

THIS & THAT

A Newsletter for Business, Marketing and Information Technology Educators

Fall Issue, 2005

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Welcome New Teachers

If you are beginning your first- or second-year of teaching business or marketing, won't you please introduce yourself to us via email or phone. Bonnie Sibert maintains a distribution list of new business and marketing teachers and shares electronic resources and teaching strategies each month during the school year. Please send Bonnie an email if you wish to be included in the distribution list. If you attended the New Teachers session at the June NCE Conference, you need not contact Bonnie as she has already added you to the distribution list.



THE STAR POLISHER

I have a great job in the universe of occupations. What do I do? I'm a "star polisher." It is a very important job. If you want to know how important, just go out at night and look at the stars twinkling and sparkling.

You see, I'm a teacher. The stars are the children in my class. My job is to take them in—in whatever shape they come—and shine and buff them and then send them out to take their places as bright twinkling beacons in the sky.

They come into my room in all shapes and sizes. Sometimes they're bent, tarnished, dirty, crinkly and broken. Some stars are soft and sweet. Some stars are prickly and thorny.

As I buff, polish, train and teach my stars, I tell them that the world cannot do without them. I tell them they can do anything they set their minds to do. I tell them they can be the brightest, shiniest stars in the sky and the world will be a better place because of them.

Each night as I look at the sky, I'm reminded of my very important job and awesome responsibility. I go and get my soft buffing cloth and my bottle of polish in preparation for tomorrow and for my class of new stars.

Author Unknown

As each of you embark on another school year, we trust that you will strive to be the best Star Polisher that you can be. We at the Nebraska Department of Education are eager to provide technical assistance for you throughout the coming school year.

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Magazines—Valuable Classroom Resource

To help raise awareness of the importance of reading across all content areas, Rachel Billmeyer shared the following facts during the Developing Strategic Readers sessions held at the NCE Conference. An article by Lesley Mandel Morrow and Joy Lesnick of Rutgers University that appeared in the Winter 2001 issue of *The California Reader* presented research supporting the use of magazines in the classroom. Morrow and Lesnick's review of the literature also provided the background for a list of suggested activities for extending the use of magazines in the classroom context:

- Use magazines for a current event discussion.
- Share two magazine articles with opposing viewpoints on a given issue to teach critical thinking and interpretation skills.
- Use articles in magazines as an integral part of thematic units.
- Read magazines for pleasure or information.
- Read magazines on similar topics, then share summaries, comparing the treatment of the topic.
- Utilize magazines to update information that has become dated in textbooks.
- Write to editors or writers in response to an article students particularly enjoyed or disagreed with.

The following vocabulary web sites provide strategies for building vocabulary: www.vocabulary.com and www.englishpage.com.

Two web sites designed specifically for the Male Reader include www.guysread.com and <http://masseynews.massey.ac.nz>.

BUSINESS, MARKETING AND MANAGEMENT

Accounting Majors Holding Their Own

New college graduates with degrees in the business disciplines, particularly accounting, are seeing some increases in their starting salary offers, according to a report recently featured on the [StartHereGoPlaces.com](http://www.StartHereGoPlaces.com) web site. Accounting teachers are encouraged to visit this web site regularly for up-to-date salary, job and internship information from the American Institute of Certified Accountants. Accounting students can discover how they can become a

star in business by visiting the student web site at www.StartHereGoPlaces.com/bas.

Another great online accounting resource is <http://newaccountantusa.com/>, which provides The New Accountant High School Edition magazine. This free resource contains many interesting feature stories on accounting careers.

Industry Certification

Continued emphasis is being placed on providing both secondary and postsecondary students with opportunities to obtain industry certification. Most teachers are somewhat familiar with the multitude of technological-related industry certification available, i.e. MOS, A+, CISCO, IC³, etc.

Business and marketing teachers may want to consider using the ASK Business Institute Certificate (Assessment of Skills and Knowledge for Business). The ASK Business Institute offers independent proof of learning for and about business, marketing, management and entrepreneurship.

- The three career levels of certification include Basic, Advanced and Management.
- The exams are appropriate for all students of business—high

school, college and early-career professions.

- The exam-based certification averages 100 – 150 items each.

ASK certification is a critical tool for serious students of business who wish to document their understanding of key business skills, their willingness to be accountable for their learning and their interest in positioning for employment and promotion. Complete details are available at www.ASKInstitute.org. ASK exams are available through the National Occupational Competency Testing Institute (NOCTI).

For complete information on this option, please contact NOCTI directly at NOCTI@nocti.org or at 800.334.6283.

2006 NCE Conference

It's never too early to start planning for next year's NCE Conference on June 5 – 7, 2006 in Kearney. With input from conference participants, ACTEN and NCE staff, the conference format will be slightly revised. The workshops typically held on Thursday will be held on Monday. The conference keynote and general sessions will be held on Tuesday and the discipline sessions will be held on Wednesday and/or Thursday. Confused? There will be many hands-on workshops available for business and marketing teachers on Monday. Tuesday will be the general sessions day and exhibits. On Wednesday, business and marketing educators will spend the day at the Ramada attending a Business & Marketing opening general sessions and breakout sessions. The NSBEA Board meeting and Social would be Monday evening. The DPE Luncheon and NAME Luncheon will be Wednesday noon. The Business and Marketing Banquet will be held Tuesday evening. Mark your calendars and start planning now to attend the 2006 NCE Conference.

Business Administration 150

During the 2004-2005 school year, 448 Nebraska secondary students took the free online assessment through UNL's College of Business Administration to see if they could test out of the technology requirement for Business Administration 150. A total of 16 high schools reported that they administered the Prentice Hall online assessment with the following results:

Access – 88.84% passed
 Excel—83.44% passed
 PowerPoint—92.17% passed
 Word—88.13% passed

Congratulations to the following schools who reported for providing this opportunity for your students: Ashland-Greenwood, Burwell, Cedar Bluffs, Elmwood-Murdock, Fremont, Kearney, Lincoln East, Lincoln High, Lincoln North Star, Lincoln Northeast, Lincoln Southeast, Lincoln Southwest, Platteview, Raymond Central, Syracuse-Dunbar and Westside.

Bonnie Smith, a business instructor at Lincoln Southeast High School, raves, "The BA150 tests are so easy to administer, with no grading required! With the computer-based testing, students know their score with the completion of each test. Even if a student is not headed to UNL or a major in business administration, passing UNL's computer requirement for business administration is a nice addition to their resume of computer skills." UNL Business Administration senior Amanda Smith adds, "I didn't know I was going to major in Business Administration until the second semester

of my freshman year. When I went to register for classes in Business Administration, I realized I had saved both time and money having taken and passed the BA150 tests as a part of my Advanced Computer Applications class."

If you plan to participate this year, the following reminders will be helpful:

- If you did not participate last year, one teacher coordinator from a high school needs to complete the Waiver Application Form once. If you participated during 2004-05, unless the teacher contact information has changed, the Waiver Application Form does not have to be completed.
- Each teacher coordinator will receive login information and a password, which will allow the teacher coordinator to access student codes. These student codes will be used by the high school students to access the four exams via any web browser at any time throughout the semester or school year.
- Testing is being provided through Prentice Hall's *Train and Assess IT* software. The Access test will be basic but the Excel test will be more challenging. Students will be able to test in either Office 2000, Office XP, or Office 2003.
- Exam data will be reported

through the web site by the teacher coordinator at the end of each grading period OR the teacher coordinator may choose to enter all of the data at one time at the end of the year.

- Complete details are available at www.cab.unl.edu/dept/busadmin/admin.
- Local school districts will be responsible for putting a transcript notation on the official high school transcript for each student who passes all four exams: CBA BusCompAppl with a grade of "S" or "P" for No Credit.
- The BSAD150 Reporting database will be available August 29 to report testing results for the upcoming school year. In addition, the Prentice Hall HSbsad150-0405 course has been closed. The new course, HSbsad150-0506, for the upcoming school year is available. The new course has a new Course ID that you will need when registering with the Prentice Hall website. The Exam Instructions on the BSAD150 website have been updated to reflect this change.
- For technical assistance, contact Jan Hime at jhime@unl.edu, 402.472.5246.

New NCEE Director Announced

The Nebraska Council on Economic Education is pleased to announce that Dr. Roger Butters has been hired as the Director of the NE Council and as Assistant Professor of Economics at the University of Nebraska-Lincoln. His appointment at UNL and the Council begins in August. Roger comes to the Nebraska Council from the economics faculty at the University of Texas at Arlington and has conducted many economic education programs on the Foundation for Teaching Economics. He holds a Ph.D. degree in economics from the University of California at Davis. Dr. Butters is looking forward to working with and meeting business and marketing educators across the state in the coming year.

The UNO website for economics, <http://ecedweb.unomaha.edu>, continues to be a valuable resource for teachers integrating economics into their curriculum. Tailored to Nebraska social studies and business education standards, the web pages have online lessons and curriculum units on Nebraska entrepreneurs and trade in Nebraska to download. Check them out as you revise courses and make plans to integrate economic concepts. Economic materials are available for K-12 students.

Beat This! Blending a Better Marketing Mix

Participants attending the MarkED Conclave in Seattle received a wealth of teaching ideas for all areas of business and marketing. Teaching ideas will be shared via the BMIT listserv and in each issue of the *This & That* newsletter. Thanks to Mary Hollaway, MarkED's Lead Writer for LAP Modules, for sharing the following teaching idea.

Preparation: Give one copy of the handout below entitled **Beat This! Blending a Better Marketing Mix** to each small group. Write the following list on the board:

- A. Lower prices throughout the store
- B. Offer some products exclusive to the store
- C. Develop business relationships with more vendors
- D. Mail flyers to every household in the neighborhood

Process: Divide the students into small groups of three or four. Distribute the handout with the three scenarios to each group. Give the groups a few minutes to read and discuss the first scenario. Then ask them to determine their recommended response from the list on the board. Ask each group to share its selection and why the group thinks it is the best answer. Though one answer is prominent for each scenario, discuss the rationale for any other answers given. Repeat the process for the other scenarios. Discuss how making adjustments to the marketing mix is related to the marketing strategies of each firm. (Answers: Scenario #1: C, Scenario #2: A; Scenario #3: B)

Handout: Beat This! Blending a Better Marketing Mix



Scenario #1: A discount clothing store knows that, although its racks are often bare, it has the lowest prices in town. But more customers are buying from its competitor because the racks there are stocked with clothes. Select the response you feel would help the discount-clothing store correct its problem.



Scenario #2: A grocery store sees that it needs to adjust its marketing mix in order to keep up with the competitor which moved into the neighborhood. The competitor's strategy is to offer the lowest prices around. Select the response you feel would put the grocery store on a level playing field with the competitor.



Scenario #3: A small computer business realizes that it needs to improve something to gain more customers. The large competitor in town is able to offer a variety of products and lower prices, too. Select the response you feel would help the small computer business distinguish itself from its competitor.

INFORMATION TECHNOLOGY

Pharming: Cultivating the New Online Scam

By now most people are wise to the phishing scheme. Indeed, if you have an email account, chances are you've received a letter from a bank or eBay claiming to need your personal information to update their files. This old form of identity theft is child's play when compared to a new emerging threat—pharming.

Pharming is a new name for an old threat otherwise known as "domain spoofing" or "DNS cultivating." Every web page has two addresses. The specific one is an IP address, which tells machines how to route your request. This looks like a string of numbers such as "222.123.0.0." However, such addresses would be too complicated to remember. Instead, most people remember the familiar address or domain name—i.e., Google, Amazon, CNET, etc. When you type these familiar addresses into the address bar of your

browser you are, in essence, using a giant phone book. Your request is sent to a domain name server (DNS), which "looks up" the IP address and directs your query to the correct spot. Unfortunately that DNS server you are routing



through is a weak link in the Internet structure. In the past hackers have posed denial of service attacks, basically taking down these directing servers. But far scarier is the potential threat of altering the routing system. For example, you put in the common domain address of your local bank—say, Bank of America. Well, a hacker has altered the DNS server so that all requests for Bank of America are fraudulently forwarded to an alternate IP address. Therefore, you are directed to a web page that may look for all intents and purposes like that of Bank of America, and your address bar

may even say "Bank of America," however, the hidden IP address is really that of a hacker who is stealing your personal information.

So what can you do to protect yourself? Unfortunately, not much! Some sites are using security certificates to verify that they are who they say they are. You can set your browser to warn you if the security certificate does not match up with the name of the site you are trying to reach. But until every site uses security certificates and the kinks of the system are worked out, one is pretty much powerless to verify they are where they think they are when online.

By Kristi Lamon,
i-SAFE Curriculum,
April 2005 Issue 25



Internet Search Tip

Aaron Bearinger, a marketing teacher at Millard North, shared a time saving tip that teachers will love. To bring up just PowerPoint presentations when you perform a Google search, type your subject in the search area and then type in the word *filetype:ppt*. The search will bring up only PowerPoint presentations.

For example you could type into Google: No Child Left Behind *filetype:ppt*

You would only get PowerPoint presentations about NCLB.

Employers Perspectives of Employees Personal Financial Literacy

The Winter 2005 issue of the Delta Pi Epsilon Journal featured an article by Rita Davis and Lana Carnes entitled *Employers Perspectives of Employees Personal Financial Literacy*. The research study's conclusions confirmed what many of us have always known. Their findings indicated that:

- Personal financial skills are important to business executives. Budgeting, basic math, money management and credit card usage are the most desired personal financial skills for potential employees.
- In the credit and spending skill category, credit card use was rated as most important; in the money management skills category, budgeting was rated as most important.
- Strong personal financial skills create a more productive workforce.

If your school is considering adding a Personal Finance course or requiring a course for graduation, the Davis and Carnes' study could provide you with some substantial data.

NCE Conference participants who registered for the business and marketing materials fee received a copy of *Learning, Earning and Investing*. The National Council on Economic Education developed this new 7-12 curriculum designed to show your students how to build long-term wealth. To purchase the teacher resource that contains 23 lessons on investing, money management, mutual funds and much more, visit the NCEE Online Store at <http://store.ncee.net/personalfinance.html>.

Bruning-Davenport Unified School MOS Certification

The Bruning-Davenport Unified School offers the MOS certification to all high school students. The MOS (Microsoft Office Specialist) class is a requirement for graduation. However, the certification is optional. If the students choose to take the certification exams they must pay for them on their own. Bruning-Davenport school is a certified testing center. Thus, the students can set up a time with their instructor, Shawna Garland, to certify. This certification process has been a huge success. Past students have found these certifications beneficial in various ways. Waiving out of these classes at certain colleges, being well prepared for similar courses in college, using it for employment opportunities and being well-versed in these programs for his/her own use are just a few student benefits.

The MOS course is offered as part of the Business/Computer curriculum. Other courses offered are Accounting I and II, Computers, IT Essentials, Cisco Academy, Web Design and Keyboarding.

UPCOMING EVENTS

ESU Fall Workshops— Business, Marketing and Information Technology Swap Shop—Back by Popular Demand!

Don't miss this opportunity to network with other business, marketing and information technology educators. Bonnie Sibert, Jamie Siedschlag 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!

During the morning you will be introduced to the six new Career Fields and Clusters Model being implemented within Nebraska Career Education. The new business core competencies that were recently developed by MarkED will be disseminated. These business core competencies represent what students should know and be able to do as a result of instruction in any of the business-related clusters. Participants will 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, Marketing and Information Technology Swap Shop, where teachers will share ideas on motivational and instructional strategies as well as swap lesson plans for courses such as Accounting, Personal Finance and Marketing, as well as technology-related courses. **Please bring copies of a teaching strategy to share with your peers OR bring a favorite textbook or resource that you want to share with others.** The number of copies needed depends on the average size of the workshop site. In most cases, 25 copies will be adequate.

Please 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. To see a complete list of workshop dates and locations, visit www.nde.state.ne.us/BMIT/, click on Conferences/Workshops.

2005 REAL Teacher Workshop

Now that you are a real teacher in a classroom/laboratory with real students, participate in this REAL teacher workshop to get some helpful advice from mentor teachers and administrators!

When?
September 24, 2005

Who is invited?
Open to career education instructors new to teaching in Fall 2005 and those with up to three years of teaching experience. Other teachers may attend as space allows. Sponsors will provide continental breakfast and lunch.

Stipends of \$100 will be offered in lieu of expenses to attend the workshop. Because of limitations of our funding source, Perkins Federal Legislation, stipends will only be available to career education teachers.

Where?
Hosted by Nebraska Tech Prep Coordinators at community college campuses:

Central Community College – Grand Island
Metro Community College – Omaha
Northeast Community College – Norfolk
North Platte Community College – North Platte
Southeast Community College – Lincoln
Western Community College – Scottsbluff

The 9 a.m. to 3 p.m. workshop is a collaborative effort of the Nebraska Department of Education, Career Education staff and the Association for Career and Technical Education of Nebraska. **Register online by September 9** at www.nde.state.ne.us/NCE/NCEConferences.htm.

Coming Soon

Marketing Career Cluster Workshop - October 3

Career Clusters? Pathways? Skills and knowledge statements? As marketing teachers gear up to implement the new National Marketing Standards released by MarkED this summer, terms like these can be confusing. All secondary Nebraska marketing teachers will be invited to participate in an October 3 workshop in Omaha. Perkins leadership funds will be utilized to help marketing teachers learn more about MarkED's Marketing Career Cluster and how best to implement the pathway skills and knowledge into their courses. Funds will be available to provide substitute reimbursement for secondary marketing teachers attending the 8 a.m. to 3:30 p.m. workshop. Postsecondary marketing teachers who are interested in receiving an invitation to participate should contact Bonnie Sibert.

Has your email address recently changed? Would you like to participate in curriculum-based discussions with your peers, receive announcements about new resources or share teaching strategies with other business, marketing and technology teachers? If you were not previously subscribed to the nebusd listserve, please consider subscribing to the BMIT listserve. Complete instructions for subscribing are available at www.nde.state.ne.us/BMIT/, click on BMIT Listserve.



NSBEA Fall Conferences - October 15, 18 and 19

Come join us to "Explore the Possibilities" at the NSBEA Fall Conferences. Start by exploring the eastern conference in Lincoln at North Star High School on October 15 from 8:30-12:00. Bonnie Malcolm and Lori Anderson have put together an exciting conference. Bonnie and some of her colleagues will provide information about the "small communities" that are being implemented at North Star as well as a tour of the school. You will also be given an opportunity to attend an overview of Angel or a hands-on session with MovieMaker. Lunch will be available at The Blend restaurant on North 27th Street. The NSBEA Executive Board meeting will held at The Blend immediately following the lunch.

Your next exploration will take you to one of the western conferences held in conjunction with the ESU Business, Marketing and Information Technology workshops. October 18 will be the date for the Scottsbluff site and October 19 for North Platte. Your western conference chairs, JoAnn Wilson, Ellen Ramig, Celeste Rogers and Janice Arent, will continue to complement what Bev, Jamie and Bonnie have prepared for the workshop.

Be sure to check the NSBEA Web site (nsbea.org) for additional information or registration forms. Registration for the western conference sites should be done through the ESU sites. By "exploring the possibilities" you will be able to "achieve the possible."

CALENDAR

The Nebraska Department of Education supports several online calendars that will help you plan for upcoming events. A current calendar and list of conferences and workshops related to Business, Marketing and Management as well as Information Technology can be accessed at www.nde.state.ne.us/BMIT/. The NCE Calendar at www.nde.state.ne.us/nce/Calendar.htm will provide a broad range of Perkins and NCE-related events and deadlines. Visit the career student organization (CSO) web sites at www.nedeca.org/ and www.nde.state.ne.us/BUSED/fbla.html for complete details on CSO events for DECA and FBLA.

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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