

## BMIT Fall Workshops to Feature Bizz Buzz: Idea Sharing

Last year's participants at the BMIT Standards Workshops learned about the new middle-level and secondary-level course standards for business, marketing and information technology. The 2013 BMIT workshops will focus on the implementation of these new course standards within the NCE programs of study. Jessica Feimer, Schools Manager for EverFi, will do a short training session on the financial education simulation called EverFi.

New this year during the afternoon is **Bizz Buzz: Idea Sharing**. You will hear from several BMIT teachers during three rotational sessions designed to share their curricula, lesson plans, program offerings and/or best practice strategies. There will even be a session for FBLA and/or DECA advisers. Area Business Academy directors will also provide updates on dual credit courses and their academy course offerings. You will leave the workshop with new ideas and strategies being used by several of the BMIT teachers in your area.

Please bring two copies of your business, marketing and information technology course offerings (course title and description and syllabi/outcomes).

During the morning session, teachers will be asked to share their offerings in a group setting with one copy being submitted for use by the Nebraska Department of Education.

All secondary and postsecondary business, marketing and information technology teachers as well as preservice 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 welcome to attend.

In order to plan for enough resources and meals, please register online at [www.education.ne.gov/nce/ConferencesWorkshops.html](http://www.education.ne.gov/nce/ConferencesWorkshops.html) 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.

The six October 2013 workshops offered from 9 a.m. to 3 p.m. will be facilitated by Bonnie Sibert and Bev Newton of the Nebraska Department of Education who are partnering with Partnerships for Innovation (PFI) and postsecondary educators to offer these top-notch professional development opportunities.

### BMIT Standards Workshops 9 a.m. to 3 p.m. at all locations

- Northeast Community College-Norfolk – **Oct. 2**, Norfolk Lifelong Learning Center, Room C & D, 601 East Benjamin Avenue, Norfolk
- Western Nebraska Community College-Scottsbluff – **Oct. 8**, Harms Advanced Technology Center, The Plex Room, 2620 College Park, Scottsbluff,
- North Platte Community College, South Campus – **Oct. 9**, McDonald-Belton Bldg., Room 122, North Platte (located south of interstate at 601 West State Farm Road)
- Central Community College-Grand Island – **Oct. 16**, Room 210-211-212, 3134 West Hwy. 34, Grand Island
- ESU 3, Omaha – **Oct. 22**, Calamus/Platte Room, 6949 S. 110th Street, Omaha
- Country Inns and Suite, Lincoln – **Oct. 23**, Nebraska Room, 5353 N. 27th Street (1.3 miles south of Exit 403 from I-80)

## PROFESSIONAL DEVELOPMENT

### Elementary Keyboarding Workshops

To meet the increased demand for the Nebraska Department of Education's Elementary Keyboarding Workshop, Bev Newton and Bonnie Sibert have developed a free Virtual Elementary Keyboarding Workshop that can be utilized by business teachers, elementary teachers and school administrators. The Virtual Elementary Keyboarding Workshop is laid out in six steps that should be completed in sequence over a period of time. Workshop participants view two podcasts and examine multiple workshop resources at their own pace and/or participate in team discussion. Follow the 6 steps located at [www.education.ne.gov/bmit/workshops.html](http://www.education.ne.gov/bmit/workshops.html) (BMIT web site – Workshops).

The Nebraska Department of Education will continue to offer full-day hands-on workshops. The next elementary keyboarding workshop will be held **July 30, 2013**. See complete details at [www.education.ne.gov/bmit/pdf/flyer-elemkeywksbp-nde.pdf](http://www.education.ne.gov/bmit/pdf/flyer-elemkeywksbp-nde.pdf).

July 30, 2013—Lisa Newton Hansen will conduct a 9 a.m. to 3 p.m. Elementary Keyboarding Workshop in the Nebraska Department of Education computer lab located on 6th floor of the State Office Building, 301 Centennial Mall South, Lincoln. To register for the July 30 workshop, send an email indicating your intent to attend to [karen.kloch@nebraska.gov](mailto:karen.kloch@nebraska.gov) and include your name, school, phone number and email address. The cost of attending the one-day workshop is \$40, which is collected on the day of the workshop. Register early as the class is limited to 15 participants. Registrants will receive a reminder email one week prior to the workshop.

If there are administrators or other teachers within your district who may need training, please forward this information to them.

### AIM Faculty Academy

Congratulations to the following 16 teachers who applied and received scholarships to attend workshops during the AIM Faculty Academy in June!

- Norma Thompson, Falls City High School, Mobile App Development
- Therese Laux, Omaha North Magnet High School, Mobile App Development
- Belinda Ter Beest, Omaha Benson High School, Mobile App Development
- Patti Layher, Platteview High School, Mobile App Development
- Kristina Tolliver, Omaha Buffett Magnet Middle School, HTML 5
- Marge Kneifl, Lincoln Southwest High School, HTML 5
- Lisa Carder, Boone Central High School, HTML 5
- Lana Yager, Omaha South Magnet High School, Cisco
- Deb Swanson, Omaha South Magnet High School, Transitioning to Office 13 and Windows 8
- Tom Budnick, Kenesaw Public School, Transitioning to Office 13 and Windows 8
- Carlene Frenzel, Auburn Public Schools, Dreamweaver
- Amity Kollars, Shelton Public Schools, Dreamweaver
- Jodi Craig, Leyton High School, Using the Cloud in the Classroom
- Christina Schumacher, Leyton High School, Using the Cloud in the Classroom

These scholarships are offered through Perkins funding and coordinated through Partnerships for Innovation.



**“Extraordinary productivity is not about time management, it’s about managing your decisions, attention and energy.”**

*~ Leigh Stevens*

### Free Lessons and Videos to Teach Personal Finance

Many students learn better when information is presented in multiple formats. Use these [short videos](#) from the Council for Economic Education, which explain key personal finance concepts. Included with each video is a 5-question quiz that checks students’ understanding either before or after watching the video.

Don’t have time to scour the Internet for financial literacy lessons this month? EconEdLink has done the work for you. Visit the website for [personal finance lessons](#) for all grade levels. You can also search by key concept or state standard.

## RESOURCES

### The 5 Choices to Extraordinary Productivity

If you are looking for some good summertime reading, you might consider *The 5 Choices to Extraordinary Productivity*! This brief monograph developed by FranklinCovey focuses on improving your productivity. The document points out that extraordinarily productive people consciously choose to invest that effort only where they can contribute most. They give their best to the people and things that excite them, that fill them with purpose and that really count.

Based on the FranklinCovey Time Matrix Survey of 351,613 respondents (as of 2011) some of their findings included the following:

- We typically spend about 70 percent of the workday on problems, crises and activities that do not contribute to the true priorities of the organization.
- We never get clear on our “main purpose”—the extraordinary contribution we could make in the roles we play in work and life.
- We work and live by default—dealing with whatever comes up—instead of by design—focusing our finest and best effort on those things with the greatest payoff.
- We’ve been hijacked by our technology. Flooded with electronic distractions, we’ve allowed our productivity tools to make us unproductive!

FranklinCovey identifies the 5 Choices as:

1. Act on the Important, Don’t React to the Urgent
2. Go for Extraordinary; Don’t Settle for Ordinary
3. Schedule the Big Rocks, Don’t Sort Gravel
4. Rule Your Technology, Don’t Let It Rule You
5. Fuel Your Fire, Don’t Burn Out

To learn more about the next generation of productivity, download a free copy of the *5 Choices* mini-book at [www.the5choices.com/promo.php](http://www.the5choices.com/promo.php).

### Financial Management

The MBA Research and Curriculum Consortium has developed a new course guide entitled Financial Management, that can be utilized in both Accounting I and Accounting II courses. This new resource will be made available to all Nebraska secondary and postsecondary business teachers on July 1, 2013

through the *State's Connection*. If you have never downloaded curriculum from the MBA Research website, you will need to create a username and password.

They will be introduced to a wide range of financial analysis, managerial decision making, and financial accounting concepts and skills including performance metrics, cash-flow management, expense-control strategies, depreciation and obsolescence evaluation, the accounting cycle, and much more. Students prepare and interpret financial statements, forecast sales, develop budgets and conduct multiple forms of financial analysis. Financial regulations, accounting standards, and financial information technology are also emphasized throughout the course. Even though you already have a textbook for your Accounting I and II courses, you will want to review the teaching strategies and projects provided. There will be projects utilizing spreadsheets that you'll be able to incorporate into your courses.

Delayne Havlovic of Omaha Public Schools reviewed the initial prospectus for this guide and states that "I liked the emphasis on financial analysis, ratio analysis and decision-making based on financial decisions, rather than just having students crunch numbers and journalize them."



### Nebraska Career Connections Online Tutorials

Did you know that YouTube has more than just crazy cat videos? You can find two great tutorials on how to use the Nebraska Career Connections systems, Kuder Navigator, for middle and high school aged students and Kuder Journey for college students and adults. A self-guided tour book is also available on the PFI website. For more assistance with Nebraska Career Connections, call the support line at 877.999.6227.

### Learning, Earning and Investing for a New Generation

BMIT teachers who register for the NCE Conference as a Business, Marketing and Management/Communication and Information Systems registrant will receive a copy of the newly released Learning, Earning and Investing for a New Generation text.

Learning, Earning and Investing for a New Generation introduces students to the world of investing, with its abundant opportunities and ever-present risks. The focus is on strategies for investing for the long term, as part of an overall approach to financial planning that empowers young people to take control of their own financial futures. Lessons cover basics such as the language of financial markets, gathering information on investments and the nature of financial institutions in the U.S. economy. There are lessons on stocks, bonds and mutual funds. The 21 lessons provide active learning experiences to help students master the basics of investing.

The lessons in this book, targeted for grades 9 – 12, are linked to the missions in Gen i Revolution, the Council for Economic Education's free online game, however all the lessons are free-standing and may be used without the game.

Gen i Revolution is a free, online personal finance game. Every part of the Gen i Revolution game is linked to corresponding content in Learning, Earning and Investing for a New Generation. In Gen i Revolution, each student assumes

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## Building Enrollment: WOW! as written by Jeff McCauley for the March 14 MBA Perspectives

The WOW factor. Have it? Need it! But, getting it requires careful planning, homework and preparation. Wow is a whole lot more than simply being a good entertainer.

As business and marketing teachers we know competition is healthy. We know competition brings out the best in business, creates better products and is beneficial to the consumer. Why don't we feel that way when it's time for students to select their courses?

Depending on your particular school and any focus or emphasis it may have, your students will have a great deal of choice when it comes time to select their courses for the upcoming semester or school year. First, they will have to make sure they select the core required classes such as English, math and science etc. In addition, they will likely have a wide variety of elective courses from which to choose. Unless your school has some type of pathways or small learning communities, there is a good chance students will treat electives like a buffet and try a little bit of everything.

Your challenge is to develop a course – a program, really – that stands apart from all those other options. Clearly, it needs to be distinct; it must have a point of differentiation; it has to bring to the table your WOW factor.

So what's that mean? What is your wow factor? What differentiates your program from the others? The difference is certainly found in the content and curriculum. It's pretty tough to teach theory and philosophy of business to a teenager. Teens want to do. And the smart ones see through the busy work. They recognize real, substantive content when you put it on the table. They also recognize dated, stale content and pedagogy. So, as a prerequisite to WOW, we need to be certain the content is relevant, up-to-date and challenging.

Getting the content right is the right start, but WOW must go beyond that. What's your wow factor when you try to differentiate between your program and other electives in the school?

- Do you offer great internships that give your students a head start in the business world? Are your internships truly better opportunities than a typical part-time teen job that anyone can pick up?
- Is it your CTSO that provides opportunities to develop leadership and to compete against students from around the country? Are you picking and choosing CTSO activities that are truly related to learn-

ing? Will the activities you select impress your would-be students' parents? Counselors? Or are you focusing solely on the fun stuff?

- Is your wow factor based on your use of project-based learning and real-world activities? Are your students doing real-world stuff or just reading the chapter, answering the questions and taking a quiz?
- Maybe your wow factor is the use of technology in your program. Perhaps everyone uses an iPad or a handheld device. Or maybe you have frequent Google+ Hangouts in the classroom to bring in real-world experts to share their thoughts with your students and bring reality to the curriculum.

Bottom line: Your wow factor is not something I can define in a short article. Yours will be different from mine. But the bottom line is that it will include both content and pedagogy, and it will differentiate the experiences you offer from those of the other classes.

Get a copy of **Differentiate or Die**, a great book by Jack Trout. It is a fantastic reminder of why and how we differentiate in business. And, it

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**Nebraska DECA Outgoing Team 56 and Newly Elected Team 57**

*Top Row, from Left to Right:*

Kody Rawson, Papillion-La Vista High School; Katie Wandzilak, Lincoln Southeast High School; Ryan Lamb, Papillion-La Vista South High School; Conner Kaiser, Lincoln East High School; Henry Gentle, Omaha Central High School

*Bottom Row, from Left to Right:*

Cody Basch, Papillion-La Vista South High School; Olivia Bond, Millard South High School; Tia Liggett, Millard South High School; Taytem Chapman, Lincoln East High School; Tymber Long, Lincoln Southeast High School; Morgan Coil, Millard West High School

## CSOs in Action

### Nebraska DECA: Discover Your Direction

Nearly 240 DECA awards were given to Nebraska high school students recently at the 56th DECA Conference in Lincoln, March 14-16, 2013.

The top 150 Nebraska students who finished first, second or third in their events will challenge more than 14,000 other students from the United States, the U.S. territories, Canada and Germany during the national competition in Anaheim, California, to determine the world's best marketing, finance, hospitality, management and entrepreneurship students.

DECA competitive events are designed to evaluate the knowledge, skills and attitudes necessary for career success in a wide array of professions. Nebraska students participated in more than 35 competitive events, professional development seminars and elected state officers in March.

The following were named new officers:

2013-2014 State Officer Action Team 57

President - Cody Basch, Papillion-La Vista South High School

Secretary - Olivia Bond, Millard South High School

VP-Alumni/Collegiate DECA - Tymber Long, Lincoln Southeast High School

VP-Business Partnerships - Taytem Chapman, Lincoln East High School

VP-Membership Services - Tia Liggett, Millard South High School

VP-Publications - Morgan Coil, Millard West High School

### Nebraska FBLA: Igniting Innovation

The Nebraska Future Business Leaders of America (FBLA) recognized the competitive event winners at the 51st annual State Leadership Conference in Omaha on April 4-6. Over 2,200 members and advisers from 126 Nebraska schools attended the conference.

Competing in more than 60 events, members showcased the skills developed in their business and information technology classes. Trevor Sorensen from Minden High School was named Future Business Leader. Sally Moore from Fillmore Central High School was recognized as Nebraska's Who's Who in FBLA winner.

The 2013-2014 Nebraska FBLA State Officers elected at the conference are:

- Louden Redinger from Shelton High School, president
- Calen Griffin from Chase County High School, vice president
- Alyssa Ehlers from Adams Central High School, secretary
- Myan Bhoopalam from Lincoln East High School, treasurer
- Cody McCain from Tri County High School, reporter
- Trevor Koger from Arlington High School, parliamentarian

Julie Jensen from Aurora High School received the Outstanding Local Chapter Adviser award and will be recognized at the National Leadership Conference. Julie also serves on the FBLA National Awards Program Committee, which oversees the competitive events at the national conference.

Recognized as Nebraska FBLA's Business of the Year was Buckle, Inc., from Kearney. Bonnie Kudron from HDR, Inc., in Omaha received the National Businessperson of the Year award and will be honored at the national conference.

Complete competitive event results can be found on the Nebraska FBLA website at [www.nebraskafbla.org](http://www.nebraskafbla.org). Over 200 national qualifiers will compete in Anaheim, California, on June 27-July 1 at the National Leadership Conference.



### 2013-2014 Nebraska FBLA State Officer Team:

*Left to Right:* Trevor Koger, Arlington High School, parliamentarian; Cody McCain, Tri County High School, reporter; Louden Redinger, Shelton High School, president; Myan Bhoopalam, Lincoln East High School, treasurer; Alyssa Ehlers, Adams Central High School, secretary; Calen Griffin, Chase County High School, vice president.



*Summertime  
Reading*

**14 Books Educators Should Read**

In the Tech & Learning eNews of February 4, 2013, Justin Tarte listed the 14 books that he had read over the last two years that have had a positive effect and impact on him as an educator. A high school teacher working on his doctorate, Justin admitted that he had been doing a lot more online reading of blogs and articles, but he still feels that books play an important role in educator growth and development. His recommendations are listed at [www.jus-tintarte.com/2011/01/14-books-educators-should-read.html](http://www.jus-tintarte.com/2011/01/14-books-educators-should-read.html).

One of his recommendations, *The Energy Bus* by Jon Gordon, will be distributed at the NCE Conference following Gordon's keynote on Wednesday, June 5. Another selection, *What Great Teachers Do Differently* by Todd Whitaker, was distributed at the 2012 NCE Conference after Whitaker addressed conference participants during the closing general session.

**Building Enrollment: WOW!**

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will be useful both as you develop this marketing plan for your program and, if you teach a marketing class, for helping your students understand the concept. Trout covers countless traits which can be used as a point of differentiation including such things as the breadth of a product line (or program offerings), leadership, history, specialty courses, the newness of the course (or even the fact that it's been around for significant time and has an established history), the growth of your program and the list goes on.

The truth is, most of us have one or more of these wow factors in our program. The problem is, we have never taken the time to think them through and integrate them into a substantive promotion and marketing plan. It's almost as though we keep our wow factor a secret. If that's the case, it's time that we move it to the forefront of our promotional efforts.

Your efforts to differentiate and build a wow factor should lead to a unique selling proposition (USP). Identify those key selling points through the eyes of your students.

In fact, use an open and friendly conversation with your current students as your starting point. Talk with those whom you believe are the right students in your class for the right reasons. They'll have insight you may not have. You might be surprised at how quickly they can identify what it is they like about your class, your approach to teaching, and most importantly, the contribution you are making to their futures.

Then, use what you learn. Leverage it into your marketing and communications plans.

### Calendars

#### Business, Marketing and Information Technology

[www.education.ne.gov/BMIT/conferences-workshops.html](http://www.education.ne.gov/BMIT/conferences-workshops.html)

#### Career Education Standards

<http://cestandards.education.ne.gov>

#### 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.html](http://www.education.ne.gov/NCE/Calendar.html)

#### Nebraska Department of Education Master Calendar

<http://ndecalendar.mhsoftware.com/>

### Learning, Earning and Investing for a New Generation

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the role of a secret agent, assigned by the mysterious Monique to help people with financial problems. Gen i Revolution is divided into 15 missions. Each mission begins with a briefing from Monique and the selection of computer-based characters to form a team. Then students participate in interactive exercises and tutorials related to the financial problem that has been posed. Each mission concludes with students making financial recommendations, which are then scored according to their effectiveness in solving the financial problem.

Teachers enroll their classes for participation in Gen i missions at [www.genirevolution.org](http://www.genirevolution.org). A teacher ID enables the teacher to enroll classes, manage access to missions and monitor student progress.

The print lessons in Learning, Earning and Investing for a New Generation have two specific connections to the online game. At the end of each lesson, you will find a recommendation (Gen i Connection) for Gen i Revolution mission to reinforce the lesson's key points. In cases where the online missions do not correspond directly to a print lesson's key points, the lesson provides other references to Council for Economic Education online resources. Each Gen i Connection is followed by a Gen i Reflection, an in-depth question that invites students to reflect on what they have learned about personal finance and their own investing goals.

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