

# THIS & THAT

A Newsletter for Business, Marketing and Information Technology Educators Summer Issue, 2005

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Nebraska Career Education (NCE) is on the move through its vision to design a career education system to provide world-class learning opportunities that prepare students for 21st century careers. Six Career Fields offer learning opportunities and skill development to implement the NCE mission to provide skills for lifelong learning, earning, and living.

The underlying NCE principles to implement this change include Academic Excellence, Rigorous and Relevant Learning, Career Development, Extended Learning and Enhanced Partnerships. Academic excellence supports mastery of academic standards, establishes high expectations for all students and integrates academic standards. The principle for rigorous and relevant learning will help students connect content to the real world, provide performance-based assessments and ensure equity of opportunities. Career development provides opportunities for students to explore career options and manage an Individual Career Education Plan (ICEP), as well as implements a student advisement system facilitated through school counselors. Extended learning will provide workplace experiences, foster leadership and personal development and encourage enrichment of a student's senior year. Finally, partnerships will be enhanced with K-12 education, community colleges, two- and four-year private and public colleges and career schools, parents, employers, Nebraska Departments of Labor and Economic Development, organized labor and Chambers of Commerce.

The six Career Field Leaders are:

- ★ Bonnie Sibert, Business, Marketing, and Management
- ★ Beverly Newton, Communication and Information Systems
- ★ Craig Frederick, Environmental and Agricultural Systems
- ★ Julane Hill, Health Sciences
- ★ Shirley Baum, Human Services
- ★ Tony Glenn, Industrial, Manufacturing, and Engineering Systems

You can learn more about NCE's new look at the Nebraska Career Education Conference, June 6-9. Online conference registration can be completed at [www.nceconference.com](http://www.nceconference.com).



The young do not know enough to be prudent, and therefore they attempt the impossible—and achieve it, generation after generation. - Pearl S. Buck

### By the Numbers

In Bill Daggett's *Views You Can Use* email message, Vol. IV, No. 8, he shared the following statistics:

- 🏢 In 2001, 88% of all 25- to 29-year-olds had completed high school with a diploma or high school equivalency certificate, an increase since 1971.
- 🏢 29% percent of 25- to 29-year-olds had at least a bachelor's degree in 2001, up from 17 percent in 1971.
- 🏢 Although the percentage with a Bachelor's degree or higher increased for all three racial/ethnic groups, the black and Hispanic gaps with whites widened slightly.
- 🏢 By 2001, 58% of all 25- to 29-year-olds had completed some college, with whites (65%) more likely than blacks (51%) or Hispanics (32%) to do so.
- 🏢 The percentage completing some college increased between 1971 and 2001 for each racial/ethnic group but less for Hispanics than for whites or blacks.
- 🏢 In the early 1980s, women aged 25-29 were less likely than their male counterparts to have a Bachelor's or higher degree, but that difference has disappeared. In 2001, women were more likely than men to have graduated college.

Source: U.S. Department of Education, National Center for Education Statistics (2002). *The Condition of Education 2002* (NCES 2002-025) <http://nces.ed.gov/fastfacts/display.asp?id=27>

### Education Pays

At the Education Pays website, [www.educationpays.org](http://www.educationpays.org), you can access a calculator that allows students to select (1) an occupation they would like to pursue and (2) the amount of education they plan to have when they enter the workforce. The result is a fact sheet providing information about expected income and employment for different educational attainment levels.

### Career Exploration Games Introduce Students to the World of Work

Big World Productions, Inc., [www.kidstocareers.com](http://www.kidstocareers.com), has designed a line of products to help kids explore career opportunities. They include a creative board game that exposes youths to 840 job titles in 14 industries. Decks of 52 cards are filled with activities and exercises for career exploration that get students thinking about the world of work, and why schoolwork is important to future success. The games, which must be purchased, are suitable for youths ages 8 to 18. The site offers an introduction to the games, curriculum guidelines and testimonials.



### Consumer Jungle

Consumer Jungle, a consumer literacy Internet resource, is sponsored by the Young Adult Consumer Education Trust (YACET), a non-profit organization dedicated to providing young adults with the life skills they need to become responsible, informed consumers. Consumer Jungle was developed as a result of a class action suit against Sears Corporation, which required Sears to establish a consumer education program

for young adults. The Jungle is an interactive, web-based program that helps high school students become literate consumers. Topics on the site include credit cards, transportation, living on your own, personal finance, telecommunications and e-commerce fraud. Consumer Jungle delivers interactive games, activities and relevant information along with links to other programs and resources.

### Winners Recognized

Congratulations to the following teachers and their students for excellence in their business education programs!

First Place NETA Web Design Contest:  
Shea Anderson, Aurora  
Lois Hixson, teacher

Second Place NETA Web Design Contest:  
Jadrienne Lippman and Megan Sedlacek, Pierce  
Treva Dostal, teacher

Third Place NETA Video Production Contest:  
Melissa Anderson, Preston Frasch,  
Darin Weiland, Norfolk  
Mickie Mueller, teacher

Third Place NETA Computer Graphics Contest:  
Kylie Kroenke, North Bend  
Chris Gross-Rhode, teacher

Second Place Fed Challenge Team:  
Aurora  
Dave Long, teacher

State Champion in the Adam Smith Division, Economics Challenge:  
Norris  
Sid Conrad, teacher

State Champion in the David Ricardo Division, Economics Challenge:  
Elkhorn  
Mary Kaye Eggers, teacher

**Victory belongs to the most persevering—Napoleon Bonaparte**

### Keyboarding Workshops Continue

Keyboarding continues to be an important part of the elementary curriculum. If your school is in need of strategies and resources to develop an elementary keyboarding curriculum, then you will want to send a team to the August 10 or November 16 workshops offered from 9 a.m. to 3 p.m. at the Nebraska Department of Education’s Technology Center. This workshop offers elementary keyboarding strategies, hands-on opportunities at the keyboard and software review. Teams consisting of an elementary teacher, computer teacher and/or a business teacher are encouraged to register. The workshop cost is \$15 per person. You can register online at [www.nde.state.ne.us/TEHCEN/worksh/workshops9900.html](http://www.nde.state.ne.us/TEHCEN/worksh/workshops9900.html).

### Intellectual Property Assets

At one time in the business world, emphasis was on customer service. According to the December 2004/January 2005 newsletter from the International Association of Administrative Professionals, managing intellectual property has risen to the top of corporate concerns. Today’s corporate assets are the people who work for the company and the ideas they generate. As employees move more freely from company to company, employers are concerned about not only losing intellectual property but also harnessing it and making it available to everyone in the organization.

Kindness is the language  
which the deaf can hear  
and the blind can see.  
— Mark Twain



### E-Communication Quick Tips

The June 2004 issue of *Technology & Learning* offers ten electronic writing tips.

1. Write short, clear sentences.
2. Put only one idea in each paragraph and use spaces between paragraphs. You can use a numbered list at the top so readers know how many items will follow.
3. Be polite. Say “please” when you give orders so no one takes offense.
4. Review your message before sending. You might not have said what you intended.
5. Proofread your spelling and grammar. Some people may think it is a dumb mistake, not a typo.
6. Think twice. If you are angry, don’t send the message until you are calm. Then read the message again before sending.
7. When you reply to a message, don’t simply say “yes.” Provide a statement such as “Yes, I will attend Wednesday’s 8 a.m. meeting.”
8. Use “Reply to all” only if you truly want your answer read by everyone.



### Summer Reading

As you plan your summer activities, you may want to include the following books in your reading list.

-  *Leadership by the Book*, Ken Blanchard
-  *Now, Discover Your Strengths*, Marcus Buckingham and Donald Clifton
-  *Covey on Leadership*, Stephen Covey
-  *The 7 Habits of Highly Effective People: Restoring the Character Ethic*, Stephen Covey
-  *Lessons from the Top: The 50 Most Successful Business Leaders in America—and What You Can Learn from Them*, Thomas J. Neff and James M. Citrin
-  *Peak Performance: Business Lessons from the World’s Top Sports Teams*, Clive Gilson

### Sending Large Email Attachments

Many of us face the challenge of sending email attachments to colleagues when their email account limit is only 5 MB. There are several websites that work to resolve this problem. Websites like [www.sendthisfile.com](http://www.sendthisfile.com) and [www.dropload.com](http://www.dropload.com) allow you to easily upload files to a website and send the link to a person. The individual can download the file directly from the website. Dropload.com has a limit of 100 MB for its files and Sendthisfile.com has no limit.

### New LAP Modules

The MarkED/Career Paths Center introduces new LAP instructional modules designed to help focus your students on leadership, attitude and performance. Each LAP instructional module is a comprehensive, ready-to-use lesson plan, complete with activities, handouts and assessments. LAPs are available for Marketing, Leadership, Entrepreneurship and Business Administration. Public schools in Nebraska are eligible for member pricing. You can shop online at [www.Career-Paths.org](http://www.Career-Paths.org).

## Technology Professional Development Plan

“Technology is wonderful, but how can I possibly learn this technology AND incorporate into the classroom?” Does this sound familiar? In response to helping schools train their teachers in technology, Barbara Bray in the November 2004 issue of *Technology and Learning* identified ten steps to an effective technology professional development plan. Your school district may be able to benefit through a similar approach.



1. Establish a professional development subcommittee as part of the school technology committee.
2. Demonstrate examples of how technology can be used in the classroom.
3. Use multiple needs assessment instruments that follow the NETS Teacher Technology Standards and that identify comfort level and attitude about technology, basic technology use and level of integration.
4. Design individual learning plans compiled from the data collected from each teacher.
5. Identify the leaders at each building who can provide expertise.
6. Create a list of onsite learning opportunities with goals, objectives and outcomes.
7. Share a list of offsite and online learning opportunities.
8. Build in time for grade-level or department meetings to plan and correlate standards with technology and develop activities, projects and lessons that include technology, classroom management strategies and assessment instruments.
9. Share successes as well as expectations not met at staff meetings.
10. Continue with ongoing planning and evaluation of the plan.

## Trends and Technologies Impact Life, Work and Education



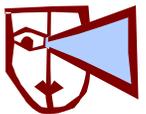
In the fall of 2004, over 1,200 experts from education, industry and government made 10-year predictions about the impact of the Internet on our lives, society and the world. The survey results can be found at [www.elon.edu/predifctions/survey\\_04.aspx](http://www.elon.edu/predifctions/survey_04.aspx). As we prepare our students and children for the future, we need to educate children for the unexpected rather than just for the predictable.

Source: “*Imagining the Internet.*” *Elon University/The Pew Internet & American Life Project*



Today’s robotic devices can be programmed to do the same task well and tirelessly—over and over again. However, the level of artificial intelligence needed to allow a robot to operate in an unpredictable situation is still in the future. Hans Moravec, formerly of the Carnegie Mellon’s Robotics Institute, predicts that computing power may match human intelligence by the year 2040. Students need to be able to use integrated knowledge to solve problems with unpredictable outcomes.

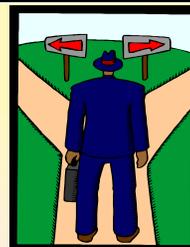
Source: Chip Walter, “*You, Robot,*” *Scientific American.com*, January 2005



We have heard for the past 20 years that a person’s eye will be the fingerprint of the future. Now the Nine Zero Hotel, Boston’s deluxe hotel, is looking at the eye as an alternative to room keys. Hotel guests may choose to have their irises scanned when they check in. A recognition device records their iris print and matches it when guests want to enter their rooms, thus unlocking the doors. This technology is also used at border crossing points, airports and other high security areas.

Source: “*Your Iris Is the Key,*” *LG Electronics/Iris Technology Division*

“You’ve got to be very careful if you don’t know where you’re going, because you might not get there.”



—Yogi Berra

## Swap Shop Continues at ESU Fall Workshops

**D**on't miss this opportunity to network with other business, marketing and information technology educators. Bonnie Sibert and/or Bev Newton of the Nebraska Department of Education invite all Nebraska secondary or postsecondary business, marketing and information technology teachers and preservice students to attend the 9 a.m. to 3 p.m. ESU workshops. You will leave this workshop with 50+ new teaching strategies!

**D**uring the morning you will be introduced to the six new Career Fields and Clusters Model being implemented within Nebraska Career Education. Discover additional new ways to increase academic achievement in your courses by improving students' ability to read. During the afternoon, come ready to participate in the Business Education Swap Shop, where teachers will share ideas on motivation and instructional strategies as well as swap lesson plans for courses such as Accounting, Personal Finance and Marketing, as well as technology-related courses.

**P**lease register for the workshop by contacting the host ESU via phone or web site at least 5 days prior to the workshop you plan to attend.

Omaha, ESU 3 - September 7, 9 - 3  
Preregister through ESU 3 by calling (402) 597-4884

Columbus, ESU 7 – September 13, 9 - 3  
Preregister through ESU 7 by calling (402) 564-0815,  
Mary Hittner

Beatrice, ESU 5 – September 14, 9 - 3  
Preregister through ESU 5 by calling (402) 223-5277

Kearney, ESU 10 – September 20, 9 - 3  
Preregister through ESU 10 by calling (308) 237-5927

Hastings, ESU 9 – September 21, 9 - 3  
Preregister through ESU 9 by calling (402) 463-5611,  
\$10 fee

Milford, ESU 6 - October 5, 9 - 3  
Preregister through ESU 6 by calling (402) 761-3341,  
\$10 fee

Holdrege, ESU 11 – October 5, 9 - 3  
Preregister through ESU 11 by calling (308) 995-6585

Scottsbluff, ESU 13 – October 18, 9 - 3  
Preregister through ESU 13 by calling (308) 635-0661  
Offered in conjunction with the NSBEA Fall Conference.  
For a small fee, lunch will be provided by NSBEA.

Wakefield, ESU 1 – October 18, 9 - 3  
Preregister through ESU 1 by calling (402) 287-2061,  
\$10 fee

North Platte, ESU 15 & 16 – October 19, 9 - 3  
(1221 West 17, North Platte)  
Offered in conjunction with the NSBEA Fall Conference.  
For a small fee, lunch will be provided by NSBEA.  
Preregister through ESU 16 by calling (308) 534-2427

Ainsworth, ESU 17 – October 19, 9 - 3  
Preregister through ESU 17 by calling (402) 387-2520

Auburn, ESU 4 – October 25, 9 - 3  
Preregister through ESU 4 by calling Mitzi, Margaret or Sue  
at (402) 274-4354; \$10 fee

Fremont, ESU 2 – October 26, 9 - 3  
Preregister online at [www.esu2.org](http://www.esu2.org). Call Tammie at  
(402) 721-7710 Ext. 207 if you need assistance.

Neligh, ESU 8 – November 2, 9 - 3  
Preregister through ESU 8 by calling (402) 887-5041.

## Internet Safety



**I**ntegrating Internet safety into the curriculum should continue to be a major emphasis for business, marketing and information technology instructors. Consider the following statistics provided from the web site [www.protectkids.org](http://www.protectkids.org):

- 75% of children are willing to share personal information online about themselves and their family in exchange for goods and services.
- Only 1/3 of households with Internet access are proactively protecting their children with filtering or block software.
- Only about 25 percent of youth encountering a sexual approach or solicitation told a parent.
- 77% of the targets for online predators were age 14 or older. Another 22% were users ages 10 to 13.

## CAREER STUDENT ORGANIZATIONS



### FBLA Travels the Road to Success

Nebraska FBLA members traveled the road to success in their competitive events and state projects at the 2005 State Leadership Conference held April 7-9 in Omaha. Nearly 1,800 students and advisers from 103 Nebraska schools participated in the annual conference.

Nebraska FBLA members presented \$10,384 to Mothers Against Drunk Driving (MADD) as a result of their fundraising project. Raymond Central and Stanton High School FBLA chapters coordinated the fundraising project. The Nebraska March of Dimes recognized Blair High School FBLA for raising \$890. Twin River High School FBLA received the Mission Triangle Excellence award for promoting the March of Dimes mission. Together FBLA chapters contrib-

uted \$10,125 to the Nebraska March of Dimes.

In another service project, FBLA chapters collected 1,000,433 pop tabs for the Ronald McDonald House. Nebraska FBLA members provided 28,704 hours of service to their communities this year!

Nebraska Central Telephone, nominated by Gibbon High School, was named Business of the Year, and Thomas Reeves of Ameritas Life Insurance, Lincoln, was named Nebraska's Businessperson of the Year. Gary Stubbs, Kearney High School, received the 2005 Outstanding Local Adviser Award.

The 2005-2006 Nebraska FBLA State Officers are:

Jordan Mueller of Columbus Lakeview High School, president

Cicily J. Ronhovde of Elmwood-Murdock High School, vice president

MaryLou Andrews of Aurora High School, secretary

Chase King of Columbus Lakeview High School, treasurer

Jamie Dick of Aurora High School, reporter

Andrew Reynolds of Wood River High School, parliamentarian

For complete details check the Nebraska FBLA website at [www.nde.state.ne.us/BUSED/fbla.html](http://www.nde.state.ne.us/BUSED/fbla.html).

*Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it is a thing to be achieved.  
—William Jennings Bryan*

### Phi Beta Lambda

The 41<sup>st</sup> Nebraska Phi Beta Lambda (PBL) State Leadership Conference was held April 1-2 in Kearney with members and advisers from 11 colleges and universities attending. PBL members competed in over 40 events and elected a new leadership team. In addition, those placing first or second in most events will have an opportunity to represent Nebraska PBL at the National Leadership Conference in Orlando, Florida, June 29 – July 2.

Conference highlights included:

Who's Who national representative – Emily Jantzen, Peru State College, Plymouth

Adviser of the Year – Janet Lear, University of Nebraska at Kearney

The following individuals were elected and/or appointed as the new leadership team for the 2005-06 school year.

President – James Krauer from Fremont attending Midland Lutheran College

Vice President of Membership – Mike Eiberger from St. Paul attending the University of Nebraska at Kearney

Vice President of Communications – Heath Christiansen from Verdon attending Peru State College

Vice President of Finance – Renee Eiting from Milford attending Doane College

Vice President of Technology – Todd Ehrke from Stamford attending Doane College

Assistant Vice President – Hailey Dady from Kearney attending the University of Nebraska at Kearney

## DECA



The 48<sup>th</sup> annual Nebraska DECA State Career Development Conference concluded with the Grand Awards Ceremony on Saturday, March 19 at the Cornhusker Hotel in Lincoln, Nebraska. Over 35 separate competitive events are conducted, in addition to state officer elections, Marketing Quiz Bowl and professional development seminars. The top 150 students finishing 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> in their events qualified to attend the International Career Development Conference, April 27-30 in Anaheim, California.

Highlights of the conference included the following: Distinguished DECA Chapter of the Year – Lincoln East DECA; Distinguished DECA Member of the Year – Britney Wekesser, Lincoln East; Nebraska Association of Marketing Educators (NAME) Rookie Adviser of the Year – Mary Pachman, Papillion-LaVista South and NAME Adviser of the Year – Derek Deaver, Scottsbluff.

The 2005-2006 DECA State Officers are:

- President – Tyler Gassaway, Papillion LaVista-South
- Secretary – Holly Miller, Bellevue West

Vice President-Alumni/Delta Epsilon Chi Services – Lindsey Kaiser, Lincoln East

Vice President-Business Partnerships – Corey Tuttle, Bellevue West

Vice President-Membership Services – Brea Porter, Omaha Burke

Vice President-Publications – John Welch, Hastings

Scholarship winners included: Nebraska Association of Marketing Educators (\$500): Edgar Lopez-Ramirez, Omaha Bryan; The Gallup Organization (\$500): Megan Hein, Lincoln Southeast; Nebraska DECA Scholarships (\$500): Amanda Meyer, Millard South and Sally Thompson, Lincoln Southeast; Kenyatta Bush Memorial Scholarship (\$250): Brittany Davidson, Hastings; Dan Whitlock Memorial Scholarship (\$250): Jessica Braun, Millard South and Bob Foehtinger “Living a Legacy” Memorial Scholarship (\$500): Dusty Strickler, Papillion-LaVista.

For complete details, check out the DECA website at [www.nedeca.org](http://www.nedeca.org).

## DATES TO REMEMBER

- June 6-7, 2005 .....NSBEA Conference, Kearney
- June 7-10, 2005 ..... Nebraska Career Education Conference, Kearney
- June 16-18, 2005..... Mountain Plains Business Education Conference, Fargo, ND
- June 22-25, 2005..... MARKED Conclave, Seattle, WA
- June 23-28, 2005..... FBLA National Leadership Conference, Orlando, FL
- June 29 – July 2, 2005 ..... PBL National Leadership Conference, Orlando, FL
- July 25-26, 2005 ..... Midwest Internet Institute, Lincoln
- August 10, 2005..... Elementary Keyboarding Workshop, NE Dept. of Education, Lincoln

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