

Personal Finance Institute



Wayne State College rolled out the red carpet for the 44 secondary and postsecondary teachers attending the Personal Finance Institute July 20-22. Teachers attending received graduate credit from either the University of Nebraska-Lincoln or Wayne State College. Tammie Fischer, UNL and Patricia Arneson, WSC joined Sherry Roberts, Tennessee, and Mike Casey, Arkansas, as Institute

instructors. At the end of the Institute all of the teachers took the WISE (Working in Support of Education) Financial Literacy Certification Test and 81percent of the participants passed!

Patricia Arneson arranged field trips, guest financial speakers and facilitated all onsite arrangements for food and facility. Sponsors that made the Institute possible included Partnerships for Innovation, Federal Reserve Bank, Nebraska Council on Economic Education, Centris Federal Credit Union, Financial Planning Association of Nebraska, Metropolitan Community College's Financial Planning Program and the Nebraska Department of Education. WISE donated 250 free student WISE certification exams valued at \$2,500 to be utilized by 12 different schools during the coming school year. Participants developed a syllabus for a Personal Finance course. To review new resources, visit BMIT web site, Curriculum, [Personal Finance Institute](#).

Not Your Grandmother's Accountant

If enrollment trends continue, accounting enrollment in Nebraska will continue to decline. Nebraska Department of Education course enrollment figures compare the 2009-10 school year to the 2004-05 school year.

School Year	Accounting	Advanced Accounting
2008-09	4,380	903
2004-05	4,811	1,082
% of Change 08-09 over 04-05	-8.9%	-16.5%

Our first instinct as accounting teachers is to lash out and blame the school counselor. After all, they are the ones that slot this important class against courses required for graduation or that dreaded last period of the day! But

continued on page 2

Not Your Grandmother's Accountant continued from page 1

every elective class we teach is faced with that same dilemma. So, we make our list of reasons why fewer students are finding time to enroll in an accounting course:

- Increased graduation requirements, i.e., 4 years of Language Arts, 3 years each of math, science and social studies
- Increased world language requirements
- Expanded offerings that include lots of “fun” courses

As business teachers, we applaud Warren Buffet's standard comment that we have heard and repeated many times—“Accounting is the language of business.” How often have you shared that concept with your students? If we believe that accounting is important, what are we doing to increase enrollments? Consider how your business department can utilize the following data and strategies to increase your accounting enrollments:

- Business Administration offers the largest number of career positions annually. [Source: U.S. Bureau of Labor Statistics. (2010, May 14)]
- Business Administration is the number one declared major of college freshmen. [Source: The American Freshman: National Norms for Fall 2008, Cooperative Institution Resource Program, (UCLA, 2008)]
- Business Administration accounts for 39% of all U.S. jobs. [Source: U.S. Bureau of Labor Statistics. (2010, May 14)]
- Ask former students who are now in accounting careers to present to your business students.
- Offer College Accounting as a dual-credit course and/or weighted course.
- Utilize the *Nebraska Society of Certified Public Accountants* and *Start Here. Go Places.* web site and resources to promote accounting as a career.
- Attend 4 different accounting sessions at the 2011 Nebraska Career Education Conference dedicated to preparing your students for college accounting while developing an interactive, critical thinking-based class that can be challenging but fun.
- Five Key Financial Concepts Every Business Student Should Know
 - Thinking Accounting: Emphasis on Thinking
 - No Longer Bean Counters
 - Century 21 Accounting Working Papers
 - Read the “Not Your Grandmother's Accountant” article published in June 2010 by Glencoe E-Zine.

The young accountants-to-be in your classroom face a changing job market in which they will be expected to demonstrate a wider range of skills than previous generations. Businesses are changing; they are becoming more global and more collaborative. Accountants have become more visible within these businesses, often being called on to collaborate across departments.

A number of skills previously not connected with accountants will be necessary in order to compete in the new job market. Although each set of skills is defined separately, they are largely interrelated, and in practice are not often exhibited in isolation.

continued on page 11



New websites and resources:

- Association of Career and Technical Education of Nebraska – www.actenebraska.org
- Nebraska Department of Education – www.education.ne.gov
- New Nebraska Career Education Posters were distributed at the NCE Conference – www.education.ne.gov/nce/CareerClustersResources.htm
- *America the Beautiful Quarter Design Project* for Personal Finance, MPBEA Share-an-Idea Award Winner, Matt Maw, Lincoln East High School





Survey: 81 percent of Nebraska households have Internet

Eighty-one percent of Nebraska households have Internet service—three-fourths of them using broadband, according to a new study of broadband use and needs in the state.

- While 98 percent of households with incomes of at least \$75,000 had Internet access, only 54 percent of those with incomes under \$20,000 did. Ninety-four percent of the former had broadband, while only 44 percent of the latter did.
- Ninety-three percent of respondents ages 19 to 39 had Internet access, compared to 56 percent of those 65 and older. A similar dividing line was found in measuring broadband access.
- Ninety-four percent of people with at least a four-year college degree had Internet access. Forty-one percent of those with less than a high school education did. The numbers for broadband service: 91 and 31 percent, respectively.
- Eighty-six percent of people in both Omaha and Lincoln had Internet access, compared to 62 percent in central Nebraska. The numbers for broadband service: 83 percent in Omaha, 81 percent in Lincoln; 56 percent in central Nebraska.

Read more online . . .

Professional Development

2010 ESU BMIT Inservices

Bonnie Sibert and Bev Newton will present a 9 a.m. to 3 p.m. workshop for Business, Marketing and Information Technology (BMIT) teachers that will provide technical assistance on the Nebraska Career Education's Career Fields, Career Readiness Standards, model BMIT programs and new curricula resources. Two new course guides will be introduced: Management and Marketing Applications. New Personal Finance resources developed at the Personal Finance Institute will be shared. New standards for the Finance, Marketing and Business Management & Administration Clusters will be developed in 2011. Workshop participants will be asked to provide input for the new frameworks.

All secondary and/or postsecondary BMIT teachers and preservice college students and student teachers are encouraged to register for a date and location that works best for them. To register for the workshop, call or register online with the host ESU at least 5 days prior to the workshop you plan to attend. A listing of the ESU workshop dates and sites is available on the [Conferences/Meetings](#) link of the BMIT web site.

If possible, secondary teachers are encouraged to bring multiple copies of your school's current listing of BMIT courses for 2010-11 with a brief course description.

- Include targeted grade level and length of course and bring enough copies to share with colleagues.
- Include all of your school's business, marketing, and information technology courses.
- Include articulated or dual-credit courses offered in your program.
- Include a header on the handout that identifies your school and the names of the BMIT teachers.
- At a minimum, bring at least one copy for Bonnie Sibert and Bev Newton

NSBEA Fall Conference Has Focus on Accounting and Careers

Submitted by Dawn Friedrich, NSBEA President

Accounting—it's the backbone of business education. In my opinion it should be a required course. I mean what better way to help students understand the importance of financial management and that setting up some type of system to keep track of their finances is the first step to financial success. But, I guess you could say I'm a little biased when it comes to business education.

Sharon Garvin, Accounting Instructor at Wayne State College, will be the keynote speaker at the **NSBEA Fall Conference** on Saturday, **October 9, 2010**, at the Life Long Learning Center on the NECC campus in **Norfolk, NE**. She will share information on careers in accounting along with providing in-class computer activities to help students get a feel for several different accounting careers. I can't wait for this!

To continue with the accounting theme, Sharon will also be the presenter for the first breakout session. Her topic will be the exciting new career areas of fraud examination and forensic accounting. What a great career for those students who love science and investigating crimes but also have a real knack for working with numbers.

Susan Seeman, Stanton Public School, and Dawn Friedrich, Wausa Public School, will be the presenters for the second breakout session where they will be sharing strategies on how to incorporate careers into all of your classes in a very subtle way. Ideas will also be shared on how to get all of



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

- Anonymous



your teachers on board with realizing the importance of career education.

Registration, which includes a continental breakfast and workshop costs, will be \$10. If you are interested in staying for lunch, the total cost for the registration will be \$15. RoxAnn Coudeyras will be taking registrations. **Please preregister by mailing your completed registration form along with your check made payable to NSBEA to RoxAnn at Southeast Community College, 4771 W. Scott Rd., Beatrice, NE 68310 by October 1.**

A block of hotel rooms has been reserved at the Holiday Inn Express and Suites at 920 South 20th Street, Norfolk, NE 68701. Please call 402.379.1524 by September 10, 2010, to reserve your room. Be sure to ask for the NSBEA group rate.

The Fall NSBEA Conference dates for western Nebraska have also been set with the topic being "A New Vision for Business, Marketing and Information Technology." On **Wednesday, October 20**, the conference will be held in **Scottsbluff** at the Western Nebraska Community College in the Harms Advanced Technology Center (2620 College Park, Room B132.) If you are interested in attending, please preregister through ESU 13 by calling 308.635.0661. On **Thursday, October 21**, the conference will be held in **North Platte** at the Center for Enterprise located on the north campus of North Platte Community College at 1101 Halligan Drive, Room 202. Please preregister through ESU 16 by calling Deb Frates at 308.284.8481.

Please make plans to attend one of the fall conferences. It's one way we as business teachers can stay current on what's going on in our discipline. And we all know that networking is the best part.

Don't miss the

NSBEA Fall Conference

Saturday, October 9, 2010
8:30 a.m.-12:00 noon
Life Long Learning Center
NECC Campus
Norfolk, NE

Focus on
**Accounting
& Careers**

AGENDA:

- 8:30-8:45 – Registration
- 8:45-9:00 – President’s Welcome and Announcements
- 9:00-9:50 – General Session, Sharon Garvin (Careers in Accounting)
- 10:00 – 10:50 – Session 1, Sharon Garvin
(Fraud Examination and Forensic Accounting)
- 11:00-11:50 – Session 2, Susan Seeman
and Dawn Friedrich (Careers)
- 11:50 – 12:00 – Closing Remarks
- 12:00 – Lunch (catered)
- 1:00 – 3:00 – NSBEA Board Meeting

A block of rooms has been reserved at the
Holiday Inn Express & Suites
920 South 20th Street
Norfolk, NE 68701
402.379.1524
Please make reservations by September 10, 2010.

Name _____ Telephone _____

School _____ Email _____

NSBEA Member **Yes** _____ **No** _____ NSBEA Dues \$20 _____
(To attend this conference you must be a current NSBEA member)
Registration (Includes Continental Breakfast and Workshop costs) Conference \$10 _____

Conference plus Lunch \$15 _____

TOTAL _____

Mail Registration To: RoxAnn Coudeyras
Southeast Community College
4771 W. Scott Rd.
Beatrice, NE 68310
800.233.5027 Ext. 1280
rcoudeyr@southeast.edu

For additional information, please
contact Dawn Friedrich, NSBEA
President, at dfriedri@esu1.org or by
calling 402.586.2255.



Announcements

Updated Information about Your Business and/or Marketing Teaching Endorsements

Governor Heineman signed the Nebraska Dept. of Education's Rule 24, which means that the new Business, Marketing and Information Technology (BMIT) field endorsement went into effect August 1, 2010. What, you may ask, does that mean for you? It's time to verify any changes that may have been made to your teaching endorsement. **Go to the www.education.ne.gov/TCERT/ and select Current Certificate and HR Lookup found in the Searches section. You may see that one of the following options has been applied.**

Option 1: If you previously held either a Business Education or Marketing Education endorsement (both are field endorsements and verify that you have had Coordination Techniques), these two old endorsements were removed and replaced by the new Business, Marketing and Information Technology field endorsement, Code 0304. The Cooperative Education Diversified Occupations supplemental endorsement, Code 1605, was also added if it didn't already appear on your teaching certificate.

Option 2: If you previously had the Basic Business subject endorsement, Code 0301, and submitted your application for the Business Education field endorsement application and had it approved by Bonnie Sibert by June 15, 2010, your certificate has also been updated to include the new Business, Marketing and Information Technology endorsement. To date, 139 teachers took advantage of this one-time opportunity.

Option 3: If you were a preservice college student about to earn a basic business endorsement or a new teacher with a basic business endorsement, you had the opportunity to submit a transition plan by June 15, 2010 that documents the 100 points needed to complete the Business Education Field Endorsement Application. The Plan for Transition MUST BE completed by September 1, 2012. Individuals utilizing this option must resubmit a completed NDE 30-055 application no later than September 1, 2012 to Bonnie Sibert. There were 37 plans for transition submitted and several have already met their requirements.

Whether you fit Option 1, 2, or 3, you won't receive a new printed teaching certificate until you complete the certificate renewal process, which can be done online at www.education.ne.gov/TCERT/. There is no need to renew your teaching certificate until your expiration date. If, however, you want printed proof of your updated teaching certificate, you can order a new certificate through Teacher Certification by either submitting a hard copy of the application for a duplicate certificate OR by submitting an online application. In both cases you must also submit the application fee of \$30.

If you think an error has been made on your certificate, please email me specific details so that I can work with the Teacher Certification office to make corrections.

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 
NOVEMBER 8-14, 2010

Money Smart Week

Nebraska will be hosting its third annual Money Smart Week November 8-14, 2010. Last year nearly 200 partners hosted over 290 events in 36 communities across the state. The 2009 annual report may be viewed online at www.moneysmartnebraska.org. Our goal is to connect even more Nebraskans to information that will help them better manage their personal finances and reach their financial goals.

Your participation can range from hosting an educational workshop for students and/or the community to bringing in a speaker on financial or economic matters to developing a unique way of drawing attention to the importance of financial literacy during Money Smart Week in November. Visit the Money Smart Nebraska website at www.moneysmartnebraska.org and explore some new ideas for how you and your students can get involved. The web site includes on-line marketing materials to help you publicize your event and best practices. You'll find a partner kit as well as specialized kits for bankers and schools.

The registration process to post your event has been simplified. Just look for the "Add an Event" link. Events posted by September 30 will be included in any media/promotions through the Money Smart Week communications committee; however, events can be posted after September 30.

Hosting an event is a great way to also promote your business department, business courses and FBLA and DECA chapters. Get your students involved in the planning and implementation process. If you host an event, you will be asked to provide feedback, including the number of participants and pictures.

The Nebraska Council on Economic Education is hosting a Money Smart Kid Scholarship Essay Contest open to students in grades 6 – 8. Students will answer this year's Money Smart question: Please explain why saving is so important, what you are currently saving money for and what savings steps you are taking to help achieve your goal. The winner will receive a \$1,000 contribution to a College Savings Plan of Nebraska account. Essays must be received by October 25. *See complete details online.*

Wanted: First-Year Teachers!

If you are beginning your first year of teaching business, marketing or information technology and your name does not appear on the following list, please email an introduction of yourself to bonnie.sibert@nebraska.gov. NSBEA wants to provide a mentor for you, and we will need either a personal or work email address to facilitate the process.

2010-2011 First Year Teachers

- | | |
|---|---|
| Craig Barjenbruch
Centennial Jr/Sr High School | Ryan Pitkin
Weeping Water High School |
| Laura Bishop
Hartington Cedar Catholic High School | Amber Remmers
Ashland-Greenwood High School |
| Tara Bohaboj
Fairbury High School | Tim Richt
Millard North High School |
| Ian Harden
Millard South High School | Jenny Satorie
Lincoln North Star High School |
| Rachel Isherwood
Wymore Southern High School | Tyler Siecke
Omaha Burke High School |
| Jerry Janes
Hay Springs Public School | Deb Stroh
Gibbon High School |
| Jordan Kavan
Aurora High School | Lydia Swanson
Millard West High School |
| Matt Maw
Lincoln East High School | Jamie Taylor
Thedford High School |
| Leah McClure
Centennial High School | Molly Uridil
Sutton High School |
| Nichole Niebur
Omaha Burke High School | Seth Woodke
Millard South High School |
| Adam Niederklein
Harvard High School | |



Resources

NDE Has a New Logo

It's a bird . . .no, it's a book. . .no, it's the new Nebraska Department of Education logo that was launched on July 1. According to the designer's narrative, "The abstract depiction of this person creates an ageless representation, demonstrating that all stages in the life continuum are touched by NDE's educational efforts. The flow of the book shape also suggests the rolling hills, plains, and agricultural lands that comprise the state of Nebraska." The new logo provides an image consistent with the mission of NDE to promote "Learning, Earning and Living." The new address for the Nebraska Department of Education web site is www.education.ne.gov. In the future, this web site will be revised to incorporate the new branding process.

Cross-Cultural and International Business Education:

NBEA members received the 2010 yearbook in late spring entitled *Cross-Cultural and International Business Education*. The new yearbook recognizes that today's global business climate, cross-cultural and international education is more important than ever. If you have not yet had a chance to read NBEA's new yearbook, consider checking out the following features of the book. You will find teaching strategies for every business or marketing course that you teach:

- Selected websites and online resources – Pgs. 16-17, 166
- Selected books on cross-cultural communication – Pg. 18
- International Business Etiquette – Pgs. 28 – 29
- Teaching ethics with cross-cultural approaches – Pgs. 36 – 44
- Cross-cultural and International Financial Literacy and Accounting – Chapter 5
- Cross-cultural and International Career Exploration and Employability Skills – Chapter 9

CSOs in Action



DECA

New Year, New DECA!

Nebraska DECA is excited to announce many new changes for the 2010-2011 school year! We have new teachers, new chapters and a brand new look. First we welcome our advisors to the DECA family— Mr. Ben Meyer, Elkhorn High School; Mr. Matt Maw, Lincoln East High School, Mr. Jay Dalton, Omaha Burke High School and; Ms. Valerie Holmes and Ms. Deb Swanson at Omaha Northwest High School. We also recognize a new chapter, Elkhorn South High School. Elkhorn South's advisor is Maegan Lindquist.

DECA Inc. has introduced a redefined mission, guiding principles, new logo and website that reflect its expanded focus of career programs in marketing, finance, hospitality and management for students in high schools and colleges around the globe. To further this concept and to create a stronger link between DECA's high school and college programs, the organization changed the name of its college division from Delta Epsilon Chi to Collegiate DECA.

Together these changes strengthen the 64-year-old student organization's brand and demonstrate the organization's support of the new national priority for preparing students for college and career success.

The new brand is a result of a two-year process that involved members, business partners and branding professionals in identifying DECA's contemporary meaning. Only the fifth visual update in DECA's history, the enhanced logo embraces the organization's affinity for the diamond while displaying a bold, modern design. For more information visit www.deca.org.

Fast Texting Could Pay Big

Adapted from Lincoln Journal-Star article, June 24, 2010

U.S. Cellular recently set out to find Lincoln's fastest texters. The speed texting tournament started April 9 on the East Coast and will make its way through 14 states before ending December 31. At each site, players register and play the game. They can check their score later at www.textrules.com/speedtext. Scores are logged into the database and compared to players across the nation. Participants can only play once per location. The fastest texter nationally will win \$10,000. The contest has already left Lincoln, moved to Nebraskaland Days in North Platte and was held at the Nebraska State Fair in Grand Island. Last year, Jamie Civitate of Des Moines won the \$10,000 and bragging rights for being the fastest texter when she played at the Iowa State Fair.

FBLA – Breaking Barriers

The Nebraska Future Business Leaders of America (FBLA) launches the 2010-2011 school year with the theme Breaking Barriers and an emphasis on financial literacy, reading literacy and the Go Green Challenge. The Nebraska Career Student Organizations (CSOs) will team up to participate in the Go Green Challenge and encourage CSOs across the state to collaborate on green projects in their schools.



A trip to the National Leadership Conference on July 13-18 found Nebraska FBLA members accepting the challenge to participate in a redesigned conference in Nashville, Tennessee, after a devastating spring flood destroyed the Opryland Hotel. Members had an outstanding conference returning to Nebraska with 28 top 10 awards, including two 1st-place awards! Taking top honors in national competition was Allison Skidmore from Fairbury High School, who received first place in Future Business Leader. Also receiving first place was the Nebraska Parliamentary Procedure Team of Jenna Woitaszewski, Brianna Turek and Alexis Carter from Wood River and Sally Moore from Fillmore Central. Cindy Talley from Fillmore Central was honored as Nebraska's Outstanding Local Chapter Adviser. Chuck Pickering from Syracuse was recognized as Nebraska's National Businessperson of the Year. Complete results can be found at www.nebraskafbla.org.

FBLA leaders will jump start their year by participating in the 2010 Fall Leadership Conference (FLC) held September 28 in Kearney and September 29 in Omaha. Aaron Davis keynotes the conference followed by state officer workshops; chapter presentations from Adams Central, Twin River, Osmond and Norfolk Lutheran High Northeast; March of Dimes information and Foundation sessions.

Does your business and information technology department need an energy boost? If so, FBLA offers a diverse program for students interested in business and information technology careers and leadership development. An integrated program of work allows members to apply the knowledge and skills learned in the classroom to real world activities. Members see the rewards of school and community service by helping others; they learn how to make a difference from a state, national and global perspective when they develop "green" activities for the communities. Students see the rewards of competition at the state and national levels.

It's easy to start a FBLA chapter at the high school or middle school level! Simply contact Bev Newton, FBLA State Adviser, at bev.newton@nebraska.gov for more information.

Calendars

Business, Marketing and
Information Technology
Conferences and Meetings

Nebraska DECA
www.nedeca.org

Nebraska FBLA
www.nebraskafbla.org

Nebraska Career Education
Calendar
[www.education.ne.gov/
NCE/Calendar.htm](http://www.education.ne.gov/NCE/Calendar.htm)

Not Your Grandmothers Accountant from page 2

Analytical. Problem solving has become the name of the game in most businesses. Thinking critically and logically is the key to solving problems and making good decisions. Everyone within a business will be held accountable for making decisions that further the goals of the organization.

Communication. The ability to share information is probably the most important skill an employee can demonstrate. Whether it's verbal, written or nonverbal, the sharing of information through appropriate channels is crucial to any business. Accountants prepare a number of reports, which must be communicated to other departments or clients. They also write memos, plans and proposals. Accurate and well written documents will be taken seriously and will get the desired results. Clear, accurate, understandable verbal communication of information is also necessary for working within teams and across departments.

Computer. The ability to use software to produce spreadsheets and to accomplish accounting computations is absolutely necessary. Accounting is almost exclusively accomplished with software. Companies will continue to develop their own software to meet their unique needs. Employees must not only be tech-savvy enough to adapt to and utilize new software as it develops, but they must be ready to innovate and contribute to the development of that software.

Teamwork. The time has long passed when the stereotypical accountant sat at his or her station crunching numbers in solitude. Most businesses rely on employees working together to accomplish the goals of the business. Teamwork allows the diverse skills and strengths of the team members to be utilized and optimized. In accounting, teamwork can be important in completing assignments successfully and on time, ordering tasks, evaluating clients and reporting and analyzing financial statements.

Leadership. Teamwork is the bulwark of business growth and success, and every team needs a leader who has the ability to motivate and manage others toward the accomplishment of goals and objectives. The development of leadership skills can lead to personal growth and accomplishment within the organization.

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This newsletter was partially funded with federal Carl D. Perkins Career and Technical Education Act of 2006 funds administered through the Nebraska Department of Education, grant number V048A090027.

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.