



this & that

A NEWSLETTER FOR NEBRASKA BUSINESS, MARKETING & MANAGEMENT COMMUNICATION & INFORMATION SYSTEMS EDUCATORS

CALENDARS

BUSINESS, MARKETING AND INFORMATION TECHNOLOGY
www.education.ne.gov/BMIT/conferences-workshops.html

CAREER EDUCATION STANDARDS
<http://cestandards.education.ne.gov>

NEBRASKA DECA
<https://www.nedeca.org/calendar.html>

NEBRASKA FBLA
<http://nebraskafbla.org/>

NEBRASKA CAREER EDUCATION CALENDAR
<http://www.education.ne.gov/nce/Calendar.html>

NEBRASKA DEPARTMENT OF EDUCATION MASTER CALENDAR
<http://ndecalendar.mhsoftware.com/>

BMIT and NEFBLA Listserve

Has your email address recently changed?

If you are a business, marketing or information technology teacher, you 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 on the BMIT Listserve [link](#) on the BMIT website. Once you are subscribed, you can send a regular email message to bmit@lists.k12.ne.us OR nefbla@lists.k12.ne.us.

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It is the policy of the Nebraska Department of Education not to discriminate on the basis of sex, disability, race, color, religion, marital status, age, or national origin in its education programs, admission policies, employment, or other agency programs.

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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.



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A NEWSLETTER FOR NEBRASKA BUSINESS, MARKETING & MANAGEMENT COMMUNICATION & INFORMATION SYSTEMS EDUCATORS

WINTER
2015
ISSUE

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Happy Holidays

to our business, marketing and information technology educator friends! Thank you for helping to create a classroom environment where all Nebraska students are valued and thrive. We feel privileged to have worked with many of you during the past year.

We at NDE wish you a new year of peace and happiness!

*Bonnie Sibert, Jacqui Garrison,
Nicole Coffey and Karen Kloch*



Nebraska Microsoft IT Initiative Yearly Report 2014-2015

Nebraska is in its first year of program deployment with the Microsoft IT Initiative. This program is committed to providing high school and community college students with technology training and credentials that will propel them onwards in business literacy as competent members of the 21st-century workforce.

2014-2015 Participating Schools and Community College Campuses

- 40 participating high schools
 - 6 community college campuses
- | | | | |
|--------------------|--------------------|-----------------|--------------------------|
| Aurora | Elkhorn Valley | Millard West | Omaha South |
| Bayard | Hastings High | Millard South | Palmyra District OR1 |
| Boone Central | Johnson-Brock | Minden | Papillion-La Vista |
| Bruning-Davenport | Kearney High | Mullen | Papillion-La Vista South |
| Cedar Bluffs | Lakeview | Neligh-Oakdale | Scottsbluff |
| Cody-Kilgore | Lincoln North Star | Niobrara | Seward |
| Cozad | Lincoln Northeast | Norfolk | Superior |
| Creek Valley | Lincoln Southeast | Omaha Bryan | Verdigre |
| Crete | Loup County | Omaha North | West Boyd |
| Dundy Co. Stratton | Millard North | Omaha Northwest | West Point-Beemer |

Continued on page 2

Nebraska Microsoft IT Initiative Yearly Report 2014-2015 *continued from page 1.*

Central Community College—Columbus
 Metro Community College—Fort Metro
 Mid-Plains Community College—North Platte

Northeast Community College—Norfolk
 Southeast Community College—Lincoln
 Western Community College

Student Highlights and News

Certiport hosted a Nebraska State MOS (Microsoft Office Specialist) Championship. All Nebraska students who took a certification exam were eligible. Results below show the top ten rankings. Student names are not indicated—just their school name. Students placing first received a Microsoft Surface; 2nd and 3rd places received a prize package.

Microsoft Office Word 2013

1. Lincoln North Star
2. Papillion-La Vista High
3. Papillion-La Vista South
4. Papillion La Vista South
5. Hastings High
6. Superior
7. Bayard
8. Cozad
9. West Boyd
10. Hastings High

Microsoft Office Excel 2013

1. Lincoln North Star
2. Aurora
3. Lincoln Northeast
4. Cozad
5. Kearney High
6. Papillion-La Vista South
7. Papillion-La Vista High
8. Aurora
9. Hastings High
10. Hastings High

Microsoft Office PowerPoint 2013:

1. Lincoln North Star
2. Papillion-La Vista South
3. Papillion-La Vista High
4. Papillion-La Vista South
5. Hastings High
6. Aurora
7. Papillion-La Vista High
8. West Point
9. Papillion-La Vista High
10. Papillion-La Vista High

Microsoft Word 2010

1. Boone Central
2. Palmyra District OR 1
3. Boys Town High School*
4. Seward
5. Seward
6. Boys Town High School*
7. Bruning/Davenport
8. Seward
9. Seward
10. Bruning/Davenport

Microsoft Excel 2010

1. Seward
2. Boone Central
3. Millard West
4. Seward
5. Seward
6. Boone Central
7. Seward
8. Seward
9. Seward
10. Seward

Microsoft Office PowerPoint 2010

1. Bruning/Davenport
2. Minden
3. Boone Central
4. Seward
5. Millard West
6. Bruning/Davenport
7. Bruning/Davenport
8. Bruning/Davenport
9. Bruning/Davenport
10. Bruning/Davenport

*Boys Town High School – not a part of the Nebraska Microsoft IT Initiative

The top six Nebraska winners (Word 2013, Excel 2013, PowerPoint 2013, Word 2010, Excel 2010, and PowerPoint 2010) were invited to represent Nebraska and showcase their expert skills at the 2015 Microsoft Office Specialist U.S. National Championship in Orlando, Florida June 18 – 20.

Lincoln North Star Student Places Third at Nationals. Lincoln North Star student, Brooke Lampe, placed 3rd in the Microsoft Office Word National MOS Championship in Florida. Students from Aurora High School and Seward High School also participated in the national competition.

Certifications Earned by Students and Teachers/Instructors

- 966 certifications earned by high school students*
- 212 certifications earned by community college students*
- 126 certifications earned by high school teachers*
- 178 certifications earned by community college instructors*

*Includes Outlook certifications



Figure 1: Chart does not include three (3) student and six (6) teacher Outlook Certifications earned.

Support Your IT Curriculum

Looking for project ideas/topics or rubrics to use in your Information Technology classes? If you answered yes, take a look at the FBLA IT Competitive Events listed below. You will find projects and rubrics for many of these events in the *Nebraska FBLA Handbook in section 2.*

If your school doesn't currently offer FBLA and you are interested in starting a chapter to help support your IT Curriculum, contact Jacqui Garrison, FBLA State Adviser by [email](mailto:jacqui.garrison@nebraska.gov) or call 402-471-4865.

Nebraska FBLA *Information Technology Events*

- | | |
|---|--|
| 1. Computer Game & Simulation Programming | 10. Help Desk |
| 2. Computer Problem Solving | 11. Introduction to Information Technology |
| 3. Cyber Security | 12. Management Information Systems |
| 4. Database Design and Application | 13. Mobile Application Development |
| 5. Desktop Application Programming | 14. Network Design |
| 6. Digital Video Production | 15. Networking Concepts |
| 7. E-business | 16. Spreadsheet Applications |
| 8. Electronic Career Portfolio | 17. Publication Design |
| 9. Graphic Design | 18. Website Design |
| | 19. Word Processing |

Join Nebraska FBLA to:

- Attend exciting state and national conferences
- Participate in challenging events
- Network with members across the state
- Jump start your Information Technology career



How Can You Join?

Contact the Business Education Department at your school or:
 FBLA State Adviser
 Nebraska Department of Education
 402.471.4865 or jacqui.garrison@nebraska.gov

CTSOs IN ACTION

Nebraska Career Education Students Recognized



One hundred fourteen Nebraska Career Education students were recognized in November for national awards they received earlier this year.

Commissioner of Education Dr. Matthew Blomstedt and Lieutenant Governor Mike Foley recognized the Nebraska Career Education students who received first, second, third place or finalist awards during national leadership and skills competition held by their respective Career Student Organizations. The students were recognized during a November 23 reception at the Nebraska State Capitol Rotunda. The following students are members of DECA, FBLA, FCCLA, FFA, HOSA, Educators Rising, PBL and SkillsUSA, Nebraska Career and Technical Student Organizations.

DECA Award Winners:

- Jordan Johnson, Leah Kalkwarf, and Corbin Miller of Millard South High School
- Jenna Schroeder of Plattsmouth High School
- Katie Gaul, and Riya Keyes of Millard North High School
- Sam McQuistan of Scottsbluff High School
- Rebecca Brenner of Gering High School
- Cyrus Khandalavala and Max Slosburg of Westside High School

DECA is an international organization that prepares emerging leaders and entrepreneurs in the areas of marketing, finance, hospitality and management.

FBLA Award Winners:

- Kamryn Timm, Trevor Koger, and Catie Theiler of Arlington High School
- Eric Le and Jacob Shiers of Lincoln Southwest High School
- Cody McCain and Riley Knust of Tri County High School
- Heather Bentley of Amherst High School
- Mia Kegley of Kearney High School
- Josh Jones, Nate Brown, and Zach Brown of Bellevue East High School
- Brenna Backemeyer of Elmwood-Murdock High School
- Kaitlyn Quiring and Colton Siebert of Heartland Community High School
- Kristen Bell, Allison Penner, and Alex Schneider of Aurora High School
- Paige Nelson, Madeline Hall, and Cristian Perdomo of Bellevue West High School

FBLA, Future Business Leaders of America, provides career development programs for students interested in business administration, management, finance and information technology careers.

Phi Beta Lambda Award Winners:

- Taylor Ziegler, Stacy Manson, Lisa Poppe, and Arista Nowicki of Doane College
- Ashley Quiring and Shannon Ronhovde of University of Nebraska - Lincoln
- Taylor Zillig, Preston Sunneberg, Hope Harsh, Keshia Beeche, Kenny Bias, Marshall Klontz of Peru State College
- Grant Moore and Whitney Goeman of McCook Community College
- Jocelyn Johnson of Midland University

Phi Beta Lambda is the collegiate division of the FBLA-PBL association, which prepares members for careers in business or business-related occupations.

Total Certifications Earned

Numbers include both high school and community college

| Application Name | Number of Certifications Earned by Students | Number of Certifications Earned by Teachers |
|-------------------------------|---|---|
| Excel Specialist 2010 or 2013 | 258 | 77 |
| Excel Expert 2010 or 2013 | 1 | 3 |
| Word Specialist 2010 or 2013 | 552 | 116 |
| Word Expert 2010 or 2013 | 3 | 6 |
| PowerPoint 2010 or 2013 | 326 | 68 |
| Access 2010 or 2013 | 35 | 28 |
| Outlook 2010 or 2013 | 3 | 6 |
| | 1178 | 304 |

Certifications Earned

| Application Name | High School Students | Community College Students | High School Teachers | Community College Instructors |
|---------------------------------|----------------------|----------------------------|----------------------|-------------------------------|
| Microsoft Excel Specialist 2010 | 60 | | 8 | |
| Microsoft Excel Specialist 2013 | 146 | 52 | 26 | 43 |
| Microsoft Excel Expert 2010 | | | 1 | 2 |
| Microsoft Excel Expert 2013 | 1 | | | |
| Microsoft Word Specialist 2010 | 60 | 3 | 7 | |
| Microsoft Word Specialist 2013 | 369 | 120 | 42 | 67 |
| Microsoft Word Expert 2010 | | | 1 | |
| Microsoft Word Expert 2013 | 3 | | 2 | 3 |
| Microsoft PowerPoint 2010 | 75 | | 9 | |
| Microsoft PowerPoint 2013 | 222 | 29 | 21 | 38 |
| Microsoft Access 2010 | 7 | | 2 | |
| Microsoft Access 2013 | 21 | 7 | 5 | 21 |
| Microsoft Outlook 2010 | | | 1 | |
| Microsoft Outlook 2013 | 2 | 1 | 1 | 4 |
| Total Certifications | 966 | 212 | 126 | 178 |

Nebraska Microsoft IT Initiative Yearly Report 2014-2015 *continued from page 3.*

Professional Development

Fall Training. An Initiative objective is to train teachers at each participating school using the Microsoft and Certiport online resources and setting up for testing and certifying students. A total of 100 teachers received face-to-face training at one of the four site locations:

- November 10, Southeast Community College, Lincoln
- November 11, Mid-Plains Community College, North Platte
- November 12, Northeast Community College, Norfolk
- November 13, Metro Community College, Fort Omaha Campus.

June Training. A planning meeting was held June 1 during the Nebraska Career Education Conference. Twenty-four teachers participated and 28 teachers attended the Microsoft Office Mantra training facilitated by Corinne Hoisington on June 2. Ten teachers became certified on June 3. All participating schools were recognized at the BMIT luncheon.

Next Steps. The Nebraska Microsoft IT Initiative has been funded for 2015-2016 and 2016-2017. Eighty high schools and 12 community college campuses will be participating. Fall one-day trainings have been scheduled.

High Schools

| | | | |
|-------------------|--------------------------|-------------------|--------------------------|
| Arlington | Dundy County Stratton | Milford | Palmyra Dist. OR 1 |
| Arthur County | Elkhorn High | Millard Horizon | Papillion-La Vista High |
| Aurora | Elkhorn Valley | Millard North | Papillion-La Vista South |
| Bayard | Elm Creek | Millard South | Pender |
| Blue Hill | Elmwood-Murdock | Millard West | Ralston |
| Boone Central | Fairbury | Minden | Raymond Central |
| Broken Bow | Gibbon | Morrill | Red Cloud |
| Bruning-Davenport | Grand Island Northwest | Mullen | Riverside |
| Burwell | Grand Island Senior High | Neligh-Oakdale | Sargent |
| Cedar Bluffs | Hastings High | Niobrara | Scottsbluff |
| Centennial | Johnson-Brock | Norfolk High | Seward |
| Chadron | Kearney High | North Platte High | South Sioux City |
| Chase County | Lakeview | Oakland-Craig | St. Paul |
| Cody-Kilgore | Lincoln East | Omaha Bryan | Superior |
| Columbus | Lincoln High | Omaha Burke | Syracuse |
| Cozad | Lincoln North Star | Omaha Central | Tri County |
| Creek Valley | Lincoln Northeast | Omaha North | Verdigre |
| Crete | Lincoln Southeast | Omaha Northwest | Wakefield |
| Douglas Co. West | Lincoln Southwest | Omaha South | West Boyd |
| Deshler | Loup County | Ord | West Point-Beemer |

Community Colleges

| | |
|--|---|
| Central Community College—Columbus | Mid-Plains Community College—McCook |
| Central Community College—Grand Island | Mid-Plains Community College—North Platte |
| Central Community College—Hastings | Northeast Community College—Norfolk |
| Metropolitan Community College—Elkhorn | Southeast Community College—Beatrice |
| Metropolitan Community College—Fort Omaha | Southeast Community College—Lincoln |
| Metropolitan Community College—South Omaha | Western Nebraska Community College |

Financial Avenue continued from page 8.

Throughout the Financial Avenue experience, students will identify their personal money philosophy, gain knowledge of key personal finance concepts from budgeting to investing, and come away from each course with a customized action plan to translate concepts into behaviors. Students will also strengthen their understanding of topics specific to soon-to-be college student borrowers like FAFSA, the financial aid process and student loan repayment.

"We're already beginning to see how excited students and administrators are about the new look and feel of the program," said Carissa Uhlman, vice president of student success at Inceptia. "What we're most excited about are some of the unique features of the program that really personalize the user experience, like our behavioral finance course, where students learn how to identify their own money philosophy and how to recognize their emotional reaction to money in order to make smart financial decisions."

For administrators, we make tracking student progress easy by providing access to detailed, real-time reporting and pre- and post-course assessment results. We also include an Educator Toolkit including PowerPoints, lesson plans, and activities to help integrate Financial Avenue into existing curriculum. Educators may also download marketing materials including brochures, flyers, social media content and email/article templates to strengthen student communications.

So, how can you use Financial Avenue? Financial Avenue offers so much flexibility by allowing you to choose courses, set passing grades, and gain access to tools and resources for classroom integration. This FREE resource can very easily be added to your financial education toolkit to

utilize alongside any additional financial education programs you may already use. Plus, best practices are provided to give you ideas and strategies for how to fit Financial Avenue into your classroom.

As a nonprofit in Lincoln, Neb., it remains one of our core goals to expand college access and success through improved personal financial education. We are dedicated to making sure every young person has a clear understanding of personal financial responsibility, which is why we are pleased to continue providing Financial Avenue for free to all high schools in Nebraska. Is your high school ready to take financial education to the next level?

Request a Demo:

www.FinancialAvenue.org/contact-us

Register for Your FREE Account:

<https://www.inceptia.org/nebraska-access-code/>

Call to Learn More:

888.529.2028, ext. 6306

Business Education
 Chatting 1st and 3rd
 Tuesdays of the Month

sites.google.com/site/buseduchat/home

- #busedu is the hashtag for business education

Financial Avenue: New and Improved Online Financial Education Program Addressing the Critical Need for Financial Education with a FREE Resource

The most recent assessment of financial literacy in U.S. high schools done by the Treasury Department and Department of Education revealed an average score of 69 percent on basic money management topics. Now more than ever, it is important to educate high school students about financial matters. That's why we are excited to announce the launch of Inceptia's new and improved curriculum-based, e-learning financial education program, Financial Avenue (www.FinancialAvenue.org). Plus, it's FREE to all high schools in Nebraska.

Developed in accordance with the U.S. Department of the Treasury's Financial Literacy and Education Commission's financial education core competencies, as well as the Jump\$tart K-12 recommended guidelines, Financial Avenue provides relevant financial education information to students in a format that inspires action. Plus, Inceptia worked directly with students and millennial experts to develop a new student-facing approach to sharing our financial education. Offering the program at your high school demonstrates your commitment to students' financial success.



Enhancements

- Interactive tools, activities, videos and resources.
- Compelling and impactful course content that is adapted to high school learners.
- Educator toolkit containing implementation tools, ideas and student resources.
- Curriculum-based program with proven *learning objectives*.
- ADA accessible.
- Mobile-ready website.
- Spanish translation*.
- Customized student action plans.

| COURSES | |
|----------------------|----------------------------------|
| PSYCHOLOGY OF MONEY | EARNING MONEY |
| FOUNDATIONS OF MONEY | CREDIT AND PROTECTING YOUR MONEY |
| COLLEGE AND MONEY | SPENDING AND BORROWING |
| FAFSA | DEBT AND REPAYMENT |
| LOAN GUIDANCE | FUTURE OF YOUR MONEY |

Each of our 10 self-paced online courses are designed to deliver financial education in ways that appeal to students. Courses can generally be completed in approximately 30-45 minutes and are packed with content arranged in short, easily-digestible sound bites, in English or Spanish*. Courses also contain dynamic video content, feature social media capabilities, and provide students the ability to actively apply concepts as they learn.

MONA SCHOENROCK
PROJECT MANAGER
SCHOENROCKRAMONA@GMAIL.COM

THE NEBRASKA MICROSOFT IT INITIATIVE 2014-2015 *The Top 5 Things You Should Know*

01 TECHNOLOGY IS EVERYWHERE

50% of today's jobs require technology skills... Experts say that percentage will increase to 77% within the next decade.

Year One Achievements

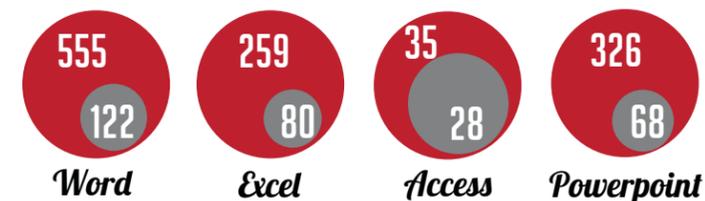
- 1,482 TOTAL CERTIFICATIONS EARNED
- 100 TEACHERS TRAINED
- BROOKE LAMPE PLACED 3RD AT NATIONALS

02 MARKET VALUE (SALARY) WITH MICROSOFT CERTIFICATION:



03 NUMBER OF CERTIFICATIONS

GRAY = TEACHERS
RED = STUDENTS



04 MICROSOFT SKILLS WERE THE THIRD-MOST SOUGHT-AFTER SET OF SKILLS IN 14.6 MILLION JOB POSTINGS Apr.-Sept. 2013

1. ORAL & WRITTEN COMMUNICATION
2. DETAIL-ORIENTED
3. MICROSOFT OFFICE

05 TESTING CENTERS IN NEBRASKA

40 high schools & 6 community colleges

SOURCES: U.S. BUREAU OF LABOR AND STATISTICS, INTERNATIONAL DATA CORPORATION

CERTIFICATION DATA: CURRENT AS OF JULY 7, 2015

COMPUTER SCIENCE RESOURCES

Stimulate Girls' Curiosity in STEM

GEMS (Girls Excelling in Math and Science) has been working since 1994 to increase interest in STEM for girls in elementary and middle school and to expose girls to the enjoyment and wonder of these fields. Educators can explore the pages on the GEMS website and find out about the organization's purpose, history, activities, research, and resources for encouraging girls to maybe even start a club of their own. The website offers resources for starting a club, research on the impact of clubs such as GEMS, gender equity research, tips for teachers and parents, activities to encourage girls in math and science, and links for girls to explore.

[Click Here to Visit Website](#)

Computer Science Education Week December 7-13, 2015!

www.csedweek.org/csteacher

What did you do at your school or district for Computer Science Education Week? If you didn't know where to find projects, there are many great resources online for all grade levels. One place to look is <https://hourofcode.com/us>. Here you will find not only resources for students, but you will find resources for teachers as well. If you want to learn more about how the Hour of Code got started check out this article on *Entrepreneur.com* "[Code.org CEO: Coding Provided 'Order Amidst Chaos' as Bombs Fell Near My Home](#)".

Don't worry if you didn't have time during the week of December 7-13. You can create an Hour of Code day at your school any day of the year! Please share with Bonnie or Jacqui what your **Hour of Code** activities were at your school or district.



Congratulations

to Jefferson Elementary in Norfolk for winning the \$10,000 in hardware prize from code.org!

[Code.org](#) sponsored a contest for schools who planned a school-wide Hour of Code event.

One school from each state was selected and Jefferson Elementary was the Nebraska winner!

Congratulations to 2014-15 WISE Gold Star Teachers



Congratulations to the following Nebraska teachers for being named 2014-15 WISE Gold Star Teachers. This award is given to teachers who must achieve a 90 percent pass rate in at least one of their classes on either the Fall 2014 or Spring 2015 WISE Financial Literacy Certification Test.

- Sam Stanley, Steve Selk, Dana Buurman and Nick Jarzynka, Elkhorn Public Schools
- Cindy Talley, Fillmore Central
- Dorann Avey, Lincoln North Star
- Josh Hinrichs, Lincoln Southwest
- Dennis Krejci, Tri County
- Dawn Friedrich, Wausa

The following Nebraska schools were identified as Blue Star Schools by WISE. A school testing more than 10 students must have achieved a 75% passing rate on the WISE Financial Literacy Certification Test and have EITHER a majority of students on a given grade level take the test OR have the students who took it achieve an average score of 85% or higher. This is no small feat!!

- Fillmore Central High School
- Lincoln Southwest High School
- Tri County High School
- Wausa High School

Defining CTE Business Administration Programs *continued* from page 9

- High levels of accountability via proof of learning
- Programs-of-study (logical, non-duplicative course sequences leading to certification and further education)
- College connected via multiple credit-granting strategies
- Work-based learning experiences
- Consistency with national models to ensure data-based messaging, across districts and states, to position programs with the business community and college admissions officers

MBA Research State's Connection

Free materials for ALL business and marketing teachers are available through State's Connection, which is a benefit of Nebraska's membership in the MBA Research Consortium of States.

FREE materials you'll find in State's Connection:

- Program-of-Study Kits for: Entrepreneurship, Marketing, Finance and Business Management and Administration
- www Bookmarks tied to standards
- Course guides (13 different courses!)
- Crosswalks
- "Real-time" standards data base
- Authentic assessment/Rubrics guide (new revisions in 15-16)
- Curriculum Builder web-based software database: NEW course in 15 minutes
- Action Briefs: Trends in business that matter to your curriculum

To access State's Connection:

1. Begin at the MBA Research home page (www.MBAResearch.org)
2. Find the State Connection link in the Quick Links box on the left
3. Go to the State's Connection page and find the "Create an Account" link (left column)
4. Registration takes TWO minutes; allow two business days for confirmation of your status
5. Enjoy

For additional information, contact **MBAResearch**, 800.448.0398 x0 or send email to Service@MBAResearch.org.

Congratulations to Cody McCain, past FBLA State President!



Cody was selected as the Outstanding Business Education Secondary Student for 2014-2015 school year from ACTE's Region V. Cody graduated from Tri County High School and is now attending the University of Nebraska-Lincoln where he is a member of PBL.

Thank you



to all the teachers that attended one of the Fall BMIT Workshops this year. If you are needing a refresher as to what all resources were shared at each of the workshops, check out the [2015 BMIT LiveBinder](#). On the LiveBinder you will find all of the resources shared as well as a link to the BMIT survey results.



CIS Standards

December 7 and 8 marked the start of the standards process in the Communication and Information Systems career field. On December 7, secondary, postsecondary, and business and industry stakeholders were brought in from across the state to discuss the future of Information Technology courses in Nebraska. Throughout the day, business people in the Information Technology career field discussed what knowledge and skills they are looking for in new employees. Secondary and postsecondary teachers had the opportunity to speak with the business people about those knowledge and skills they were looking for.

On December 8, secondary and postsecondary teachers worked together to decide what programs of study were needed based on the knowledge and skill statements provided by business and industry. The first step in the process was not an easy one. We will be working on the second part of the process this summer as we write standards for the programs of study.

Turn STEM into STEAM

Khan Academy has launched a new online curriculum, **Pixar in a Box**, which analyzes how **Pixar Animation Studios** fuses art, technology, science, engineering, and mathematics to develop animated cinema. Created with middle school and high school students in mind (but available to everyone), Pixar in a Box's interactive exercises, in-depth video lessons, and hands-on activities span the production process. The mostly math-based lessons currently available include how combinatorics are used to create crowds, such as the swarm of robots in Wall-E; how parabolas are used to model environments, such as the forest in Brave; and how weighted averages are used to create characters, such as Buzz Lightyear. The lessons also convey how linear and cubic interpolation are used to animate characters; how trigonometry is used to create the worlds in which Pixar stories take place; and how simultaneous equations are used to paint all of Pixar's images. The videos include the voices (and personal stories) of authentic Pixar people working in authentic workplaces on movies that already form the mythic storyboards of children's lives and often their career aspirations. Future lessons will venture beyond math into science, the humanities, and the arts.

[Click Here to Visit Website](#)

Copyright Stewardship

by Kristina Peters, NDE eLearning Specialist & School Library Liasion

How many of you have ever done a Google Image search and copied and pasted an image into something you were creating? How many of you have ever shown a movie in class? Did you know that in many instances these scenarios infringe copyright and can lead to possible legal ramifications?

In 2015, there have been several cases against Nebraska school districts and ESUs that have ended with cease and desist letters and fines. In all of these cases, the intent was never to infringe copyright. It was simply a matter of doing something without knowing.

As educators living in a digital world, it is our role to be good stewards of resources and materials by modeling appropriate use of images, videos, songs, and media in all printed and digital communication.

Some things to consider in various scenarios:

- If you are creating slides or handouts to be posted online, please don't copy and paste images from Google. Most often these images are copyrighted and you can be held liable.
- If you are creating brochures/fliers/printed materials, please don't use the first results that pop up in Google searches. Most often these are copyrighted and you can be held liable.

- If you are creating a video, please don't use music from your iTunes library or Google Play library. These are copyrighted songs and not available to use in a video application.
- If you are showing a YouTube video, please play it directly from the website (do not download it) and always give proper attribution to the creator.

If you need to show a movie in class, please ensure that it is directly tied to standards and curriculum. Showing a movie for fun is not best practice and wastes valuable instructional time, as well as violates copyright.

We recommend the following websites for royalty free images:

- search.creativecommons.org
- pixabay.com
- foter.com
- photosforclass.com

Your school librarian is one of your best resources regarding Copyright and Fair Use of materials. They would love to answer your questions and collaborate on projects! In addition, I am happy to help answer questions and provide workshops for both students and staff. Contact me: kristina.peters@nebraska.gov; [@NDE_eLearning](https://twitter.com/NDE_eLearning); 402.957.2863

PROFESSIONAL DEVELOPMENT

Defining CTE Business Administration Programs

Brenda Clark of MBA Research will conduct a full-day preconference workshop on **June 7, 2016** entitled **Positioning Your Business and Marketing Program**. Plan now to be a part of the discussion. You will get a close-up look at many of the strategies and tools that are helping grow high school business administration programs. MBA Research sets the stage for the positioning discussion with the following article that is available in its entirety at www.MBAResearch.org/GoProgramDevelopment.

A new approach to high school business and marketing education ensures program relevance for students, parents, and the business community. As secondary programs focused on clerical skills, retailing, or ad hoc technology continue to dwindle, a more rigorous curricula offers unique opportunities. Ad hoc courses, created to spur short-term enrollment, such as personal financial literacy or many business law curricula and high-interest specialties such as sport or fashion marketing, may not contribute to positive positioning in today's education and business environments.

Career opportunities abound in business across many industries and specialties, including finance, management, marketing, and entrepreneurship. Although some jobs can be obtained upon high school graduation, many require further education. The Department of Labor (DOL) and other studies indicate that "business" is one of the top two or three employment opportunities. It also is one of the top college majors for new college enrollees. Our students will be best-served by programs designed around rigorous, business-validated standards structured to support meaningful exit points with varying levels of education.

Positioning for the future. If business/marketing programs are to grow, they must be relevant to administrators, counselors, parents, students, and the business community. A broadly-based approach known as **business administration** provides curricula focused on core business functions (e.g., finance, management, marketing, operations, etc.). This knowledge and skill base prepares students for employment in any business environment and supports articulated or dual-credit opportunities with postsecondary institutions. A business administration program of study supports strong partnering between traditional business education and marketing education programs and creates unique opportunities for recruiting students with legitimate interest in business careers.

For the business administration curricula to reach their potential, they require supporting strategies that include:

- Comprehensive business administration curricula
- Rigorous curricula comparable to the STEM initiative
- Engaging pedagogy heavily oriented to substantive, project-based learning