

2009  
Fall Issue

## A Newsletter for Nebraska Business, Marketing and Information Technology Educators

This & That

### Announcements

#### Calling All New Teachers!

If you are beginning your first -or second-year of teaching business, marketing or information technology, please introduce yourself to us via email. Bonnie Sibert maintains a distribution list of new teachers and shares electronic resources and teaching strategies each month during the school year. Just email [bonnie.sibert@nebraska.gov](mailto:bonnie.sibert@nebraska.gov) if you wish to be included in the distribution list.

#### BMIT and NEFBLA Listserves

Has your email address recently changed? Has it been awhile since you last received a BMIT listserve message? All business, marketing and information technology (BMIT) teachers are encouraged to [subscribe to the BMIT listserve](#). If you are an FBLA adviser, you should also subscribe to the NEFBLA listserve. Please follow the directions linked to the BMIT Web site.

#### Money Smart Nebraska

Money Smart Week is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of organizations across the state including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. These groups come together once a year to stress the importance of financial literacy, inform consumers where they can get help and provide free educational seminars and activities throughout the week of **November 9-15**. Last year over 200 events were provided by 100 partners in 16 communities. Many business and marketing departments and/or FBLA and DECA chapters hosted events last year. We hope that many more will participate this year!

Complete details and supporting resources for hosting an event are available at [www.MoneySmartNebraska.org](http://www.MoneySmartNebraska.org). You'll find flyers, PowerPoint presentations, PSAs, logos, and much more. The 2008 annual report will provide you with lots of ideas for planning a 2009 event.

Becoming a partner is simple, just click on the "Partners" tab at [www.moneysmartnebraska.org](http://www.moneysmartnebraska.org). If you have any additional questions please contact Jennifer Davidson at [jdavidson@nebraskacouncil.org](mailto:jdavidson@nebraskacouncil.org) or call 402.472.2333.



The  
Business  
Education  
Field  
Endorsement  
Application  
is due  
NO  
LATER  
THAN  
JUNE 15, 2010.

### Transition a Basic Business Subject Endorsement to a Business Education Field Endorsement

The current Business Education, Marketing Education and Basic Business endorsements have been going through the Nebraska Council on Teacher Education (NCTE) review process. It is anticipated that the revised endorsements will go into effect August, 2010.

**If you hold a Basic Business Subject Endorsement, please understand that** business teachers who have the current Basic Business subject endorsement as their primary teaching endorsement are being given a **one-time opportunity** to transition to a business education field endorsement that will allow them to teach any business or marketing course and most information technology courses in grades 6 - 12 plus be endorsed in Cooperative Education/Diversified Occupations. Teachers eligible for this option must hold a current basic business subject endorsement with proof that they have also had a Coordination Techniques course. Only teachers meeting these criteria should complete the application process described in the Business Education Field Endorsement Application ([www.nde.state.ne.us/BMIT](http://www.nde.state.ne.us/BMIT)). **The application provides detailed instructions that will help you successfully complete and submit the application NO LATER THAN JUNE 15, 2010.** Recent preservice graduates should note the information found in the text box on the first page of the application.

Whenever the new BMIT endorsement goes into effect, any teacher with a Business Education field endorsement and/or Marketing Education field endorsement will be automatically changed in the online Teacher Certification system to a BMIT endorsement. At a future time when the teacher once again updates his/her certificate, the BMIT endorsement and Cooperative Education/Diversified Occupations endorsement will appear on the new certificate in addition to the previously held endorsements.

After you have thoroughly read the [Business Education Field Endorsement application](#), please contact Bonnie Sibert if you need clarification. Bonnie Sibert and Bev Newton will provide technical assistance for completing the application process at the 2009 Fall BMIT ESU workshops. To verify your teaching endorsement found on your teaching certificate, go to [http://datacenter.nde.state.ne.us/tcert/tcert\\_lookup.dll/EXEC](http://datacenter.nde.state.ne.us/tcert/tcert_lookup.dll/EXEC) and select *Current Certificate and HR Lookup* found in the *Searches* section.

## Professional Development

### BMIT ESU Fall Workshops



*"You always miss  
100% of the shots  
you don't take."*

*~ Unknown*

It's time to register for one of the 12 Fall [BMIT ESU Workshops](#) to be held in your area. All secondary and/or postsecondary business, marketing and information technology teachers and preservice college students are invited to attend one of the 9 a.m. to 3 p.m. workshops. Pick the date or location that works best for you and register today. Visit the BMIT Web site, click on [Conferences/Meetings](#) and open the ESU Workshops linked to September and October calendar pages.

The workshop will focus on the [Nebraska Career Education's Career Fields](#), Career Cluster knowledge and skills statements, Programs of Study and new curricula resources. New course guides for Business Finance, Network Systems, Web and Digital Media, and Information Technology Applications I and II will be introduced.

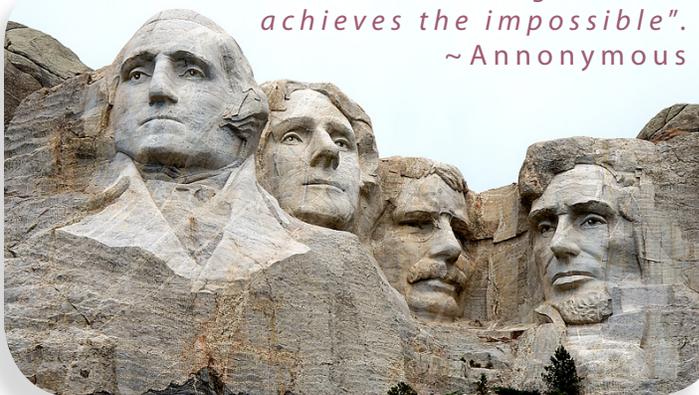
Bring enough copies of your **course titles and short course descriptions** to share with your colleagues. Include all of your school's business, marketing and information technology courses as well as any articulated or dual credit courses offered in your program. It would be helpful if you could indicate the length of the course and targeted grade level. Include a header on the handout that identifies your school and the names of the BMIT teachers. If you teach Web and Digital Media or Information Technology 1 and 2, please also bring copies to share of a course outline for one or more of these courses.

### Elementary Keyboarding Workshop

Looking for strategies and resources to implement elementary keyboarding in your school's curriculum? If so, spend December 2 with Bev Newton and Bonnie Sibert at the Nebraska Department of Education learning teaching pedagogy and reviewing leading keyboarding software packages. For more details and to register online, visit [www.nde.state.ne.us/techcen/training.html](http://www.nde.state.ne.us/techcen/training.html).

*"The positive thinker sees the  
invisible, feels the intangible and  
achieves the impossible".*

*~ Anonymous*



### Nebraska State Business Education Association (NSBEA) Fall Conferences

Visit [nsbea.org](http://nsbea.org) to check out the 3 NSBEA Fall Conference workshops being offered in Scottsbluff (October 6), North Platte (October 7) and Lincoln (October 10). The Scottsbluff and North Platte conferences will be held in conjunction with the Nebraska Department of Education's Fall ESU BMIT workshops.

The Lincoln conference will be held at Lincoln North Star High School and will provide a half-day training on the FEFE Curriculum (Family Economics and Financial Education). Participants will receive an overview of the curriculum available free-of-charge for both high school and middle level programs and samples of lesson plans, simulations, syllabi and enhancement materials. Teachers will actively participate in many lessons that they can take directly back to their classrooms! Drawings for additional FEFE curriculum resources for lucky participants will be held! There has never been a time more relevant for up-to-date personal finance education materials for our students and this curriculum puts it all together for you in a flexible, ready-to-go format. Welcome and registration will be from 8 – 8:30 a.m. The action begins at 8:30.

To register for the October 10 NSBEA Conference in Lincoln, download the registration form from the [nsbea.org](http://nsbea.org) Web site and mail the completed form to Bonnie Malcolm, Lincoln Public Schools, Box 8, 5901 O Street, Lincoln, NE 68510.

To register for the Scottsbluff or North Platte NSBEA Conference, register for the [Fall BMIT ESU Workshop](#) through your ESU.

### NSBEA Fall Conference Workshops

October 6  
Scottsbluff

October 7  
North Platte

October 10  
Lincoln



### Insurance Education Institute

On July 13 and 14, Nebraska educators gathered in Omaha at the Federal Reserve Bank to learn how to integrate insurance instruction into their curricula. Sponsored by the Griffith Foundation for Insurance Education, Nebraska Financial Education Coalition, Partnerships for Innovation, Nebraska Department of Education and the Federal Reserve Bank, the institute was the culminating activity for an online graduate course in insurance offered through the University of Central Arkansas.

Forty-four middle-level, secondary and postsecondary business, marketing, math and family consumer and science teachers from across the state were actively engaged in learning new content, active learning strategies and heard from insurance professionals through a field trip to Blue Cross/Blue Shield of Nebraska. All 44 participants earned insurance industry certification.

Lori Harding of Wakefield Public Schools was recognized as the John C. Etling Scholarship winner for demonstrating excellence in the program. Lori received \$750 and an additional \$250 to purchase materials or equipment of her choice in her business department.

The need for encouraging students to enter the insurance industry is great, according to a 2008 survey by Insurity/Microsoft Millennials. The survey showed that nearly 60 percent of industry employees are older than 45. Between now and 2014, the U.S. property-casualty industry must fill about 100,000 underwriting and claims positions. Midsized, independent agencies will likely be most affected.

*continued on page 5*



Participants in the Insurance Education Institute.

Lori Harding of Wakefield High School was presented a Certificate of Achievement from Dr. Puleo, institute instructor, along with financial awards for her and her school.



### Insurance Education Institute *continued*

The Nebraska labor market anticipated a 38 percent growth in financial activities between 2002 and 2018, which included the insurance industry. The Institute helped Nebraska teachers become more aware of the career education possibilities for Nebraska students.

The Griffith Foundation for Insurance Education covered the tuition fees for participants and the traveling expenses for out-of-state presenters that included Tena Crews, University of South Carolina; Dr. Victor Puleo, class instructor from University of Central Arkansas; Jennifer Robinson, Project InVEST; and Raelyne Massey, a high school teacher from Arkansas.

Nebraska's PFI (Partnership for Innovations) reimbursed mileage for educators who traveled a significant distance. The Federal Reserve Bank provided the facility and onsite meals for workshop participants.

To learn more about the [Insurance Education Institute](#), visit the Insurance link in the Curriculum section of the BMIT Web site. You'll find Web links that include lesson plans for teaching all forms of insurance.

### Personal Finance Institute

Do you teach Personal Finance? Are you interested in revising an existing Personal Finance course to add more rigor? Would you like to earn financial education industry certification? If so, consider attending Nebraska's Personal Finance Institute to be held at Wayne State College July 20, 21, and 22, 2010. You can earn 3 graduate credits from either Wayne State College or the University of Nebraska-Lincoln. Patricia Arneson and Tammie Fischer will be the class instructors and guest presenters will be Sherry Roberts, Tennessee State University, and Mike Casey, University of Central Arkansas. Registration for this professional development opportunity will begin in February. Watch for future BMIT listserv announcements that will provide more details.



Jennifer Clark and the Federal Reserve Bank of Kansas City - Omaha Branch provided the facilities, reception and meals for participants.

### Resources

#### Mastering MLA Citations

Here's help with [MLA citations](#) from the Oregon School Library Information System. Download worksheets and examples from the "Citation Resources" box, and then use the citation maker by clicking in the "Source Type" box. It will then lead you through everything you need to do to create correctly formatted MLA citations.

#### Best Practices for Marketing Teachers

Volume 3 of Best Practices for Marketing Teachers is available from TheMarketingTeacher and marketing teachers throughout the country. Over 180 pages of new projects, activities and ideas provide the perfect companion to Vol. 1 and 2 and costs only \$9.95. Check out the Directory of Activities [here](#). For further information call 801.540.0977 or send email to [ReachMe@TheMarketingTeacher.com](mailto:ReachMe@TheMarketingTeacher.com).

#### MBAResearch Curriculum Center

[MBAResearch](#) is a not-for-profit curriculum center, which was formerly called the MarkED Consortium. The Center is funded and operated by a consortium of 39 state education departments. The center studies business operation and uses input from business leaders nationwide to build rigorous, relevant and useful standards and curriculum in the areas of business management and administration, finance, marketing, hospitality and tourism and entrepreneurship.

ALL public and nonpublic educators in Nebraska can receive discounts and free access to [State's Connection](#). State's Connection is a password-protected site that gives Nebraska teachers free access to many research-based materials. You will find ideas for new courses and get updated information on materials available at discounted prices.

#### Nebraska's K-12 Nuance Academic License Program

Nebraska ESU Cooperative Purchasing and Speaking Solutions, Inc. have entered into a **SPECIAL PRICING AGREEMENT** (Advantage License Program) with Nuance for the purchase of Nuance solutions licenses through Speaking Solutions. These are Windows only applications for Dragon NaturallySpeaking Preferred, Dragon NaturallySpeaking Preferred Bundle, Dragon NaturallySpeaking Professional and PDF Converter Professional. Questions and orders are to be directed to Speaking Solutions, 888.749.1844, [www.speakingsolutions.com](http://www.speakingsolutions.com).



### Adaptive Technology and Differentiated Instruction

The Web Toolboxes:  
Quickstarts for the  
Web was developed  
by Cheryl Wissick,  
University of South  
Carolina.

Cheryl includes strategies for adaptive technology and differentiated learning.

Check out  
[www.ed.sc.edu/caw/  
toolbox.html](http://www.ed.sc.edu/caw/toolbox.html).

## Getting Started with Project-Based Learning

David Andrade's Project-Based Learning (PBL) article in [Tech & Learning](#) identified a great way to teach students content, 21st century skills and engage them in something fun and educational. David provides some tips and ideas on how to get started with Project-Based Learning in your classroom at [Permanent link](#). To summarize:<sup>†</sup>

- Project-Based Learning can be used in any classroom, in any subject, at any grade level.
- Projects can be one class period or take weeks to complete.
- Projects can address one curriculum item or many.
- Project-Based Learning does take planning—look at your curriculum and the objectives you want to accomplish and then plan a project that will lead your students to reach these objectives.
- Think of a lesson you teach and think of a way that the students could do a project to learn that topic instead of sitting in class listening to you talk about it.
- Start small—try a one-class period project first

Examples of Project-Based Learning could include having the students research a topic and present it to the rest of the class through a multimedia presentation, Web site or poster. Each topic should be an extension of something you just did in class. In this way, the students teach each other. They will also learn their topic more in depth when they have to be able to explain it to others. Another idea for projects is to look at your school or community and see what they need.

Some Web resources to get you started:

- Tech&Learning - [www.techlearning.com/article/1784](http://www.techlearning.com/article/1784)
- Project-Based Learning - [www.techlearning.com/article/7942](http://www.techlearning.com/article/7942)
- Project Based Learning online - <http://pbl-online.org/>
- Edutopia - [www.edutopia.org/project-learning](http://www.edutopia.org/project-learning)
- THE Journal - [www.thejournal.com/articles/23893](http://www.thejournal.com/articles/23893),  
[www.thejournal.com/articles/17124](http://www.thejournal.com/articles/17124),  
[www.thejournal.com/articles/17105](http://www.thejournal.com/articles/17105)
- Checklists for PBL - <http://pblchecklist.4teachers.org/>
- Intro to PBL - [www.gsn.org/Web/pbl/](http://www.gsn.org/Web/pbl/)
- Getting started with PBL - <http://office.microsoft.com/en-us/help/HLA011887851033.aspx>
- Eduscapes PBL guide - <http://eduscapes.com/tap/topic43.htm>

### Cisco Networking Academies

Have you ever wondered which Nebraska schools actively participate in Cisco's Networking Academies? The answer is just a click away! Click on Nebraska and scroll down to the fourth page for a complete list. As of October 31, 2008, Nebraska has over 1,300 students in 29 academies actively teaching Cisco that include 8 Nebraska community colleges, 1 state college, 1 ESU and 19 high schools. The [Cisco Networking Academy](#) is a unique public-private partnership between educational institutions, national, state and local government and community-based organizations, currently educating more than 128,000 students in over 2,200 U.S. educational institutions.

### CSOs in Action

#### DECA

Nebraska DECA is feverishly preparing for the 2009-2010 school year. Since attending the International DECA Career Development Conference in Anaheim, the new officer team has been working hard to develop their goals and program of work. Nebraska DECA's theme for this coming year will be *Step into Your Future*. Some of the team's goals are to expand communication among chapters across the state, increase our business and industry partnerships and to assist members in better preparing for competition.

Summer Activities – The 2nd Annual Mike Logan Legacy Golf Tournament was held Monday, July 13 at Tara Hills Golf Course in Papillion. There were over 60 golfers and the day was a great success. All proceeds from the tournament directly benefited the Nebraska DECA Foundation.

Nebraska DECA is excited to host the 2011 DECA Central Region Leadership Conference in Omaha. The first official planning committee meeting was held the second week in July and they're off to a great start. Look for updates coming this fall!

The school year will start with the DECA Fall Leadership Conference scheduled for Monday, September 21, 2009 at the Holiday Inn-Omaha. There, officers and business and industry partners will present workshops to the members about leadership, teamwork, networking, competition and careers. We're also excited to have Bill Cordes as our keynote speaker this year.

For more information about Nebraska DECA, visit us on the Web, [www.nedeca.org](http://www.nedeca.org).

Nicole Coffey  
NCE Career Education Specialist and  
DECA State Adviser

### Tips for Avoiding a Crisis

*Tom Geddie,  
International Association of Business  
Communicators,  
Crisis Communication: Don't Let  
Your Communication Be Part of the  
Problem*

Following are some important **do's** for effective communication.

#### Do's

- Listen
- Answer questions honestly and succinctly.
- If you don't understand a question, say so.
- If you don't know an answer, say so. Offer to find out, and then follow up quickly.
- Emphasize the positives—tell what's going right and what's being done to solve a problem.
- State your message with the most important facts first.



Nebraska DECA State Officers with Liz Shotkoski of the Gallup Organization after finishing Gallup's StrengthsFinder training at Mahoney State Park in April 2009.



Lincoln East DECA Members attended the Central Region Leadership Conference in Kansas City, MO. There were over 450 DECA members from Nebraska and almost 2,000 members from the Central Region in attendance.



2009-2010 Nebraska FBLA State Officers with 2008-2009 FBLA National President, Joseph Riley



Johnson-Brock FBLA member Hans Christiansen accepting the First Place award in the Future Business Leader event.

## FBLA

The Nebraska FBLA State Officer Team invites you to join in the fun for the 2009-10 FBLA year! Go Green activities, Nebraska FBLA Foundation promotion, community service and March of Dimes education and fundraising are just a few of this year's focus projects. Leading the way are the state officer team members: Ashley Wood, Minden, President; Lance Johnson, Bellevue West, Vice President; Tyler Wellman, Syracuse, Secretary; Noah Carpenter, Omaha Northwest, Treasurer; Isaac Thompson, Arlington, Reporter and Jenna Woitaszewski, Wood River, Parliamentarian.

Nebraska FBLA members had an outstanding National Leadership Conference in Anaheim by winning 27 top 10 awards, including four first-place awards. Taking top honors were Brittany Morse, Cozad, Accounting II; Gavin Blum and Peter Raun, Minden, Banking and Financial Systems; and Katie McKeon and Hanna Raymer, Chadron, E-business. Hans Christensen, Johnson-Brock, capped the Awards Program by winning first-place in the Future Business Leader event. Pat Olson, Blair, was recognized as Nebraska's Outstanding Local Adviser. Complete results can be found at [www.nebraskafbla.org/nlc.htm](http://www.nebraskafbla.org/nlc.htm).

The 2009 FBLA Fall Leadership Conference (FLC) kicks off in Kearney on September 29 followed by the Omaha FLC on September 30. State officer workshops, chapter presentations, March of Dimes sessions and Foundation activities highlight the conference program. A focus program for chapter advisers rounds out the day's activities.

Would your students enjoy working with over 5,000 members across Nebraska to complete projects, make new friends and network with business leaders? Are you interested in adding value to your business and information technology programs? If so, Nebraska FBLA invites your high school to charter a FBLA chapter. If you are at a middle school, we invite you to start a Middle Level chapter. Or if you are a postsecondary teacher, please consider starting a Phi Beta Lambda (PBL) chapter. If you are interested in learning more, please contact Bev Newton at [bev.newton@nebraska.gov](mailto:bev.newton@nebraska.gov).

Bev Newton  
NCE Career Field Specialist and  
Nebraska FBLA State Adviser

### Calendars

Business, Marketing and Information Technology Conferences and Meetings

Nebraska DECA - [www.nedeca.org](http://www.nedeca.org)

Nebraska FBLA - [www.nebraskafbla.org](http://www.nebraskafbla.org)

Nebraska Career Education Calendar - [www.nde.state.ne.us/nce/Calendar.htm](http://www.nde.state.ne.us/nce/Calendar.htm)

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Products mentioned in this newsletter are not necessarily endorsed or recommended by the Nebraska Department of Education staff; products are mentioned for your information and review.