

THIS & THAT

A Newsletter for Business, Marketing and Information Technology Instructors

Summer Issue, 2006

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NCE Conference

It's not too late to register for the Nebraska Career Education Conference held June 5-7 in Kearney. There are many changes to the conference this year so please review the schedule carefully. Monday is a preconference day, loaded with interesting workshops matching the career fields. Tuesday is dedicated to our nationally recognized keynote speakers, Dr. Dale Henry and Ray McNulty, as well as general sessions. Wednesday and Thursday are career field sessions. For detailed information about the conference, visit the official NCE Conference web site, www.nceconference.com.

Wayne State College will offer the NCE Conference for three (3) hours of graduate credit. Enrollees will be required to attend the conference and participate in the online follow-up component using WebCT. For more information, contact Dr. Patricia Arneson at Wayne State College, 800-228-9972, Ext. 7255, or email paarnes1@wsc.edu. There will be a special meeting with Pat in Room 101 on Tuesday at 10:00 a.m. for those interested in obtaining this credit.

The conference registration fee of \$85 covers Monday through Thursday and includes the Tuesday awards luncheon. A reduced registration fee of \$50 for the preconference sessions on Monday only is also being offered this year. Registration received after May 10 is \$100. All registration begins daily at 7:30 a.m. at the Holiday Inn on Monday and Tuesday. Registration will also be available on Wednesday at the Ramada Inn. We look forward to seeing you there!



MPBEA Conference

June 14-17



High Performance in Business Education will provide you with new ideas and upgrade your technology skills. Plan now to attend the 2006 Mountain Plains Business Education Association Conference in Denver, Colorado! The June 14-17 conference features tours, technology workshops and concurrent sessions. Keynote speaker Richard Fagerlin opens the conference with *Teachers, Start Your Engines!* Full conference details can be found at www.mpbea.org.

2006 Conclave

Register now for the 2006 Conclave and Professional Conference held June 23-25 in downtown Minneapolis. Featured speakers include Kevin Wilde, Chief Learning Officer from General Mills, and Robyn Waters, President of RWTrend. The conference features more than 40 professional development sessions and 8 program tracks: sports/event business, business administration, marketing management, finance, fashion marketing and merchandising, entrepreneurship, best practices in high school teaching and best practices in postsecondary teaching. Conference details are available at www.Mark-ED.org.

BMIT Fall Workshops

The Nebraska Career Management System, Personal Learning Plans and programs of study are all on tap for the 2006 fall workshops. Bonnie Sibert, Bev Newton and/or Jamie Siedschlag of the Nebraska Department of Education invite all secondary and/or postsecondary business, marketing and information technology teachers and preservice students to attend a 9 a.m. to 3 p.m. workshop at your nearest Educational Service Unit.

Workshop participants will be involved in the following activities:

- examine the knowledge and skills students should possess for pursuing careers within the Business, Marketing and Management Career Cluster and the Information Technology Career Cluster
- explore the Nebraska Career Management System portal with hands-on training in a computer lab setting
- Receive models of personal learning plans and programs of study
- Explore new resources available for extended learning, assessment and Virtual Economics
- Learn about changes in Perkins legislation and provide input for the new state plan for career and technical education
- Receive teaching strategies for incorporating mathematics into your existing courses



To register for the workshop, please call or email the host ESU at least 5 days prior to the workshop you plan to attend.

Omaha, ESU 3 – September 6, 9–3

Preregister through ESU 3 by calling (402) 597-4884

Auburn, ESU 4 – September 13, 9–3

Preregister through ESU 4 by calling Mitzi, Margaret or Sue at (402) 274-4354, \$10 fee

Fremont, ESU 2 – September 20, 9–3

Preregister through ESU 2 by registering online at www.esu2.org. Call Tammie at 402.721.7710 Ext. 207 if you need assistance.

Omaha Public Schools Marketing Career Cluster – October 2, 9 – 3

Milford, ESU 6 – October 4, 9–3, \$10 fee

Preregister through ESU 6 by calling (402) 761-3341

Ainsworth, ESU 17 – October 4, 9–3

Preregister through ESU 17 by calling (402) 387-2520

Neligh, ESU 8 – October 5, 9–3

Preregister through ESU 8 by calling (402) 887-5041

Hastings, ESU 9 – October 10, 9–3

Preregister through ESU 9 by calling (402) 463-5611, \$8 fee

Kearney, ESU 10 – October 11, 9–3

Preregister through ESU 10 using ODIE (www.esu10.org)

Scottsbluff, ESU 13 & 14 – October 18, 9–3

(Western Nebraska Community College, Harms Advanced Technology Center, 2620 College Park)

Preregister through ESU 13 by calling (308) 635-0661

Offered in conjunction with the NSBEA Fall Conference.

For a small fee, lunch will be provided by NSBEA.

North Platte, ESU 15 & 16 – October 19, 9–3 (1221 West 17, North Platte)

Offered in conjunction with the NSBEA Fall Conference. For a small fee, lunch will be provided by NSBEA.

Preregister through ESU 16 by calling (308) 284-8481

Columbus, ESU 7 – October 25, 9–3

Preregister through ESU 7 by calling (402) 564-5753, Kari Westmeyer

Beatrice, ESU 5 – October 25, 9–3

Preregister through ESU 5 by calling (402) 223-5277

Wakefield, ESU 1 – November 8, 9–3

Preregister through ESU 1 by calling (402) 287-2061, \$15 fee

Elementary Keyboarding Workshops

Is it time to revamp your school district's keyboarding curriculum or implement a formalized elementary keyboarding curriculum? If so, Bonnie Sibert and Bev Newton invite a team of teachers to learn keyboarding teaching strategies, practice hands-on keyboarding activities, preview elementary keyboarding software and review keyboarding scope and sequence plans from Nebraska school districts.

Teams consisting of an elementary teacher, computer teacher and/or business teacher are encouraged to attend.

Two workshops will be held on August 8 and August 10. You can register for the August 8 Elementary Keyboarding workshop hosted at the Nebraska Department of Education from 9 a.m. to 3 p.m. or for the

August 10 workshop hosted in either Scottsbluff or Sidney. Please register for the August 8 workshop online at www.nde.state.ne.us/TECHCEN/ and click on Training Workshops. You can register for the August 10 workshop by contacting Cindy at soar@esu13.org or call 308.635.0661 or register online at www.esu13.org.

Information Technology

Did You Know?

CIW is the industry-standard Web Design Certification program that provides a clear educational pathway for students. The CIW program, through Prosoft Learning Corp, offers a complete web design solution to Nebraska schools with faculty training, curriculum materials, test prep materials, classroom certification testing and educational pricing for certification exams. The pathway begins with the CIW Foundations Series: Internet Business Foundations, Site Development Foundations, Network Technology Foundations and continues through CIW Site Designer Series Course: Design Methodology and Technology.



CIW Foundations Series

Internet Business Foundations prepares students to work effectively in today's business environment. In this course, they will learn about the tasks involved in various Information Technology (IT) job roles. They will also learn about Internet connection methods, Internet protocols and the Domain Name System (DNS). They will study the basic functions of Web browsers, the components of Web addresses and the use and control of cookies. They will learn how plug-ins can improve your web-browsing experience, and you will use browsers to download and manage files.



Site Development Foundations teaches you essential Web page development skills. Students will learn to develop Web sites using Hypertext Markup Language (HTML) and Extensible HTML (XHTML). They will learn to write code manually, as well as use graphical user interface (GUI) authoring tools. They will also learn to insert images, create hyperlinks, and add tables, forms and frames to your Web pages.

Network Technology Foundations teaches essential networking technologies and skill, including TCP/IP, stable network creation, wireless networking and

network troubleshooting. Students will learn to use various network components and protocols that enable users to share data quickly and easily. They will explore the different types of transmission media, and will learn how network architecture and topologies provide for efficient and secure communication. In addition, they will learn about the OSI reference model and its relationship to packet creation and they will compare and contrast the OSI model with the Internet architecture model.



CIW Site Designer Series

Design Methodology and Technology students learn how to design and publish Web sites. General topics include Web Site Development Essentials (such as the site development process, customer expectations, and ethical and legal issues in Web development), Web Design Elements (such as aesthetics, the site user's experience, navigation, usability and accessibility), Basic Web Technologies (such as basic Hypertext Markup Language (HTML), Extensible HTML (XHTML) and extended technologies, image files, GUI site development applications, site publishing and maintenance) and Advanced Web Technologies (such as multimedia and plug-in technologies, client-side and server-side technologies, and Web databases).

For more information about the CIW program and how it can meet the needs of your students and school, contact your CIW educational consultant at (888) 603-9300.

Certifications

Lisa Bourlier, Associate Principal for UNL's Independent Study High School, surveyed Nebraska business educators to learn which schools were offering certification classes for their business students. Two of the ten schools responding to the survey offer certification. Hemingford Public School implemented A+ certification and the Cisco Academy. Bruning-Davenport High School implemented MOS certification.

Reading with a Critical Eye

The reliance on the World Wide Web becomes very vivid when one compares that only three years ago Google processed 350,000 searches a day. Today one billion searches are completed each day! Add to that fact the following: only one-third of the searches are placed in the U.S. and only one-half of the searches were in English. With this in mind, it is apparent that today's reader must be trained to read with an even more critical eye in order to sift out unreliable information. Gone are the days when information was shared from a knowledgeable source that followed ethical standards and values. Teachers must continue to help students learn how to validate that Web resources are reliable and provide accurate information.

David Warlick, "Information Overload," *i.e. (interactive education) Magazine*, Autumn, 2005



Technology Employment Update

Technology employment in the United States is growing with 17 percent more workers in the technology industry than in the late 1990s. The Bureau of Labor Statistics forecasts a 30 percent increase in technology jobs over the next decade. American companies are keeping high-skilled jobs requiring face-to-face interaction on U.S. shores and outsourcing work that can be done online. India is still the preeminent destination for this work, and the wage demands of India's highly educated, English-speaking workers are still a bargain for American companies.

Keith Naughton, "Outsourcing – Silicon Valley East," *Newsweek*, March 6, 2006

International Business Resources

Looking for some ideas to teach a unit in International Business? Please check out the BMIT web site! Susan Rouch, of the Governor's Office of International Trade and Investment, has put together a list of valuable International Culture and Business web sites. These web sites are listed on the BMIT web site—see Curriculum, International Business. Each year Susan visits the Lincoln Southwest International Business class and gives an excellent presentation about Nebraska's role in international trade. Along with her up-to-date PowerPoint and handouts, she brings treats and chopsticks for the kids to try!

In addition to Susan's presentation, the students benefit from Junior Achievement speakers, (www.ja.org/default.asp) in International Business. There are Junior Achievement chapters in Lincoln, Omaha and Grand Island. These guest speakers add a wealth of experience and content to the class. In addition, students enjoy a field trip to tie together what we've discussed

in class. This year, my class visited Licorice International. Lisa Jensen (a former FBLA State Officer from Ralston—what a coincidence) was our tour guide. Not only did the students get to see, touch and taste licorice from a variety of countries, they were exposed to the idea of "brokers" who help facilitate the exchange of product and currency internationally.

Finally, as a culminating project, students work in groups in a Global Market project. Students incorporate the four P's of Marketing (product, price, promotion, and place) in an international setting. Topics the students research about the country of their choice are: Laws, Competition, Economy, Level of Technology, Distribution Channels and Culture. Students conduct their research and give their projects to the class as a PowerPoint presentation. Feel free to e-mail me at mschrop@lps.org for a copy of the project's rubric. Good luck and best wishes!

Mary Schropfer, Lincoln Southwest

Better Business Bureau International Student Ethics Award Competition

The Better Business Bureau is seeking outstanding, ethical high school juniors and seniors to enter its second annual BBB International Student Ethics Award Competition. The award program was established to recognize outstanding high school students who personify high ethics demonstrated through leadership, community service, academic history and overall personal integrity.

As many as five students will be honored with \$2,500 scholarships toward college. The 2006 award criteria, guidelines, and procedures are available at www.bbb.org/BizEthics/studentForm.asp. Deadline has been extended to May 19.

Marketing

Business Clip: Extreme Targeting!

Best Buy is watching you. Each time you enter a store, employees are pegging you as a Buzz, Barry, Ray or Jill. These are the code names that the store uses to profile types of customers. The company has even revamped some of its stores to cater to specific types of shopper profiles:

- Buzz: A young "techie" who knows his way with the latest electronic gadgets and gizmos.
- Barry: Sophisticated business professional who can afford luxuries such as the top-of-the-line home theater system.
- Ray: Family man who wants to improve the quality of life for

his loved ones.

Jill: Smart, busy, soccer mom; primary shopper in her family, but she is often intimidated by the jargon of electronics and technology.

Using these carefully researched profiles, Best Buy personalizes each prototype store so that it appeals to a specific customer type. For example, in a store that caters to "Jill," you'll find an expanded home-appliance selection and little nooks set up to look like dorm rooms—where "Jill" and the kids can play with electronic games featuring Hello Kitty and SpongeBob SquarePants. While "Jill"



shops, she listens to her favorite Mariah Carey tunes over the store's loudspeakers.

Does it work? A test "Jill" store in California experienced a 30 percent increase in sales during a test earlier this year. And, the store gets higher customer-loyalty ratings.

Best Buy plans to roll out the new concept in 660 stores within the next three years. Some stores will reflect a single-customer profile, while other stores will combine two or more customer profiles. The trick, of course, is not to alienate those who don't fit the profile, or to make Buzz feel OK in a Jill store. Watch for a "Buzz," "Barry," "Ray" or "Jill" store popping up in your hometown.

Washington Post, August 17, 2005

CSOs In Action

DECA 49th Career Development Conference

Nebraska DECA held the 49th annual State Career Development Conference in Lincoln at the Cornhusker-Marriott Hotel on March 16-18, 2006. Over 700 members participated in competitive events judged by over 300 business partners and alumni. The 2006-2007 state officer team was elected including:

- President – Beth Hoffman, Bellevue West High School
- Secretary – Kimberly Coleman, Omaha Burke High School
- Vice President – Alumni/Delta Epsilon Chi – Ashley Robinson, Papillion-LaVista High School
- Vice President – Business Partnerships – Ashley McApline, Millard West High School
- Vice President – Membership Services – Ben Strasheim, Lincoln East High School
- Vice President – Publications – Scott Siemens, Millard South High School

The 2006 International Career Development Conference was held in Dallas, Texas on April 29-May 2. Nebraska DECA was represented by our state officer team, over 200 participants and advisors, and national officer candidate Lindsey Kaiser from Lincoln East. For more information on the results from the 2006 SCDC and ICDC competitions visit the Nebraska DECA website at www.nedeca.org.

FBLA Unlocks Potential

Nearly 1,700 students and advisers from 97 Nebraska schools attended the Nebraska Future Business Leaders of America (FBLA) 2006 State Leadership Conference held April 6-8 in Omaha. Members unlocked their potential by competing in 62 chapter, team and individual events.

Nebraska FBLA members presented \$9,656 to Mothers Against Drunk Driving (MADD) as a result of their annual fundraising project. Silver Lake and Wood River High School FBLA chapters coordinated the fundraising project this year.

The Nebraska March of Dimes recognized Twin River High School FBLA for raising \$5,603. Twin River High School FBLA also received the Mission Triangle Excellence award for promoting the March of Dimes mission. Together FBLA chapters

contributed \$12,456 to the Nebraska March of Dimes. Nebraska FBLA members also provided 26,242 hours of service to their communities this year.

Hamilton Telecommunications, Inc., nominated by Aurora High School, was named Business of the Year. Jan Went, Columbus Lakeview High School received the 2006 Outstanding Local Adviser Award.

The 2006-2007 Nebraska FBLA State Officers are:

- President – Jamie Dick, Aurora High School
- Vice President – Kelsi Potts, Cambridge High School
- Secretary – Leslie Watermeier, Syracuse High School
- Treasurer – Brittani Faimon, Crete High School
- Reporter – Katy Connealy, Lyons-Decatur Northeast High School
- Parliamentarian – Alice Reynolds, Wood River High School

PBL Conference a Success

The 42nd Nebraska Phi Beta Lambda (PBL) State Leadership Conference was held March 25-26 in Kearney. Members and advisers from 12 colleges and universities attended the two-day event. PBL members competed in over 40 events. Those placing first or second in most events will attend the National Leadership Conference in Nashville, Tennessee.

The following individuals were elected and/or appointed as the new leadership team for the 2006-07 school year:

- President – Mike Kistler from Grand Island, University of Nebraska – Lincoln
- Vice President of Membership – Hailey Dady from Kearney, University of Nebraska – Lincoln
- Vice President of Communications – Jessica Sexson from Farnam, North Platte Community College
- Vice President of Finance – Adam Krause from Peru, Wayne State College
- Vice President of Technology – Alec Kudrna from Omaha, University of Nebraska at Kearney
- Assistant Vice President – Sherry Kvasnicka from Crete, Peru State College
- Assistant Vice President – Erica Heiden from Bertrand, Doane College



LB 690 Passes

The Governor signed Legislative Bill 690, the Career Education Partnership Act, sponsored by Senator Elaine Stuhr. The bill provides \$450,000 for the Nebraska Department of Education to administer through a competitive grant process designed to further the efforts supporting the role of Career and Technical Education at the secondary and postsecondary levels. Specific information and details about the grant program will be shared in the future.



Nebraska Receives State Scholars Initiative Grant

The Nebraska Department of Education successfully collaborated with the Coordinating Commission for Postsecondary Education to receive a grant that focuses on helping students increase the rigor of their education experience in preparation for postsecondary education and career. The grant supports four Nebraska high schools in efforts to create models of innovation. The project is an 18-month effort and brings \$300,000 to Nebraska for the purposes of the grant. The project director is Rich Katt.

EconEdLink

The National Council for Economic Education's (NCEE) EconEdLink site provides expert written and reviewed lesson plans, student activities and classroom resources for economic and personal finance. In addition, CyberTeach, DataLinks and Current Events increase teachers' effectiveness in planning and applying lessons by supplying needed information in one place and then showing teachers how to use it.

The CyberTeach portion of EconEdLink has a calendar of economic events, linked to lessons, for each day of the year. CyberTeach also contains the NCEE glossary with over 500 terms and definitions available for teachers and students to use. The DataLinks section lists a wealth of national macroeconomic data and key indicators in one easy-to-access location. The Current Events section provides continuously updated links to online news articles that have a relevance to the study of economics. In addition, the Standards Correlation links the EconEdLink lessons to state standards, and the Weblinks section provides teachers with other online resources. Take a moment to see for yourself the resources available at EconEdLink at www.econedlink.org.

By John LeFeber, Online Curriculum/
Instructional Developer

Nebraska CALS Observation Assessment

The Career and Life Skills (CALS) Observation Assessment focuses on the career, academic, personal, social and employability competencies required for success as a worker and citizen in the 21st Century. The competency areas mirror the foundation knowledge and skills identified for each of the U.S. Department of Education 16 Career Clusters and encompass the American School Counseling Association (ASCA) standards as well as the SCANS skills outlined by the U.S. Secretary of Labor in the early 90's.

Carol Jurgens, NDE Tech Prep Specialist, has worked diligently to develop the CALS Assessment for Nebraska students. CALS evaluates student competency in a wide variety of educational settings in which they may have both strengths and weaknesses. It is a tool for helping your students determine "how others see them" and allows them to make a comparison to "how they see themselves." It provides an ongoing measure of their level of performance in the ten foundation knowledge and skills required for success in life and any career, regardless of their cluster of interest. Initial assessment of student competency levels should be completed prior to preparing or updating their Personal Learning Plan (PLP) at the end of 8th grade and repeated periodically through 12th grade.

The CALS Assessment is currently being piloted as part of the Nebraska Career Management System by 10-15 Nebraska school districts and will be available to all Nebraska schools in the fall of 2006.

WANTED: Creative Teaching Ideas

Last year Tena Crews, a teacher educator from South Carolina, sent an email to our listserv asking teachers to submit their creative teaching ideas. Several Nebraska teachers have submitted ideas; however, Tena needs additional lesson plans.

Nebraska has some of the best and most creative teachers in the nation, and this is your opportunity to be published! The items submitted will be printed by NBEA in an updated Creative Teaching Ideas publication. You will want to submit a creative teaching (lesson plan) idea for business education; a lesson plan template will be provided. If you want more details about submitting your creative ideas, please contact Tena Crews at tcrews@sc.edu. Tena is our keynote speaker at the opening BMIT session on Wednesday, June 7. Some of you may also want to visit with her at that time.

Teaching Guides in DECA Inc. Publications

Be sure to talk with the marketing teachers in your building about the teaching strategies provided in publications sent to their classrooms from DECA Inc. *Advisor* is a monthly publication of DECA's professional and program development department. It contains information about new opportunities for fundraising, sales and marketing, research from the National Research Center for Career and Technical Education, information on scholarships, and highlights of teaching strategies shared in issues of *DECA Dimensions*.

DECA Dimensions is published every two months and sent to all DECA members. The issues offer articles that can be used in the classroom on various topics including marketing, sales, research, finance, public speaking and presentation skills. It provides students tips about careers, postsecondary education, scholarships and opportunities to get involved through DECA, their schools and communities.