

BMIT Fall Workshops

Business, Marketing and Management Standards

It's an exciting time to be a BMIT teacher! Fifty-four secondary and postsecondary BMIT teachers developed new standards for business and marketing courses. Although our 2002 Business Education Framework has stood the test of time, the standards revision project will bring a fresh look and feel to curricula most certainly to have added rigor and relevance for our 21st century students.

A new approach will be used this fall to roll out these new standards and revised programs of study for Finance, Marketing and Business Management and Administration. In October, six regional workshops offered from 9 a.m. to 3 p.m. will be facilitated by Bonnie Sibert and Bev Newton at six area community colleges. The Nebraska Department of Education is partnering with Partnerships for Innovation (PFI) and postsecondary educators to offer these top-notch professional development opportunities.

Technical assistance on the revised Programs of Study will provide guidance for staff to align their coursework with the new standards. Standards and performance indicators for business and marketing courses will be featured, along with two new course guides for Leadership and Entrepreneurship.

All secondary and postsecondary business and marketing teachers as well as pre-service business education college students and student teachers are encouraged to register for a date and location that works best for you. Guidance counselors, administrators and/or curriculum specialists are also encouraged to attend. In order to plan for enough resources and meals, please register online at <http://www.education.ne.gov/nce/ConferencesWorkshops.btm> two weeks in advance of the workshop. Each person attending must register by identifying the workshop location he/she plans to attend. See the BMIT web site - Workshops for complete details.

Please bring one copy of your business and marketing course offerings (course description and syllabi/outcomes).

Business, Marketing and Management Standards Workshops

9 a.m. to 3 p.m. at all locations

- Northeast Community College - Norfolk, Oct. 5
Norfolk Lifelong Learning Center, Room C & D, 601 East Benjamin Avenue
- Western Nebraska Community College - Scottsbluff, Oct. 11
Harms Advanced Technology Center, 2620 College Park, Room: The Plex
- North Platte Community College - Oct. 12, North Campus, 1101 Halligan Drive, WW Building, Room 202
- Metropolitan Community College - Omaha, Ft. Omaha Campus, Oct. 19
Swanson Conference Center, Bldg. 22, Room 201A, 32nd & Sorenson Parkway
- Central Community College - Grand Island, Oct. 26
3134 West Hwy. 34, Room 210-211-212
- Southeast Community College - Lincoln, Nov. 1
Continuing Education Center, Rooms 302-303-304, 301 S. 68th Street Place, (old Gallup building south of 68th and O Streets)

Visioning Summits

To address Nebraska's future workforce and employment needs, the Nebraska Department of Education and Partnerships for Innovation will facilitate a one-day Information Technology and Arts, A/V Technology and Communications Visioning Summit. The Summit will be held October 25, 2011 at the Ft. Omaha Campus of Metropolitan Community College. Business representatives and secondary and postsecondary educators have been invited to participate.

The purpose of the summit is to understand anticipated Nebraska employment trends and formulate high school Programs of Study that directly align to postsecondary education and employment. This forum is also the important first step in the standards revision process, a rewrite of the courses offered in high schools.

Following a similar format, the Hospitality and Tourism Visioning Summit will be held on November 15.

Watch the BMIT Listserve for announcements indicating how you can become a member of the writing team to develop standards during July 2012.

July 9-12, 2012: Information Technology and Arts, A/V Technology and Communications

July 16-18, 2012: Hospitality and Tourism

Nebraska Money Smart Week November 7 – 13, 2011

Being smart about money isn't always easy. Staying smart about money can be even harder. That's why banks, businesses, schools, libraries and other organizations will be teaming together November 7 - 13 to present Money Smart Week in Nebraska. A variety of free classes and events that help consumers learn to manage their personal finances will be offered throughout the state during the week. How will your business, FBLA and/or DECA students be involved? Visit <http://moneysmartnebraska.org> to explore resources available to help you and your students host an event at your school or in your community. Once the planning is done, don't forget to add your event to the event calendar and then promote the event in your area.

**Five days + 54 teachers
+ 14 gallons of iced tea
+ 312 bottled beverages
+ too many carbs to count
= 33 courses!**

What does this formula mean for Nebraska business and marketing teachers? It means the Standards Revision Workshop held July 11 - 15 in Lincoln resulted in the development of:

- 15 high school courses complete with course description, standards, benchmarks and sample performance indicators.
- 18 dual-credit and/or academy courses complete with course description, standards and benchmarks.
- Revised programs of study for 3 clusters: Finance, Marketing and Business Management and Administration (minus the Administrative Services Pathway).
- Direction for both secondary and postsecondary business and marketing teachers as they plan for future program and curricula changes within their high schools.

To see a list and photos of the secondary and postsecondary teachers involved in the standards revision process, visit www.education.ne.gov/BMIT/careerclusterstandards.html. To view the 33 courses, visit Partnerships for Innovation, <http://partnershipsforinnovation.org/standards-revision/visioning-forum-results/>.

Plattsmouth High School of Business

By Don Gilpin

Plattsmouth High School is the first, and so far the only school in Nebraska offering enrollment in High School of Business, a program sponsored by MBA Research. There are now 40 schools across the United States offering this accelerated program. Training and all curriculum materials, including exams and briefings, are provided for the project-based program of study.

Project-based learning is emphasized as the students learn through a series of exciting and relevant projects. For instance, making a video for celebrities to use to keep the paparazzi at bay is used to learn about supply and demand. Another project involves determining the best use for a vacant lot in your community and having students present the results to the Chamber of Commerce.

At Plattsmouth High School, students selected for the High School of Business program will take six different business classes over the course of three years, culminating with the operation of a not-for-profit business during their senior year. The courses offered include Principles of Business, Business Economics, Principles of Marketing, Principles of Finance, Principles of Management and Business Strategies.

MBA Research touts this program as being tailored for students to achieve the skills and confidence to excel in college business administration programs, but I have found it delivers much more. The presentations, research, team work and creativity displayed in the projects will serve our students in whatever they do following high school. I have been an educator for 33 years and can honestly say the High School of Business is the best program and delivery system I have utilized. Stop in at my rotational session at the 2012 NCE Conference or come visit Plattsmouth to see the High School of Business in action.

For more information visit www.MBAResearch.org/HSB or contact Don Gilpin at dgilpin@plattsmouth-schools.org.

New Look and More Features— Nebraska Career Connections

We are excited to announce Nebraska Career Connections, powered by Kuder® was updated with the following enhancements last spring:

- *Kuder® Navigator* enhances the current system for students in grades 7 through 12. It features a fresh design and navigation utilizing a step-by-step guidance approach, along with updated tools and new resources.
- *Kuder® Journey* (for postsecondary students and adults) was updated with a new appearance to reflect the Nebraska Career Connections look and feel.
- Both *Navigator* and *Journey* through Nebraska Career Connections are backed by a more robust administrative database management system.

The primary resources in the current system will remain available within the new framework, and there is no need for users to change their user names and passwords to access all of the information saved and stored within their accounts.

Watch for additional information regarding the enhancements, webinar informational session and face-to-face training opportunities. For more information, please contact Nebraska Career Connections Project Manager, Anne Klute, at necareerconnect@hotmail.com or 402.432.0096. For customer support or technical assistance, please contact Nebraska Career Connections Field Trainer, Charlie Winterboer, at winterboerc@kuder.com or 877.999.6227.



Resources

Looking for Accounting Simulations?

PKL Software offers instructional accounting web-based software programs for accounting students. PKL Software representatives exhibited at the 2011 NETA Conference and demonstrated their accounting software during a rotational session. The software is developed by a team of college and high school Accounting, Business and Computer Studies instructors whose goal is to create quality web-based teaching tools for instructors to use in their classrooms to help maximize their student's ability to learn. Every software program is extensively beta tested in the classroom before it is released. PKL Software has been producing and selling software to high schools, community colleges and universities since 1980.

PKL Software offers a range of software products from Algorithmic Practice Sets and Problem Sets to Mini-Sets and Topic Reviews. Students download a PDF manual from the PKL website and follow the instructions to start and complete the program. The software and manuals are independent of any textbook. Choose the program that works best with your class and textbook. There is a large variety of programs that will fit any curriculum. Visit www.pklsoftware.com/Website/Software.html for more information about the software that is available. PKL Software is very powerful but priced affordably for students and schools at \$19.95 or less. The company prides themselves with offering a great product and service to teachers and students. They provide excellent



Where are our New Teachers?

If you have a new teacher in your department or geographical area who is about to begin his/her very first year of teaching, please send his/her name, school and school email address to Bonnie Sibert at bonnie.sibert@nebraska.gov.



personal technical support to teachers and students. Teachers can easily monitor a student's progress, such as time invested, scores and test abilities. Teachers get fast access to technical support as well as detailed Answer Books and User Manuals.

You can visit their website for more information about products and real testimonials from teachers and students—www.pklsoftware.com. PKL Software offers software demonstrations to instructors interested in knowing more about their programs. Contact them for a demonstration by sending email to kweidkamp@pklsoftware.com.

Develop Financial Literacy

Budgetball is a physical outdoor, sports-like game designed to increase awareness of the national debt and promote fiscal responsibility by rewarding strategic thinking and problem solving through a unique game design and rule set. The game is played year-round by students; the winning team of each season gets to play a championship match with local policymakers in the heart of Washington, D.C. The resources located on the **Let's Get Fiscal** section of the Budgetball website will help you wrap Budgetball with information related to our fiscal health and wellness. You can also download and print out **The Basics of Budgetball** [PDF], **Power Ups & Sacrifices Menu** [PDF]; **Quick Budget Sheet** [PDF]; and **Quick Budget Sheet Instructions** [PDF, DOC].

[Click Here for More Information](#)

MBA Research Update

By James Gleason

New Course Guides Now Available Two new comprehensive course guides are available through MBA Research's *State's Connection*:

Principles of Leadership: Recommended as the first course for students interested in business (and for virtually all other students), this guide introduces the concept of leadership and develops specific leadership skills as validated by industry as common to all business-based clusters and pathways. Although the curriculum is designed as a semester course, the topics can be infused into a variety of courses. Topics include:

- Communication skills
- Emotional intelligence
- Self-awareness
- Teamwork
- Consensus-building
- Risk assumption
- Ethics
- Visioning
- Planning

Principles of Entrepreneurship: This two-semester course for students interested in business and entrepreneurship introduces the concept and develops specific business skills as validated by industry. It is based on the Business Administration core, which includes those performance indicators common to all business-based clusters; the business management and administration cluster, with some aspects of the management pathway as identified above; and portions of the marketing cluster core. It addresses a broad range of competencies from career-sustaining through ownership curriculum planning levels. Topics include:

- Concept of entrepreneurship
- Nature and scope of entrepreneurship
- Impact of entrepreneurship on market economies
- Fundamental differences between entrepreneurship and intrapreneurship
- Personal traits and behaviors
- First steps of the entrepreneurial process
- Economic concepts
- Marketing functions

MBA Learning Center Coming Soon

The new MBA *Learning Center* features eLAPs. A limited number of schools had access beginning in August, with the MBA Learning Center available to all schools in January, 2012. In addition to all LAP module content, the Center will include all corresponding Power Point presentations, website links, bibliographies (from course guides) and other resources. Students and teachers will be able to download PDF versions of student LAP modules or interact with the same content organized for on-line delivery. Instructors will have access to both online and Word versions of all content, including tests. (Word versions will allow for editing, including the addition of local examples, further clarifications, etc., as deemed appropriate by the individual subscriber.) Additional information can be accessed via the Shopping Center link of the MBA Research & Curriculum Center home page.

Engage Your Students with FREE Supplemental Materials from brass

By Matt Neznanski, Director of Communication, brass|MEDIA, Inc.

The brass|STUDENT PROGRAM is FREE to teachers and combines engaging real-life articles found in brass|MAGAZINE with materials designed for teachers to use as a stand-alone resource, in conjunction with lesson plans provided by brass, or as a complement to existing classroom activities.

Brass|MAGAZINE is the perfect complement to high school curriculum and to existing financial education programs. Each quarter, project-based classroom activities and discussion questions related to content from brass|MAGAZINE are developed in conjunction with state and national standards for financial education.

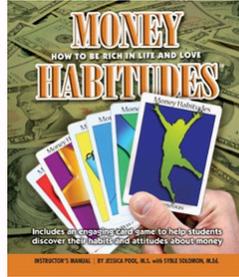
Just register at www.studentprogram.com to start using classroom resources today, and you will get a FREE single-copy subscription to brass|MAGAZINE, starting with the Fall issue, published in August.

Questions? Contact studentprogram@brassmedia.com or call 541-753-8546, brassmedia.com, brassmagazine.com.

Money Habitudes: How to be Rich in Life and Love — A Curriculum about Money and Relationships

By Jessica Pool, M.S. with Syble Solomon

This unique curriculum, which includes 5 one-hour lessons designed for grades 9-12, introduces teens to the human side of money – the subconscious habits and attitudes that strongly influence how people behave around money, regardless of financial skills or economic status.



An important precursor to financial literacy courses, the nontechnical lessons show the many different ways in which people spend, save and think about money. Lively activities explore the most likely origins and meanings of different financial behaviors as well as the advantages and challenges of each approach.

The course features the Money Habitudes card game by Syble Solomon. This self-assessment tool helps teens clarify their individual “money personalities” and learn how these can affect goals and relationships.

The lesson plans are nonjudgmental, highly interactive and have been crosswalked to the Jump\$tart standards. For more details about the five lessons, plus classroom card games and student workbook/journal, visit www.dibbleinstitute.org/?page_id=5293.

Get a Guide to Digital Gadgets

There are many handheld devices and digital “gadgets” available to support all types of new teaching and learning initiatives. The pages on Kathy Schrock’s Guide for Educators provide links to some of the resource pages specifically designed to enhance the use of these devices (iPads, podcasts, digital cameras and camcorders, GPS handhelds, Android Apps and more) in the K–12 classroom. [Click here](#) to visit website.

iPads, Google Apps, and Networking, Oh My!

Submitted by Lori Anderson, NSBEA President

Technology – whether you love it or hate it (and let’s be honest, most business teachers LOVE IT), is always changing. It can be difficult to keep up with the new technologies and our fall conference will help you do that. This year’s NSBEA Eastern Site Fall Conference will be held on Saturday, October 22 in Lincoln at the SCC-Lincoln Entrepreneurship Center. We have two great sessions planned regarding some newer technologies and how you can use them yourself and with your students.

iPads are used by many teachers to make their jobs a little easier and by students to facilitate learning and skills. Shelly Mowinkel of Milford High School is on the forefront with this technology and has much to share with us all about how she uses iPads in her business curriculum. For the second session, Terri Tiedeman of SCC-Lincoln and Lori Anderson of Lincoln East will share how they use Google Apps (FREE) and Cloud computing in their classrooms. They will share how you can save time and stress by using these features.

After the sessions, you are all invited to attend our luncheon at Fireworks. It is a nice restaurant that serves everything from soups, salads, and sandwiches to pasta, wood-fired pizza, and steak. We will order off the menu and prices range from \$7 - \$12 for most meals plus tax and gratuity. After lunch, NSBEA Board Members will stay for our fall meeting. www.fireworksrestaurant.com

Registration begins at 8:30 a.m. at the Southeast Community College Entrepreneurship Center and the cost is \$10 for NSBEA members and \$30 for the conference and dues for those that are not current members. Please go to www.nsbea.org for more information.



Nebraska State Business Education Association

**Nebraska State Business Education
Eastern Site Fall Conference** Lincoln
Southeast Community College Entrepreneurship Center
285 S. 68th Street Place
Lincoln, NE 68510-2449
Saturday, October 22, 2011

8:30 a.m. to 11:30 a.m. (optional lunch & NSBEA Board Meeting to follow)

Itinerary

- 8:30-9:00 a.m. Registration & Continental Breakfast & Opening Remarks
- 9:00-10:00 a.m. General Session I Shelly Mowinkel iPad Demonstration
- 10:00-10:15 a.m. Break
- 10:15-11:15 a.m. General Session II Lori Anderson and Terri Tiedeman Google Apps and Cloud Computing Demonstration
- 11:30 p.m. Dutch treat lunch at Fireworks.
- 11:30-3:30 p.m. NSBEA Board Meeting, at Fireworks. 5750 South 86th (near 86th and Old Cheney)

Registration Fee **NSBEA Members** \$10.00 covers cost of registration, handouts, and continental breakfast served prior to the conference. **Non-members** \$30 covers cost of conference and NSBEA membership for one year.

Directions: The Entrepreneurship Center is located near 70th and O Street in the old Gallup building

Registration Form

(Clip this portion off and mail in with payment to register)

_____ **Yes!** I will be attending the Lincoln NSBEA Fall Conference on Saturday, October 22, 2011

Name: _____ Email Address: _____

Phone: _____

_____ **Yes** _____ **No** ~ I plan to attend the luncheon at Fireworks after the conference.

Mail this portion and \$10.00 or \$30 (payable to NSBEA) to: Terri Tiedeman, 3730 El Paso Dr, Lincoln, NE, 68516 (May also E-mail reservation and pay at the door)

Questions contact Lincoln Conference Chair or NSBEA President:

Terri Tiedeman ttiedeman@southeast.edu Conference Chair

Lori Anderson loriand@lps.org NSBEA President

CSOs in Action

FBLA: 50 Fabulous Years!

The Nebraska Future Business Leaders of America (FBLA) celebrates “50 Fabulous Years” in recognition of the association’s 50th anniversary during the 2011-2012 school year. Nebraska FBLA-PBL was organized in 1962 with Dorothy Hazel, business education staff member at the University of Nebraska, serving as the FBLA-PBL state adviser. Nebraska FBLA-PBL operated as one organization until 1967 when two separate organizations were created, FBLA and PBL. At that time, Larry Bonner of the Nebraska Department of Education became the FBLA state adviser.

Bellevue High School (now Bellevue East) was chartered as the first chapter on November 19, 1959. The first state conference was held in 1963 in Lincoln at the University of Nebraska where 60 members from 8 chapters attended the 2-day session. Contrast those numbers with the 2011 State Leadership Conference attendance of 2,151 members and advisers representing 120 chapters!

Ann Bartholomew (Masters) was elected the first FBLA-PBL State President; state officers were all PBL members except for one FBLA representative. After the FBLA-PBL split, Jeanne Busboom from Crete was elected as the first Nebraska FBLA president in 1967 with four other members serving on the state officer team. Nebraska’s founding fathers provided a rich legacy of excellence.

Now move forward 50 years to the 2011 National Leadership Conference. On June 26-July 2, over 260 Nebraska FBLA members, advisers and guests continued the tradition of excellence by participating in conference sessions, workshops and competitive events. Nebraska members found their way to the top when 24 Top 10 awards were received at the Awards of Excellence Program. The three 1st-place awards included Ashley Quiring of Heartland High School, Accounting I; Dani Carpenter and Lindsey Eubanks of Cambridge High School, Business Plan and Amy Chin of Columbus Lakeview High School, Computer Applications. Shawna Koger of Arlington High School was honored as Nebraska’s Outstanding Local

Chapter Adviser. Complete results can be found at nebraskafbla.org.

FBLA conferences planned for this fall include the 2011 Fall Leadership Conference (FLC) held September 27 in Kearney and September 28 in Omaha and the National Fall Leadership Conference (NFLC) hosted in Milwaukee, Wisconsin, November 10-13. Eddie Slowikowski keynotes the NLC followed by state officer workshops. Featured chapter workshops will be given by Wood River, Auburn and Wausa FBLA chapters.

Would you like to join Nebraska FBLA’s legacy of excellence? Schools interested in starting a FBLA chapter will find that students benefit from FBLA’s diverse program of leadership development, career opportunities and competitive events. Through FBLA, students interested in business and information technology careers as well as leadership opportunities can apply the knowledge and skills learned in the classroom to real life situations. 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 by working collaboratively on projects; they educate others through programs such as Money Smart Week, the Safe Driving Campaign and the Go Green Challenge. Finally, students see the rewards of competition at the state and national levels.

The 50th anniversary celebration takes place March 29-31 at the 2012 State Leadership Conference. Former members and advisers are encouraged to join us for the Awards Program on Saturday, March 31, at the Ramada Plaza Omaha Convention Center. Watch for more details throughout the year as we highlight Nebraska FBLA and celebrate 50 Fabulous Years!

Bev Newton, FBLA State Adviser
bev.newton@nebraska.gov
402-471-4865



2011-2012 Nebraska FBLA State Officer Team

Top row (L to R):

Ashleigh Teten, Syracuse, Treasurer
Pat Cook, Bellevue East, Vice President
Amy Chin, Columbus Lakeview, President

Front row (L to R):

Shyanne Thompson, Minden, Secretary
Trevor Sorensen, Minden, Parliamentarian
Sally Moore, Fillmore Central, Reporter



2011-2012 Nebraska DECA State Officer Team

From Left to Right:

Luke Fanning, Hastings High, President
Emily Donald, Bellevue West, Secretary
Tyler Basch, Papillion-LaVista South,
VP-Alumni/Collegiate DECA
Jessica Gehr, Lincoln Southeast,
VP-Publications
Keelan Chapman, Lincoln East,
VP-Membership Services
Aleah Peters, Millard South,
VP-Business Partnerships

WILD About DECA!

This year is especially exciting for Nebraska DECA. Besides the birth of new chapters, increased membership and outstanding new initiatives from our Business Partnership Network, Nebraska DECA is ready to get WILD and host its first Central Region leadership Conference in almost 30 years!

From December 2-4, 2011 at the Qwest Center and Hilton Omaha almost 2,000 DECA members throughout the central United States will descend on Omaha to participate in the annual leadership conference. Outstanding leadership trainers, keynote speakers, business/industry specialists and volunteers will be on hand to give our members the best experience Omaha can provide. A highlight of the conference will be the DECA Leadership Safari. Taking place at Omaha's Henry Doorly Zoo, it's Amazing Race meets Survivor meets Minute To Win It. Clues, tasks, games and teambuilding activities will give students the opportunity to step outside their comfort zone and flex their leadership capabilities.

The Central Region Leadership Conference is the main focus of this year, but we're also looking forward to new competitive events in business finance, human resources, sports and entertainment marketing, and hospitality and tourism. Also, our Business Partnership Network is designing a newsletter to keep our membership up-to-date on the latest news and to encourage them to make the most of our relationships with the business world.

The national DECA theme this year is *Aspire Higher*; we intend to do just that! The culmination of the year is Salt Lake City, Utah and the International Career Development Conference. Hundreds of students will work toward this goal all year and DECA is ready to help them succeed.

BMIT and NEFBLA Listserves

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 web site. Once you are subscribed, you can send a **regular email message** to bmif@lists.k12.ne.us or nefbla@lists.k12.ne.us.

Calendars

Business, Marketing and Information Technology

BMIT Calendar

Nebraska DECA

www.nedeca.org

Nebraska FBLA

nebraskafbla.org

Nebraska Career Education Calendar

www.education.ne.gov/NCE/Calendar.htm

Nebraska Department of Education Master Calendar

http://ndecalendar.mhsoftware.com/

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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.