

PROFESSIONAL DEVELOPMENT

SURF'S UP WITH FBLA! - JUNE 2

Aloha! It's time for some summer fun!

Join the Nebraska FBLA Board of Directors for *Surf's Up with FBLA*, an FBLA adviser training on Monday, June 2, held prior to the NCE Conference at the Kearney Holiday Inn.



This FREE Hawaii-themed workshop with a free luau (lunch) is open to all advisers. Scheduled from 9:15 am to 3:30 pm, you will gain new ideas, meet advisers and have fun!

The Surf's Up with FBLA link above provides workshop details, and you can register at this FBLA Adviser workshop [registration link](#).

2014 NCE Conference

Technology expert Corinne Hoisington will be featured at the 2014 Nebraska Career Education Conference in Kearney. Plan to attend her first rotational session on June 4 entitled *The State of our Teaching Union is...Change*. Hoisington was the closing general session speaker for the CareerTech VISION 2013 Conference hosted by ACTE. She remarked that the International Data Corporation identified 60 occupations that are growing. When managers were asked by teachers what skills are necessary in today's careers, the top answer was oral and written communication skills. The second skill that students need to know is Microsoft Office. She went on to say that many young students today do not know career technology; they only know how to use technology with social media and gaming. Plan to attend one of Corinne's energy-packed rotational sessions on Wednesday, June 4 at the NCE Conference.

If you have not yet registered for the 2014 NCE Conference in Kearney, it's not too late. [Register Online](#). Important reminders include:

- NCE attendees will receive a new resource on Habitudes for Career Ready Students developed by Tim Elmore just for Nebraska teachers. The new resource will be in your registration packet.

October
2014

BMIT Fall Workshops

Business, Marketing and Information Technology Standards

www.education.ne.gov/nce/ConferencesWorkshops.html

The 2014 BMIT workshops will focus on the implementation of course standards within the NCE programs of study as well as literacy training. Teachers will learn specific teaching strategies that support the Nebraska English Language Arts Standards and will receive examples of how the strategies can be applied in business, marketing and information technology courses.

During the afternoon, you will participate in **Bizz Buzz: Idea Sharing**. You will hear from several BMIT teachers during rotational sessions designed to share their curricula, lesson plans, program offerings and/or best practice strategies. Jessica Feimer will overview EverFi's newest products and register teachers. The new Teaching by Tablet: Digital Delivery of Entrepreneurship Curricula will be introduced, so bring your tablet or laptop.

Please bring two copies of your business, marketing and information technology course offerings (course title and description and syllabi/outcomes). During the morning session, teachers will be asked to share their offerings in a group setting with one copy being submitted for use by the Nebraska Department of Education.

All secondary and postsecondary business, marketing and information technology teachers as well as preservice business education college students and student teachers are encouraged to register for a date and location that works best for you. Guidance counselors, administrators and/or curriculum specialists are welcome to attend.

In order to plan for enough resources and meals, please register online at www.education.ne.gov/nce/ConferencesWorkshops.html two weeks in advance of the workshop. Each person attending must register by identifying the workshop location he/she plans to attend. See the BMIT web site - Workshops for complete details.

The six October 2014 workshops offered from 9 a.m. to 3 p.m. will be facilitated by Bonnie Sibert and Bev Newton of the Nebraska Department of Education who are partnering with Partnerships for Innovation (PFI) and postsecondary educators to offer these top-notch professional development opportunities.

BMIT Standards Workshops

9 a.m. to 3 p.m. at all locations

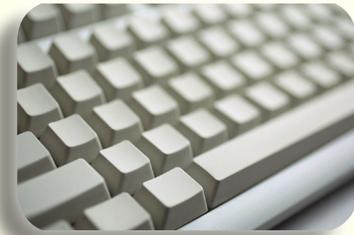
- Northeast Community College-Norfolk – **Oct. 1**, Norfolk Lifelong Learning Center, Room C & D, 601 East Benjamin Avenue, Norfolk
- Western Nebraska Community College-Scottsbluff – **Oct. 7**, Harms Advanced Technology Center, The Plex Room, 2620 College Park, Scottsbluff
- North Platte Community College, South Campus – **Oct. 8**, McDonald-Belton Bldg., Room 122, North Platte (located south of interstate at 601 West State Farm Road)
- Central Community College-Grand Island – **Oct. 15**, Room 210-211-212, 3134 West Hwy. 34, Grand Island
- ESU 3, Omaha – **Oct. 21**, Calamus/Platte Room, 6949 S. 110th Street, Omaha
- Country Inn and Suites, Lincoln – **Oct. 22**, Nebraska Room, 5353 N. 27th Street (1.3 miles south of Exit 403 from I-80)

NCE Conference *continued from page 1*

- Review the *Preconference Workshops* offered on Tuesday, June 3 before you register.
- To review the complete offering of sessions for BMIT on Wednesday and Thursday, visit www.education.ne.gov/BMIT/nceconference.html, and click on the Draft Program for Business, Marketing and Management; Communication and Information Systems.
- Review the *Professional Organizations* link for a complete listing of NSBEA and DPE meetings held during the NCE Conference. The NSBEA Executive Board meeting, DPE Executive Board meeting, BMIT Social and New BMIT Teachers Networking are all on Tuesday evening in the Holiday Inn Ballroom.
- If you wish to attend the NSBEA/DPE Banquet where BEST award winners and NSBEA/DPE winners are announced, you will need to register for the extra \$25 for the Wednesday evening meal.
- Plan to attend the Tuesday evening social for all Business, Marketing and Information Technology teachers at the Holiday Inn Ballroom. Sponsored by Southeast Community College and North Platte Community College, the social will begin at 8 p.m.
- The BMIT New Teachers Networking social will be held Tuesday evening. Meet up with your peers at the Holiday Inn Ballroom at the BMIT Social at 8 p.m.
- Dr. Patricia Arneson will offer the NCE conference for 3 hours of graduate credit. For more information, contact Patricia Arneson prior to the conference at Wayne State College, 800.228.9972, Ext. 7255, paarnes1@wsc.edu.

Check out **Nebraska Public Schools at a Glance** for data years 2012-13:

www.education.ne.gov/nce/documents/Toolkit/NebraskaAtAGlance1213.pdf



**Elementary Keyboarding
Workshop July 30, 2014**

Teaching strategies for incorporating keyboarding into the elementary curriculum will be demonstrated by Lisa Newton Hanson of Neligh-Oakdale Public Schools. Complete details for the one-day July 30 workshop on Elementary Keyboarding are available at www.education.ne.gov/BMIT/pdf/flyer-elemkeywksbp-nde.pdf. To register email name, school and phone number to Karen Kloch at karen.kloch@nebraska.gov. The class size is limited to 15 so register soon.

RESOURCES

The following three technology tips are reprinted with permission from Mickie Mueller's *Panther Tech Newsletter*.

Google Search to the Rescue!

Google Search has finally added a simple way to search for images that have reuse rights. First of all enter your search keyword, then click on Images. You will then see Search tools. Select Usage Rights, which has a drop down menu. The default is 'not filtered by license.' You can then choose one of four further options:

- labelled for reuse
- labelled for commercial reuse
- labelled for reuse with modification
- labelled for commercial reuse with modification

Check the best match and you will then only see the images that have those rights.

FREE Clipart!

Looking for clipart that is free and that you can use without violating copyright? Then try openclipart.org. *Openclipart* has hundreds of free images available for use. Unlike doing a Google Search and not knowing the copyright of the images you find, all of the images in *Openclipart* are in the public domain which means you can *use the images as you wish* for a variety of projects.

Cite Your Sources!

When students are doing a research project, do you have them cite their sources? You should! Citing sources doesn't have to be hard or complicated. Lots of websites exist today to make the process painless!

Cite This For Me is both a website and a *Chrome extension*. Installing the extension will allow you to cite websites in just a couple of clicks. Need to cite something other than a website? Just access the *Cite This For Me* website and you can cite a variety of sources.

BibMe is a fully automatic bibliography maker that uses autofill technology to build a works cited page. *BibMe* allows you to search for the type of source including websites, magazines, books, newspapers, films and journals. In autofill mode, *BibMe* finds the citation information needed and creates the citation for you. Manual mode helps you figure out what to include in the citation by giving you a form to fill out and then creating the citation with your information. Both options are free and neither option requires an account to use making them perfect to use with younger students.



INFORMATON TECHNOLOGY

Hour of Code Computer Tutorials Prompts School Policy Change

Adapted from *Technology & Learning News*: Jan. 15, 2014 by *Lyndsey Layton*

Hadi Partovi, retired at 38 after working for Microsoft and creating other tech companies, was figuring out what to do with the rest of his life. After spending his career in computers, he was troubled by one fact: In this digital age, only about one in ten U.S. schools teach computer science.

“I thought, ‘Why isn’t computer science being taught?’” said Partovi, who lives in Seattle and is an investor in a number of companies, including Zappos and Airbnb.

Partovi and his twin brother, Ali, made a video to inspire students to learn computer science. “What Most Schools Don’t Teach,” starring Bill Gates, Mark Zuckerberg and other tech moguls, went viral on YouTube, and Partovi fielded requests from 10,000 school districts asking how they could incorporate computer coding into their classrooms.

A movement was born. The Partovi brothers came up with “Hour of Code,” a website and campaign that offers free hour-long tutorials in computer coding for students in kindergarten through high school. Celebrities including President Obama to NBA star Chris Bosh to Ashton Kutcher promoted “Hour of Code” in December, giving it a glamorous sheen that’s absent from most education initiatives.

The results exceeded Partovi’s dreams. More than 20 million people around the world tried “Hour of Code,” 17 million of them in the United States. Half of the event’s participants were female, a significant development in a field dominated by men. Now, Partovi is trying to harness the momentum and use it to expand computer science education in elementary and secondary schools.

“When I went to school, we learned how to dissect a frog,” said Partovi, now 41. “It’s equally important to know how to dissect an app, to know what a cookie is or what a GPS is. It’s important not just for people who want careers in computers, but for a future president, or a future journalist — anybody who is going to have a knowledge career.”

Of the country’s 42,000 schools, about 3,400 offer computer science classes, said Fred Humphries, vice president for government affairs at Microsoft. The tech giant has been pushing for federal and state policies to encourage computer science education.

Part of the problem is misunderstanding what it means to study computer science, said Chris Stephenson, executive director of the Computer Science Teachers Association.

“State officials will say, ‘I know our students are learning computer science because we have a lab of computers in every school,’” Stephenson said. “There’s an assumption because students are using this technology, they have the knowledge to build this technology, and they don’t. **We’re creating consumers of technology rather than builders of technology.**”

Partovi has raised \$10 million to create code.org, a nonprofit organization aimed at changing policy on the federal, state and local levels to expand access to computer science in K-12. In its effort, Code.org is joined by a range of partners, including Microsoft, Google, Amazon, the College Board and the Computer Science Teachers Association.

“Hour of Code has created a level of awareness beyond anything we could have hoped for,” Stephenson said. “Getting people from ‘There’s a problem’ to ‘Let’s do something about it’ is a huge move.”

A top priority for Code.org’s coalition is to persuade school districts to count computer science courses toward graduation requirements. When computer science classes are considered an elective, fewer students are likely to enroll, Stephenson said.

“The kids who want to go to university or even community college are so laser-focused on what it takes to get them there,” Stephenson said. “Taking credits that don’t count toward graduation are not worth it to them.”

Continued on page 9

More Business Data Analysts Needed

A business data analyst collects, organizes and stores data for various types of businesses and organizations. This data then must be interpreted, analyzed and put into a useful form for presentation. Material is kept in databases, so business data analysts will need an understanding of database management principles and will need to use programs that allow for numerical and statistical representations of data. Data analysts may design, develop and implement business solutions and may work directly with clients and project supervisors.

Business data analysts can find employment in any organization that maintains a database of information. Educational requirements usually include a bachelor's degree either in computer science, economics or data analysis, but may also have additional certifications for software or products from professional organizations.

According to Salary.com, the median annual salary for an entry-level business data analyst is \$54,161, and Simply Hired states that the average salary for big data analysis is approximately \$74,000 per year.

According to a 2013 McKinsey Global Institute study, "By 2018, the United States alone could face a shortage of 140,000 – 190,000 people with deep analytical skills, as well as a dearth of 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions.

Business Etiquette: Respect Boundaries in the Workplace

Adapted from Nebraska Department of Education Supervisor/HR Newsletter, March 2014

Forget elbows on the lunch table and yoga pants in the cubicle! A study has found that technology may be a leading cause of rudeness in the office. The Robert Half Technology study found that 64 percent of respondents said the increased usage of mobile devices has led to more breaches of workplace etiquette.

The Protocol School of Washington, bent on combatting rudeness on the job, established the first Friday of September as Bring Your Manners to Work Day. Pamela Eyring, the organization's president, says she hopes to remind employees how important etiquette is to doing business. Eyring is particularly concerned with technology etiquette—this means no texting during meetings and being aware of volume during cellphone conversations.



"Desire is the key to motivation, but it is determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek."

~ Mario Andretti

New Social Media Statistics You Need to Know

To see the complete article posted February 18, 2014 on **SocialMedia Today**, visit

<http://socialmediatoday.com/monica-romeri/2181461/new-social-media-statistics-you-need-know>.

The pace of modern life is faster than ever, and social media seems to evolve at the speed of light. If you are like most business owners and marketers, your life is fast-paced and always busy. Because your available time is finite, it is crucial to invest in your social media presence in ways that will yield the greatest ROI. The social media landscape can change dramatically in a relatively short period of time. To excel at social media marketing, you need the latest, most relevant data at your fingertips to make informed decisions and create captivating, information-rich content. Jeff Bullas recently published statistics that provide valuable snapshots of current social media trends, which will be shared now.

Big-Picture Statistics

Social media use is now widespread, mainstream and more influential than ever. With social signals increasingly influencing search rankings, expanding and enhancing your social media presence can significantly amplify your reach and rate of lead generation.

- 72% of all Internet users are now active on social media
- 89% of those between 18 and 29 years old are social media users
- 72% of individuals aged 30 to 49 are engaged in social media
- 60% of people between 50 to 60 years old are active on social media
- 43% of those 65 years old and above are engaged in social media
- 71% of users access social media from a mobile device

Facebook Statistics

- Facebook now has over 1.15 billion users
- One million webpages can be accessed with the “Login with Facebook” feature
- 23% of Facebook users login at least 5 times daily
- 47% of Americans say Facebook is the top influencer of their buying decisions
- On average, Americans spend 16% of each online hour on Facebook
- 70% of marketers acquire new customers through Facebook

Twitter Statistics

- Twitter now has over 550 million registered users and 215 million monthly active users
- Between 2012 and 2014, Twitter achieved a growth rate of 44%
- 34% of marketers use Twitter for lead generation

Google+ Statistics

- Google+ now has over 1 billion enabled accounts and 359 million active monthly users
- Google+ has a growth rate of 33% per year
- People aged 45 to 54 years old have increased their Google+ usage by 56% since 2012

Visual Social Media Statistics

Visual media is becoming more influential across all social networks, and social networks devoted solely to images or video, such as Pinterest, YouTube and Instagram, are primed to reach new heights in 2014.

- YouTube has over one billion monthly active users
- Pinterest has 20 million monthly active users
- Instagram has 150 million monthly active users

CSOs IN ACTION

Nebraska FBLA: Excellence in Action

The Nebraska Future Business Leaders of America (FBLA) recognized the competitive event winners at the 52nd annual State Leadership Conference in Omaha on April 5. A record setting 2,400 members and advisers from 135 Nebraska secondary schools attended the conference.

Competing in more than 65 events, members demonstrated the knowledge and skills learned in their business and information technology classes. Shelby Burr from Syracuse High School was named Future Business Leader. Trevor Koger from Arlington High School was recognized as Nebraska's Who's Who in FBLA winner.

The 2013-2014 Nebraska FBLA State Officers are:

- Cody McCain from Tri County High School, president
- Trevor Lockman from Elmwood-Murdock High School, vice president
- Aly Faber from Aurora High School, secretary
- AnnaLee Christensen from Syracuse High School, treasurer
- Brittany Blaser from Lakeview High School, reporter
- Trevor Koger from Arlington High School, parliamentarian

Other highlights include:

- Susan Wellman from Syracuse High school received the Outstanding Local Chapter Adviser Award.
- Stock Seed Farms from Murdock was recognized as the Business of the Year.
- Kari Fluckey from Eaton Corporation in Hastings received the National Businessperson of the Year award.

Complete event results can be found on the Nebraska FBLA website at www.nebraskafbla.org. The top 3 competitors in each event qualify for the national conference in Nashville, Tennessee, on June 28-July 3.



2014-2015 Nebraska FBLA State Officer Team:

Left to Right: Trevor Koger, Arlington High School, parliamentarian; Brittany Blaser, Lakeview High School, reporter; Cody McCain, Tri County High School, president; AnnaLee Christensen, Syracuse High School, treasurer; Aly Faber, Aurora High School, secretary; Trevor Lockman, Elmwood-Murdock High School, vice president.

Nebraska PBL

The Nebraska Phi Beta Lambda (PBL) State Chapter hosted its State Leadership Conference on April 11 -12 in Kearney, Nebraska. Competing in over 55 competitive events, members demonstrated their business knowledge and skills.

The newly elected 2014-2015 State Officers are:

- President: Jenna Woitaszewski from Doane College
- Vice President of Membership: Amy Chin from UNL
- Vice President of Communications: Kevin Thor from UNL
- Vice President of Finance: Michelle Haselhorst from Northeast Community College
- Vice President of Technology: Andrew Figueroa from Midland University
- Vice President of Public Relations: Alex Wessels from Peru State College
- Assistant Vice President of Communications: Beth Ebmeier from Northeast Community College

Selected as Adviser of the Year was Dr. Sheri Grottrian-Ryan from Peru State College.

Chapters receiving the Gold Excellence Award were Midland University, North Platte Community College and Peru State College.

Calendars

Business, Marketing and Information Technology

www.education.ne.gov/BMIT/conferences-workshops.html

Career Education Standards

<http://cestandards.education.ne.gov>

Nebraska DECA

www.nedeca.org

Nebraska FBLA

nebraskafbla.org

Nebraska Career Education Calendar

www.education.ne.gov/NCE/Calendar.html

Nebraska Department of Education Master Calendar

<http://ndecalendar.mhsoftware.com/>

Hour of Code *continued from page 5*

In September 2012, nine states and the District of Columbia counted computer science courses toward graduation requirements. That number has grown to 17 states, including Maryland. Stephenson expects a “bumper crop” of more states this year.

Code.org has agreements with several school districts, including New York and Chicago, to provide free professional training for teachers and supply curriculum materials, Partovi said.

One of Code.org’s goals is to attack the dearth of female and minority students in computing classes, Partovi said.

According to the College Board, of the 29,555 students who took the Advanced Placement Computer Science test in 2013, about 19 percent were female, 8 percent were Hispanic and 4 percent were black. No females took the exam in Mississippi, Montana and Wyoming. And no blacks took the exam in Alaska, Idaho, Kansas, Maine, Mississippi, Montana, Nebraska, New Mexico, North Dakota, Utah and Wyoming.

“Everybody that we talk to is supportive of what we’re trying to do,” Partovi said. “American parents want this. Most parents are afraid that technology is passing their children by.

“When I first started this, everyone told me, ‘The system is so screwed up, you can’t fix it,’” Partovi said. But the response to “Hour of Code” has given him hope, he said. “I’ve got a new sense of optimism. We can do this.”

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