	Tolland High School	41	63.6	48.1	50.4	54.5	50.1	53.8	53.1	8	19.51%	32
14361	Torrington High School	2	69.4	40.9	63.0	59.1	65.4	56.7	58.3	0	0.00%	*

**2016 Statewide CTE Assessments
Marketing Education**

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion	Selling	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
14161	Tourtellotte Memorial High School	11	58.6	40.1	50.6	48.8	44.8	50.3	48.8	0	0.00%	38
14461	Trumbull High School	42	71.2	55.6	68.5	72.7	65.6	64.4	65.7	24	57.14%	8
15661	West Haven High School	10	71.1	47.7	58.3	65.5	61.5	64.0	60.3	4	40.00%	22
13563	Westhill High School	18	75.3	53.0	73.7	74.8	61.1	68.1	67.2	12	66.67%	5
15961	Wetherfield High School	20	76.7	61.1	73.3	75.5	75.4	76.0	72.2	19	95.00%	2
10261	Wheeler High School	2	75.0	52.3	67.4	77.3	73.1	53.3	65.2	1	50.00%	*
09361	Wilbur Cross High School	10	53.3	40.9	43.5	55.5	32.3	42.7	44.4	1	10.00%	40
15163	Willby High School	11	59.6	43.8	52.2	61.2	42.7	49.7	51.1	0	0.00%	35
16661	Wolcott High School	10	73.9	46.4	63.9	61.8	60.8	64.7	61.4	1	10.00%	19
	Totals	1,268	67.2	48.5	60.4	67.1	59.3	61.0	59.7	434	34.23%	

*Qualifications for ranking were not met based on minimal number (10) of concentrators.

2015 Statewide CTE Assessments
Marketing Education

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion	Selling	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
20561	Amity Regional Senior High School	7	72.2	59.1	73.3	71.4	70.3	79.0	70.3	6	85.71%	*
00261	Ansonia High School	8	66.0	35.8	48.4	45.5	40.4	44.2	46.8	0	0.00%	*
01561	Bassick High School	6	58.3	37.1	42.0	47.0	37.2	31.1	42.2	0	0.00%	*
01261	Bolton High School	5	71.1	52.7	73.9	76.4	69.2	73.3	68.4	4	80.00%	*
01861	Brookfield High School	10	68.9	49.5	60.0	76.4	63.8	62.7	62.0	5	50.00%	15
15162	Crosby High School	3	61.1	50.0	52.2	72.7	66.7	68.9	59.8	2	66.67%	*
03461	Danbury High School	16	63.9	42.3	53.5	60.8	55.3	47.9	53.1	2	12.50%	28
21961	E.O. Smith High School	16	71.9	56.3	68.5	76.1	72.1	76.7	68.9	11	68.75%	4
04961	Enfield High School	28	72.0	42.9	58.1	72.1	54.9	61.9	58.9	6	21.43%	19
04962	Enrico Ferrini High School	10	69.4	47.7	63.5	79.1	62.3	68.7	63.4	5	50.00%	13
05160	Fairfield Ludlowe High School	12	65.3	56.1	68.8	75.0	64.1	65.6	65.0	7	58.33%	10
05162	Fairfield Warde High School	32	68.9	43.3	56.4	65.3	53.6	54.8	56.2	5	15.63%	24
05261	Farmington High School	8	70.8	47.7	58.7	70.5	58.7	58.3	59.7	2	25.00%	*
05961	Fitch Senior High School	17	67.3	44.4	58.1	64.7	58.4	57.3	57.4	2	11.76%	22
08463	Foran High School	12	75.5	52.7	68.5	74.2	66.0	75.6	67.6	8	66.67%	5
05461	Glastonbury High School	1	77.8	59.1	69.6	81.8	76.9	66.7	70.6	1	100.00%	*
06261	Hamden High School	13	71.8	55.6	66.9	76.2	65.7	62.6	65.5	7	53.85%	9
09363	Hill Regional Career High School	19	67.0	50.0	63.8	68.9	62.8	57.9	60.9	7	36.84%	16
15164	John F. Kennedy High School	17	53.9	35.6	46.8	55.6	51.1	49.8	47.6	3	17.65%	32
08462	Jonathan Law High School	15	70.7	48.2	62.3	75.8	59.5	69.8	62.9	6	40.00%	14
06961	Killingly High School	6	73.1	56.1	64.5	66.7	59.0	63.3	63.6	3	50.00%	*
08061	Maloney High School	14	72.6	51.3	66.5	72.1	62.6	69.0	64.8	8	57.14%	11
07761	Manchester High School	19	62.0	47.4	50.8	60.3	53.8	55.4	54.1	4	21.05%	26
08561	Masuk High School	24	68.1	48.7	55.4	69.3	60.3	55.8	58.4	6	25.00%	21
08362	Middletown High School	44	72.5	64.8	75.7	76.7	74.8	75.0	72.7	38	86.36%	1
08861	Naugatuck High School	61	66.0	46.9	55.3	66.0	61.0	63.2	58.4	17	27.87%	21
08961	New Britain High School	59	59.8	39.0	46.5	58.1	46.5	49.6	48.9	5	8.47%	31
09061	New Canaan High School	5	67.8	44.5	34.8	47.3	41.5	34.7	44.9	0	0.00%	*

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Test Results by School and Performance Assessment

Site Code	School	Concentrators	Channel Management	Marketing-Information Management	Marketing	Product/Service Management	Promotion	Selling	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
09161	New Fairfield High School	30	71.5	44.8	59.3	63.6	54.4	64.9	59.0	11	36.67%	18
09661	New Milford High School	35	72.1	54.7	71.8	74.5	62.9	70.1	67.1	22	62.86%	6
09761	Newtown High School	6	61.1	35.6	44.2	60.6	65.4	56.7	51.6	1	16.67%	*
21461	Nonnewaug High School	15	66.3	53.3	60.0	67.9	57.4	59.6	60.1	6	40.00%	17
20761	Northwestern Regional High School	3	72.2	43.9	49.3	78.8	53.8	60.0	57.5	1	33.33%	*
90161	Norwich Free Academy	10	70.0	55.9	70.4	73.6	66.9	74.0	67.6	7	70.00%	5
08062	Orville H. Platt High School	13	56.4	38.5	48.5	58.7	51.5	55.9	50.3	3	23.08%	29
11061	Plainville High School	12	61.1	42.8	42.8	48.5	54.5	48.9	49.0	1	8.33%	30
20861	RHAM High School	15	70.7	54.5	68.4	75.2	66.7	57.3	64.7	7	46.67%	12
11861	Ridgefield High School	14	71.0	50.3	65.5	74.7	67.0	69.5	65.0	9	64.29%	10
12661	Shelton High School	29	65.9	45.6	58.8	75.2	57.0	59.3	58.8	10	34.48%	20
13162	Southington High School	30	75.0	57.9	75.8	76.4	72.8	72.4	71.0	24	80.00%	3
13561	Stamford High School	21	60.6	42.0	54.0	58.9	58.6	56.2	54.0	3	14.29%	27
90261	The Gilbert School	5	67.8	37.3	57.4	76.4	49.2	56.0	55.7	0	0.00%	*
14461	Trumbull High School	43	75.7	52.6	68.6	74.2	65.5	66.2	66.3	26	60.47%	8
15661	West Haven High School	16	65.6	42.9	59.0	66.5	53.8	51.7	55.8	3	18.75%	25
13563	Westhill High School	14	74.2	54.5	68.9	75.3	66.5	67.6	66.9	10	71.43%	7
15961	Wethersfield High School	16	72.2	56.3	76.9	80.7	66.8	80.4	71.3	14	87.50%	2
09361	Willbur Cross High School	9	61.7	35.4	37.7	54.5	50.4	45.9	46.1	0	0.00%	*
16561	Windsor Locks High School	13	71.8	42.7	52.5	59.4	55.0	64.1	56.6	2	15.38%	23
16661	Wolcott High School	3	70.4	34.8	52.2	54.5	46.2	66.7	53.3	0	0.00%	*
Totals		839	68.1	48.3	60.3	68.3	59.8	61.8	60.1	330	39.33%	

*Qualifications for ranking were not met based on minimal number (10) of concentrators.

2014 Statewide CTE Assessments
Marketing Education

Test Results by School and Performance Assessment

Site Code	School	Concentrators	Marketing-Information Management	Channel Management	Market Planning	Pricing	Product/Service Management	Promotion	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
20561	Amity Regional Senior High School	10	66.9	67.5	69.6	68.3	71.7	73.2	69.6	7	70.00%	5
00261	Ansonia High School	4	69.2	68.8	72.9	77.1	81.3	78.4	74.1	3	75.00%	*
01561	Bassick High School	10	50.8	34.2	45.0	36.7	40.0	38.2	40.4	0	0.00%	32
01261	Bolton High School	1	38.5	66.7	83.3	66.7	66.7	77.3	69.2	1	100.00%	*
01861	Brookfield High School	10	72.3	58.8	66.3	65.8	71.7	72.7	67.2	6	60.00%	9
03461	Danbury High School	17	59.3	52.5	53.4	56.4	54.9	54.0	54.5	4	23.53%	25
21961	E.O. Smith High School	32	67.5	57.6	66.0	73.4	69.5	68.0	65.9	20	62.50%	11
04961	Enfield High School	35	58.9	51.4	54.4	59.5	56.4	55.1	55.2	7	20.00%	23
04962	Enrico Fermi High School	9	61.5	52.8	57.9	62.0	59.3	60.1	58.3	2	22.22%	*
05160	Fairfield Ludlowe High School	6	59.0	54.9	63.9	69.4	62.5	61.4	61.2	2	33.33%	*
05261	Farrington High School	13	54.4	42.6	47.1	47.4	41.7	40.6	45.1	2	15.38%	31
05961	Fitch Senior High School	13	62.1	47.4	56.1	60.3	59.6	47.2	53.9	4	30.77%	26
08463	Foran High School	13	62.7	67.3	66.3	63.5	75.6	74.1	68.4	10	76.92%	7
05461	Glastonbury High School	3	69.2	63.9	73.6	86.1	83.3	81.8	75.1	3	100.00%	*
06261	Hamden High School	21	67.0	58.7	66.7	67.5	66.3	67.1	65.1	12	57.14%	12
09363	Hill Regional Career High School	22	68.2	62.1	61.7	64.0	59.8	67.6	63.8	11	50.00%	16
15164	John F. Kennedy High School	4	55.8	53.1	51.0	41.7	43.8	44.3	48.8	0	0.00%	*
08462	Jonathan Law High School	11	69.9	73.9	71.2	80.3	76.5	81.8	75.4	11	100.00%	3
06961	Killingly High School	4	73.1	58.3	56.3	54.2	64.6	53.4	58.9	2	50.00%	*
14861	Lyman Hall High School	6	74.4	63.9	69.4	77.8	76.4	71.2	70.9	4	66.67%	*
07162	Lyman Memorial High School	1	61.5	41.7	54.2	50.0	50.0	68.2	54.2	0	0.00%	*
08061	Maloney High School	24	67.6	65.3	65.8	67.4	67.7	68.6	66.9	14	58.33%	10
07761	Manchester High School	24	61.2	57.6	60.6	66.0	63.2	63.4	61.5	8	33.33%	19
08561	Masuk High School	5	64.6	55.8	63.3	71.7	71.7	62.7	63.6	2	40.00%	*
08362	Middletown High School	46	74.2	75.4	70.6	81.9	78.8	82.8	76.8	43	93.48%	1
08861	Naugatuck High School	51	66.4	53.6	58.8	63.2	65.2	62.0	60.4	24	47.06%	21

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Test Results by School and Performance Assessment

Site Code	School	Concentrators	Marketing-Information Management	Channel Management	Market Planning	Pricing	Product/Service Management	Promotion	Average Total Score (Mean)	Raw Number Meeting 65%	Percentage of Concentrators Mtg 65%	RANK by Average Total Score (Mean)
08961	New Britain High School	36	50.4	42.4	45.5	47.7	43.7	48.0	46.0	3	8.33%	30
09161	New Fairfield High School	35	65.5	56.1	59.5	63.3	65.5	66.6	62.0	14	40.00%	18
09661	New Milford High School	18	66.2	56.0	63.9	61.6	63.4	59.6	61.2	6	33.33%	20
09761	Newtown High School	16	56.3	49.7	51.6	55.7	54.2	47.7	51.7	2	12.50%	29
21461	Nonnewaug High School	14	68.7	70.8	68.2	76.2	76.2	75.6	72.2	12	85.71%	4
20761	Northwestern Regional High School	2	76.9	60.4	56.3	83.3	62.5	72.7	66.8	1	50.00%	*
90161	Norwich Free Academy	15	64.1	53.9	69.7	62.8	68.9	67.6	64.2	9	60.00%	15
90020	Norwich Technical High School	11	77.6	60.6	66.3	54.5	61.4	67.4	64.7	6	54.55%	13
08062	Orville H. Platt High School	13	62.1	50.0	56.7	45.5	55.8	48.6	52.8	2	15.38%	28
11061	Plainville High School	21	64.8	55.0	51.4	56.3	51.6	52.4	54.6	5	23.81%	24
20861	RHAM High School	9	71.8	53.7	64.8	72.2	65.7	67.2	64.6	4	44.44%	*
11861	Ridgefield High School	22	74.1	59.8	66.9	69.7	70.8	66.5	66.9	12	54.55%	10
12661	Shelton High School	41	58.7	47.8	55.0	56.5	55.1	50.9	53.2	9	21.95%	27
13162	Southington High School	73	67.0	57.8	61.0	63.6	65.1	63.3	62.2	38	52.05%	17
13561	Stamford High School	20	62.3	46.2	54.4	62.1	59.6	59.8	56.1	7	35.00%	22
14461	Trumbull High School	49	72.8	60.2	68.4	76.4	79.1	67.3	68.9	33	67.35%	6
15661	West Haven High School	15	64.1	60.8	63.3	71.1	66.1	65.2	64.4	7	46.67%	14
13563	Westhill High School	10	71.5	65.4	69.2	67.5	72.5	64.5	67.9	6	60.00%	8
15961	Weathersfield High School	26	77.8	74.4	72.6	77.9	84.0	78.5	76.7	23	88.46%	2
09361	Wilbur Cross High School	8	64.4	51.6	52.1	51.0	49.0	51.1	52.8	3	37.50%	*
16561	Windsor Locks High School	3	61.5	44.4	44.4	52.8	50.0	57.6	50.8	0	0.00%	*
16661	Wolcott High School	8	72.1	59.4	66.7	64.6	74.0	65.9	66.1	4	50.00%	*
Totals		860	65.7	57.3	61.2	64.6	64.7	63.1	62.0	408	47.44%	

*Qualifications for ranking were not met based on minimal number (10) of concentrators.