

Mindy Bailey
Rancho Bernardo High School
Merchandising

Student Recruitment for Merchandising Pathway

Counselor who participated in Merchandising Excellence through Externships program could hold an information session for students interested in the industry. Counselor could provide important information such as high school courses they should take, internships, and personal work habits employers may be looking for in the merchandising industry.

Schedule visits to local companies in the industry to gain real world insight to what positions and opportunities are available to students.

Schedule an in service for the other counselors, career guidance tech, and department administrators who did not attend the Excellence through Externships program, to share information on merchandising high school and career pathways.

Publicize student achievements from classes such as Drawing & Painting, Clothing, and Fashion History & Design in the school newspaper or bulletin.

Expose middle school students to the merchandising pathway by including it in the 8th grade parent night presentation.

Create a page on the RBHS website for Fashion/Merchandising that highlights student work, and also gives information on the different courses RB offers in that field.

Collaborate with the Fashion History & Design and Clothing classes to put on a fashion show, and hold it during lunch so all of the students could see it and possibly become interested.

Create an information pamphlet for the Merchandising pathway for counselors to use with students, hand out at information nights, and available at the Bronco Center.

