



HOLMDEL TOWNSHIP SCHOOL DISTRICT

"A COMMITMENT TO EXCELLENCE"

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FOR IMMEDIATE RELEASE

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MICROSOFT GIVES HOLMDEL STUDENTS THE BUSINESS – AND SO MUCH MORE!

HOLMDEL (December 1, 2016) – Members of Holmdel High School's Future Business Leaders of America club and students enrolled in the school's Accounting course were recently treated to an in-depth look at the inner workings of a major corporation when they visited the Microsoft Technology Center in New York City.

The trip was led by Mr. Elliot Cohen, Accounting teacher and advisor to the Future Business Leaders of America club (FBLA). Cohen and his students were encouraged to make the visit by Mr. Amit Panchal, Director of Solutions Strategies for Microsoft, whose daughter Jocelyn is a junior and executive board member of FBLA. Jocelyn thought it would be great for the club to expose themselves to the day-to-day activities of a technology powerhouse like Microsoft and tie this information back to what they learn in the classroom.

Mr. Panchal directed the day's activities by introducing students to all aspects of the business, from development to sales. Students toured the office building, learned about Microsoft's data center, viewed an in-depth presentation on Microsoft's Office 365, and examined emerging technology that will increase data and productivity for businesses. The group also had an opportunity to speak with employees from across the business spectrum. Senior Microsoft account executives Jacqui Cuffe and Jill DeVleming discussed their career paths in the technology business, their roles in generating millions in sales, and resume building.



Technology Architects Cat Such and Greg Frank gave students an interactive demonstration of Microsoft tools. Additionally, Venture for America Associate Madeline Stanley discussed fellowship opportunities for students who want to be their own entrepreneurs. The day concluded with a lesson on the importance of collaboration and working as a team in order to complete projects and achieve goals.

Mr. Cohen's goal for the excursion was to expose his students to a regular work day in a real world business environment, something that cannot easily be replicated in the classroom setting. Cohen was especially impressed by what the students learned about the importance of the career paths of the various employees and how knowledge of sales and resume building played a key role in their development. This helps bring life to what only may be noted in a textbook, or a lesson. The students and the teacher also marveled at how Microsoft leveraged its storage and power capabilities to maintain and support their clients during Hurricane Sandy, and how emerging technology allows sales associates in supermarkets to determine age, gender, and emotions of their customers to assist them in completing sales. All "cool" aspects of the business that help to complement the classroom instruction and make the realities of the business world more tangible for students.

As a district, Holmdel is committed to the curricular goals of not only increasing and enhancing student engagement, but also to maximizing the learning potential and opportunities for all students. To that end, as a business teacher, as well as a former account and financial analyst, Cohen is aware of the need to prepare his 21st century millennials for the workforce. He recognizes that "millennials are looking at companies as stepping stones and only plan on being there for a few years before they move on to the next business opportunity." Because of this, he really wants his students to understand and appreciate how these businesses function, from top to bottom, in order to help guide them in the types of career choices they will be making in college and beyond. Visits to companies like Microsoft allow Cohen and his students to remain current, not only in terms of the technology utilized in the business world today, but also how students may work at enhancing their experience in order to build a stronger resume and ultimately help to separate them from the rest of the pack.