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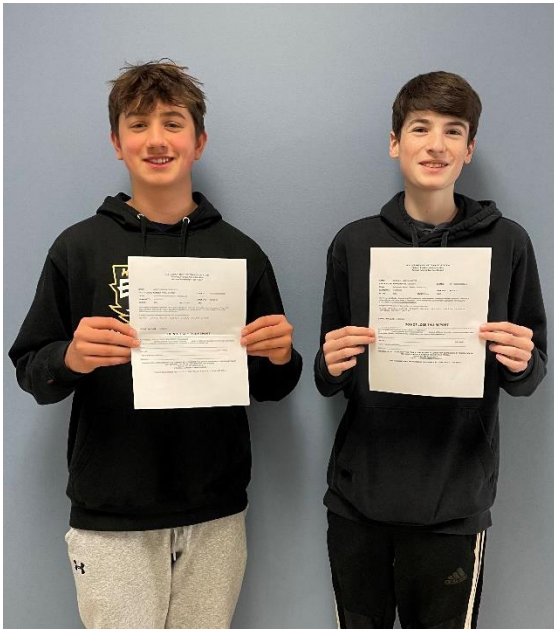
### Conway School Board Report – December 11, 2023

The following report highlights significant activities and achievements in our various career and **Construction Trades (Paul Cail)**: In the Construction Trades program, students across levels 1, 2, and 3 are currently mastering the skills of wiring, setting up electrical boxes, and installing lights. A key focus is proficiency in understanding basic electrical systems in residential and commercial buildings, as depicted in construction drawings and specifications compliant with government codes. Additionally, teams of level 2/3 students are actively constructing doorways, crafting doors, and installing them. While some schools opt for pre-hung doors, our emphasis is on students learning to install their own creations. Once their skills are honed, we may consider acquiring pre-hung door sets.



**Greenhouse (Paul Cail)**: This year in the Greenhouse program, we've introduced the cultivation of herbs and spices for the Culinary class and vegetables for sale at the end of the school year. A new and exciting addition is the initiative to educate students on keeping outdoor-grown houseplants, such as geraniums and Mums, alive during the summer months. The greenhouse has various plants, including Ric Rac cacti, Queen of the Night, Jade, wandering dudes, and palm trees. It will teem with plants like squash, basil, tomatoes, peppers, cucumbers, lettuce, and herbs by April. We're also growing pollinating flowers like lupins, rosemary, coneflower, sage, etc., to be transplanted into our raised beds.





**STEM Aviation (Joe Riddensdale):** We're thrilled to announce that Jack Calderwood and Brendan Noyes have passed their FAA Unmanned Aerial Systems (UAS) drone exam. Over the past two and a half months, they diligently studied through classroom sessions and an online platform, gaining the knowledge required to start their own drone business or work for a company utilizing drones. Their achievement is a testament to their hard work and disciplined study habits. Alongside their exam preparation, they also honed their drone piloting skills.

**Criminal Justice (Terry Ballou):** We recently hosted a guest speaker in the Criminal Justice program, Bob Nylin, the Carroll and Coos County Drug Treatment Court Programs Director. He gave our students valuable insights into how drug courts operate and their goal of promoting recovery rather than mere punishment. This session sparked thoughtful discussions among students about the pros and cons of having a drug court in our community. Additionally, students are currently immersed in our Mock Trial, a class highlight. Assigned roles such as prosecutor, defense attorney, or witness, students will conduct a trial in front of a jury comprising teachers and administrators. This hands-on experience involves crafting opening and closing statements, direct examinations, and cross-examinations. The culmination of their efforts will determine the guilt or innocence of the defendant, making it an inspiring and educational experience for all involved.

**Teacher Education (Kelley Murphy):** Teacher Education students in level II have begun their site visits to Children Unlimited. Children Unlimited specializes in early intervention and inclusive childcare, integrating typically developing children with those who have special needs. The high school interns will gain insights into best practices in early childhood education through this experience. The level III students have begun their month-long internships at Pine Tree Elementary.



**Marketing (Hannah-Jo Weisberg):** Our marketing students are immersed in mastering the art of successful promotional campaigns. Currently, they're partnering with local restaurants to offer complimentary food samples with a drink purchase in the school store. Here's a quick look at the key steps:

**Research and Planning:** Thorough market research guides campaign planning.

**Restaurant Collaboration:** Establishing partnerships with local eateries is a crucial step.

**Offer Crafting:** Creating an enticing offer that resonates with the target audience.

**Execution Logistics:** Coordination with the school store and restaurants for seamless execution.

**Striking Marketing:** Designing eye-catching materials for a robust promotional strategy.

**Communication Mastery:** Effective outreach through diverse channels to create buzz.

**Adaptability:** Continuous monitoring and adaptation for optimal campaign success.

**Innovation Boost:** Students are exploring innovative strategies like leveraging social media influencers and implementing loyalty programs.

**Success Metrics:** Key performance indicators include increased foot traffic, social media engagement, and customer feedback. This hands-on experience not only imparts theoretical knowledge but also equips students with practical skills in executing impactful marketing campaigns.



## Where are They Now?



**Connor Todd, KHS Class of 2013/University of Connecticut B.A. Economics 2017**  
Senior Product Owner at John Hancock, Boston, MA

**Olivia Orsino, KHS Class of 2016/Emmanuel College B.A. Communications & Media Studies 2020**  
People Operations Generalist, Browne Consulting Group, Boston, MA