



2010  
Winter Issue

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



*We should live every day like it is a holiday, being thankful and spending time with family, and looking hopefully to the future.*

Happy Holidays from the BMIT Team

Bonnie, Bev, Karen and Nicole

This & That

### **Business Management and Administration, Marketing and Finance Visioning Session**

Over 50 educators and business professionals met November 17 to frame the vision for Nebraska's Business Management and Administration, Marketing and Finance Career Clusters. Erica Volker, Partnerships for Innovation (PFI) Executive Director, framed the work of the day followed by Department of Labor trends in business careers. Bonnie Sibert presented the current career clusters and pathways followed by a review of current programs of study.

The afternoon was spent redefining the career pathways for each of the three career clusters and identifying competencies needed in the clusters and pathways. Capstone courses offering dual credit were identified for each of the newly defined pathways. The work from this visioning day will form the foundation for the standards-writing process that will occur next summer on July 11-15. If you are interested in participating as a member of the writing team, please register by January 15 on the PFI website at <http://partnershipsforinnovation.org/standards-revision>.

We will need 60 secondary, 2-year and 4-year postsecondary teachers. The applicants who are selected will be assigned to a specific writing team and notified of their acceptance in March. Writing teams will develop 2-3 dual-credit and/or secondary courses. Writers will identify 4-5 standards for each course with 4-5 performance indicators for each of the standards. Our goal is to have the writing finalized by July 15 so that no follow-up is needed.

Writers who are not under contract July 11-15 will receive a stipend of \$250/day plus mileage and lodging reimbursement. The continental breakfast and lunch are included but participants are responsible for their own evening meal.

### Business and Information Technology Perceptions Survey

Nebraska educators were surveyed in 2009 to determine their perceptions of business education and computer/information technology. Nearly 1,000 total educators responded to the survey, which included school administrators, CTE instructors, math and science instructors and counselors. General findings from the educators' perceptions survey showed that the Business Education/Marketing program in grades 9-12:

- Emphasizes measurable and demonstrated skill development 91% Agree/Strongly Agree
- Places a high value on academic achievement 89% Agree/Strongly Agree
- Is considered by staff to be a rigorous program 57% Agree/Strongly Agree
- Is well connected with our school's core curriculum 68% Agree/Strongly Agree
- Does a good job of telling its story to parents and taxpayers 51% Agree/Strongly Agree
- Prepares students for success in a 2-year college 89% Agree/Strongly Agree
- Is academically rigorous 69% Agree/Strongly Agree
- Positively affect students' interest and motivation for school 76% Agree/Strongly Agree

General findings from the educators' perceptions survey showed that the Computer Education/Information Technology program in grades 9-12:

- Emphasizes measurable and demonstrated skill development 92% Agree/Strongly Agree
- Places a high value on academic achievement 84% Agree/Strongly Agree
- Is considered by staff to be a rigorous program 50% Agree/Strongly Agree
- Is well connected with our school's core curriculum 63% Agree/Strongly Agree
- Does a good job of telling its story to parents and taxpayers 44% Agree/Strongly Agree
- Prepares students for success in a 2-year college 85% Agree/Strongly Agree
- Is academically rigorous 60% Agree/Strongly Agree
- Positively affect students' interest and motivation for school 77% Agree/Strongly Agree



### **PFI Working for You**

Partnerships for Innovation (PFI) and the Nebraska Department of Education, in cooperation with business and industry and Nebraska postsecondary institutions, are revising all sixteen career cluster programs of study for Nebraska Career Education. PFI is focusing on Business Management and Administration, Marketing, and Finance, Human Services and Law, Public Safety and Corrections in the 2010 – 2011 year.

Each Standards Revision Process begins with a Visioning Session to review student data, economic trends, industry connections, educational needs and employment projections that may impact Nebraska's future. The Visioning Session involves business/industry, secondary and postsecondary educators, and community members.

Based on facilitated discussions, the group defines the programs of study for the specific career cluster. After determining the sequence of courses needed to guide high school students toward a career path, each cluster working group will have a week in the summer to devote to developing the standards. Included are topics such as: what students should know and be able to do as a result of taking this course. The primary goal is to prepare students for the next step toward a career, whether it be direct employment or further education.

- Business, Marketing, Management, and Finance
  - July 11-15, 2011: Standards Revision Workshop, Lincoln
  
- Human Services
  - April 20, 2011: Visioning Session, Lincoln
  - June 27 – 30, 2011: Standards Revision Workshop, Lincoln
  
- Law, Public Safety and Security
  - December 14, 2010: Visioning Session, Grand Island
  - June 27 – 30, 2011: Standards Revision Workshop, TBA

#### 2011 – 2012 Visioning Forums and Standards Revision Workshops

- Hospitality and Tourism
- Information Technology
- Science, Technology, Engineering and Math

#### 2012 – 2013 Visioning Forums and Standards Revision Workshops

- Arts/AV Technology and Communications
- Government and Public Administration

In addition, PFI supports other trainings such as the bi-annual Statewide Career Academy meeting held November 16 in Kearney. The Nebraska Career Connections training continued this fall with Anne Klute and Charlie Winterboer providing training to counselors at the October 14 Nebraska School Counselors Academy. Nebraska Career Connections trainings were also held at four ESUs during October and November. Nexus 2011, the CTE professional organization leadership retreat, will again be coordinated by PFI. This one-day workshop will be offered January 22, 2011, at the Fairfield Inn, Grand Island. You can check the PFI website for additional information: <http://partnershipsforinnovation.org/>

### Business Education Simulations Offer Students 21st Century Skills

Do students know what it takes to run a profitable, successful business? Helping educators answer this question, Realityworks, Inc., launched Business Education Simulations for high school students. The simulations apply key business concepts taught in class to a series of three online games, testing students' knowledge of successful business strategies. Students create their own company and product and participate in simulations, including:

- The Business Game
- The Entrepreneurship Game
- The Finance Game

The Business Game applies sales strategies to students' daily company activities, and challenges them to counter market competition by using report data to maintain a lucrative business within their selected industry. The Entrepreneurship Game encourages students to draw on market research to inform marketing tactics and promotions vital to their start-up. The final simulation, The Finance Game, provides students with profit and loss statements and other corporate performance reports, allowing them to review a struggling business' financial well-being and make changes to try to improve the bottom line.

The Business Education Simulations focus on performance, requiring students to build relationships with simulated mentors and co-workers through daily interaction using emails and video phone calls. Each decision results in authentic business outcomes, challenging students to think critically about their decisions as they review sales reports and other performance indicators.



"The single most important factor in determining America's success in the 21st century will be maintaining our ability to be an innovative and creative society."

~ Ron Kind



Students are in control working through a multi-year simulation of their business in as little as 45 minutes, or simulations may be extended to cover a one-semester course. Aligned to the National Business Education Association standards and curriculum topics, the Business Education Simulations include teacher guides for effectively using the tools in the classroom and assess student performance. Educators can assess student comprehension using pre- and post-tests to provide individualized evaluations.

Starting at less than \$1,000, site licenses include unlimited access to the series of three Business Education Simulations. For more information on the Business Education Simulations, visit [www.realityworks.com/business](http://www.realityworks.com/business), or contact a Realityworks Product Consultant at 1-800-830-1416 or [information@realityworks.com](mailto:information@realityworks.com).



### CDW-G 2010 21st-Century Classroom Report: Preparing Students for the Future or the Past?

CDW-G surveyed 1,000 high school students, high school faculty and district IT professionals from around the country about how technology is used in their schools. Key findings from the report show the following:

High school students say technology is vital to their education and their future, but schools are not meeting their needs.

- 84% say technology is important or very important to their ability to study/work on class assignments.
- 43% say their high school is not preparing them to use technology in the workforce and/or college.

Students lack opportunities to use technology in class.

- 60% of students say faculty regularly use technology to teach but only 26% of students say they are encouraged to use technology throughout the day.
- 47% of faculty say they are not designing lesson plans so students can use technology in class.
- 96% of students use technology at home to complete class assignments; however, they use different technology in their personal lives.
- 76% of students report using social media as an educational tool.

	Students		Faculty	
	Personal Use	Educational Use	Personal Use	Classroom Use
iPods/MP3 players	78%	29%	62%	13%
Smartphone	38%	18%	30%	6%
Online text/video chat	58%	18%	43%	12%
Blogs	30%	16%	26%	12%
Digital content	26%	33%	35%	42%
Podcasts	23%	6%	21%	12%

For the full report, go to [www.cdwg.com/21stCenturyClassroomReport](http://www.cdwg.com/21stCenturyClassroomReport).



### You, Too, Can Learn to Create Avatars

Avatars are digital representations of real people and can be seen in TV commercials, computer games and interactive websites. To learn how to create avatars and ways to use them in the classroom, take a look at <http://tipofweek.tammy-worcester.com>.

### New Credit Card Rules Support Consumers

New rules from the Federal Reserve became effective August 22, 2010, and the rules provide additional credit card protection for consumers. These new regulations implement the Credit Card Accountability, Responsibility, and Disclosure Act. Reasonable penalty fees, additional fee protections and rate increase explanations are topics where changes have been made.

**Reasonable penalty fees.** In the past, late payment fees were as high as \$39 and the credit card holder paid the same fee whether they were late with a \$20 minimum payment or a \$100 minimum payment. Under the new rules, the credit card company cannot charge you a fee of more than \$25 unless, one of the last six payments was late or your credit card company can show that the costs it incurs as a result of late payments justify a higher fee. Also, the credit card company cannot charge a late payment fee that is greater than your minimum payment. If your minimum payment is \$20, then the fee cannot be higher than \$20.

**Additional fee protections.** The credit card company cannot charge you inactivity fees for not using the card. The credit card company cannot charge more than one fee for a single event or transaction that violates the cardholder agreement. For example, the card holder cannot be charged more than one fee for a single late payment.

**Explanation of rate increase.** If the credit card company increases the card's annual percentage rate (APR), the company must explain the reason.

**Re-evaluation of recent rate increases.** If the credit card company increases your APR, it must re-evaluate that rate increase every six months. If appropriate, it must reduce the rate within 45 days after completing the evaluation.

For information on protections under the Federal Reserve's other credit card rules, see "What You Need to Know: New Credit Card Rules Effective Feb. 22." More information can be found at [www.federalreserve.gov/consumerinfo](http://www.federalreserve.gov/consumerinfo). To learn more about how these new rules directly apply to you, contact your credit card company by calling their toll-free number.

"How you first  
meet the  
public is how  
the industry  
sees you.  
You can't argue  
with them.  
That's their  
perception."

~Meryl Streep

## KPMG—Branding U

By Susan Seeman, Stanton High School

KPMG, one of the Big Four accounting firms, defines branding as “the process by which you stand out from a crowd of job seekers by differentiating yourself from others with the same skills and abilities.” KPMG has developed a portion of their website called “Branding U” that helps students prepare themselves to stand out (and they don’t have to mark themselves with a hot iron). This website—[www.kpmgcampus.com/Branding/index.shtml](http://www.kpmgcampus.com/Branding/index.shtml)—has a wealth of information and activities for students, from self-assessment worksheets to dining etiquette; and it’s all neatly arranged in toolkits.

The first toolkit has a self-assessment worksheet for students to fill out and provides resume tips and a related YouTube Video. The next toolkit, “How to Stand Out in a Crowd,” provides tips on dressing for success, networking and planning. Other toolkits include a global profile checklist, a quiz on dining etiquette and tips for your next business dinner.

The tool kit entitled “Talk This Way” has useful information on communicating effectively and an interactive email and cover letter challenge, along with tips concerning email, phone and nonverbal communication.

Another toolkit, “Did You Tweet Today,” has a virtual brand worksheet where students Google themselves to see what kind of image they portray on the Internet. There is a short quiz and information on the benefits of virtual branding.

The final tool kit provides sample interview questions and interview tips. These individual tool kits can be incorporated into various classes or used sequentially for a unit on “Branding U” that could last up to two weeks or more with very little preparation time needed.

## Resources

### Adobe

For assistance in teaching the Adobe products, the recently created Adobe Education Exchange has tutorials, lesson plans and more, submitted by educators. Go to <http://edexchange.adobe.com> and set up a free account to be able to use the search engine to find information not only by product (Flash, Dreamweaver, etc.) but also by the type of resource (lesson plan, tutorial, etc.). After you’ve logged in, click on “Find a resource” in the top navigation bar, then use any of the drop down menus to narrow the search. You can also use the search field at the top of the page to type in keywords for searching.

Another excellent Adobe resource can be found in items submitted by Joe Dockery. See his “Basic Animation for Flash” at <http://edexchange.adobe.com/posts/58c52775c8>. Also take a look at Adobe TF at [tv.adobe.com](http://tv.adobe.com) for free online tutorials (search by product at the top).

*Linda Dickeson,  
Lincoln Public Schools*

### Free Technology for Teachers

Gregg and Kim Robke, ESU 4, recommend the website Free Technology for Teachers. This website offers teachers who use technology in the classroom free resources and lesson plans. Follow the blog and get frequent updates to the website. [www.freetech4teachers.com](http://www.freetech4teachers.com).

### Wiggio

Wiggio is a free online toolkit that provides a tool for students and teachers to work in groups. You can use online discussions and meetings, create and share course content, send mass text and email messages and more. Check out the website at [www.wiggio.com](http://www.wiggio.com).

### Cadet Vision

By Matt Hinkel, West Point-Beemer Jr/Sr High

Cadet Vision is a project that will give students the opportunity to experience various aspects of producing live video broadcasts to their peers and the public. Projected tasks include a live video broadcast of our district's Veteran's Day program to the community, live video streams of school athletic events, fine arts performances and major district ceremonies.

To make this opportunity a reality, we have selected the NewTek Tricaster Duo Portable Live Production System as our key piece of equipment. The Tricaster will allow us to use three different camera angles when streaming, giving us the ability to produce a more professional stream. Supplementing this purchase will be a LCD computer monitor, a four-user wireless communication system for instant communication between the broadcasting team, three-pair of video Category-5 balun devices for video conversion from camera to Ethernet cable and 1,000 feet of Category-5e UTP cable as the medium to transmit video from the cameras to the Tricaster Production System.

We have currently purchased everything as listed above, except the four-user wireless communication system, which was received as a donation from our school's activity department. This donation has freed up some funds; therefore, we are looking into purchasing some connectors and software that would allow for high definition streaming.

We have permanently run cables to three different locations in our gym back to a central distribution center where we use the Tricaster to switch angles in real-time and stream the resulting video to the Internet. We have currently streamed three volleyball games and one football game to the Internet. The football game was streamed with only one camera angle due to weather.

Overall, the streaming is working very well and the students are enjoying the process. To date, we have had over 300 views on our webpage since we started streaming. Feel free to check out our streaming page at [www.ustream.tv/channel/cadetvision](http://www.ustream.tv/channel/cadetvision).



### Unique Search Engines

David Kapuler in the September 2010 issue of Tech & Learning shares several of his favorite search engines.

**Oamos:** provides a visual experience along with the search engine. [www.oamos.com/](http://www.oamos.com/)

**Quintura:** Uses a tag cloud-style where you can embed word chains into a site. [www.quintura.com/](http://www.quintura.com/)

**Bweezy:** speeds the searching process by combining different elements in one page. [www.bweezy.com/](http://www.bweezy.com/)

**Kngine:** an excellent Web 3.0 search engine built on semantics. [www.kngine.com/](http://www.kngine.com/)

**Spezify:** Uses a sticky-type interface that incorporates all sorts of media content. [www.spezify.com/](http://www.spezify.com/)

**Scooper:** Has a built-in button for sharing results across many social networks. [http://youoodle.com/startups/scooper\\_com](http://youoodle.com/startups/scooper_com)

In addition, the editors of Tech & Learning promote yolink (<http://yolinkeducation.com>). You can search links and electronic documents by using key terms. Lisa Thumann has posted lesson plans to help get you started with yolink at its web address.

## CSOs in Action

Nebraska Career Student Organization members were honored at the 2010 Commissioner's Recognition for Student Excellence in Career Education on November 22 at the Rotunda of the State Capitol. Commissioner Roger Breed presented certificates to DECA, FBLA, FCCLA, FFA, HOSA, PBL and SkillsUSA top winners from their national conferences.

DECA scholarship winners were John Glassman from Omaha North who received a \$1,500 Marriott International Scholarship and Ellen Muehling from Lincoln East who received an Otis Spunkmeyer Scholarship.

Rebecca Monnier, Aiden Shrum and Kristen Williamson from Bellevue West were awarded first place in Community Service Project. Ke Arkfeld from Westside received third place in Principles of Finance.

FBLA recognized 24 students placing first, second or third in 9 events at the National Leadership Conference. Allison Skidmore, Fairbury, earned top honors at the conference by placing first in the Future Business Leader event. The Nebraska Parliamentary Procedure Team, consisting of Jenna Woitaszewski, Brianna Turek and Alexis Carter from Wood River and Sally Moore from Fillmore Central, placed first in the parliamentary procedure team event.

Second-place awards went to Joseph Chapman from Fillmore Central in Business Procedures and Erin Dwyer, Allison Kuhlman and Nikki Novak from Elmwood-Murdock in E-business. Also receiving second place was the State Chapter Annual Business Report written by the 2009-10 State Officer Team of Ashley Wood, Minden; Lance Johnson, Bellevue West; Tyler Wellman, Syracuse; Noah Carpenter, Omaha Northwest; Isaac Thompson, Arlington and Jenna Woitaszewski, Wood River. Meagan Palensky and Lauren Schneider from Raymond Central designed and desktop published the 30-page report.

Third-place awards were received by Alexander Shaner, Rebecca Eichelberger and Sam Rickert from Fillmore Central in the American Enterprise Project; Allison Johnson and Taylor Johnson from Meridian in the Business Plan; Laura Ruskamp from Johnson-Brock in Electronic Career Portfolio and Nancy Seeman from Stanton in Job Interview.

The ten PBL award winners included first-place winner Joel Jantzen from the University of Nebraska-Lincoln (UNL) in Microeconomics. Chris Reznicek from UNL was appointed National Parliamentarian as well as receiving second place in Database Design and Application. Other second-place winners were Erica Lam from UNL in Business Communication; Michelle Schwartz and Michele Wenthold from North Platte Community College in Desktop Publishing; Cole Malmberg from UNL in Financial Analysis and Decision Making; Shelbi Svoboda from UNL in Impromptu Speaking; Peter Raun from the University of Nebraska at Omaha in Information Management and Joel Jantzen from UNL in Macroeconomics.

Parents, school administrators, advisers and other guests attended the ceremony and reception. Congratulations to these outstanding students and their advisers for demonstrating excellence in career education!



## Calendars

Business, Marketing and Information Technology

*Conferences and Meetings*

Nebraska DECA

[www.nedeca.org](http://www.nedeca.org)

Nebraska FBLA

[nebraskafbla.org](http://nebraskafbla.org)

Nebraska Career Education Calendar

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



# Happy New Year!

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