

This & That

Regional BMIT Fall Workshops Repeated

Mark your calendar to attend one of the six regional Business, Marketing and Information Technology fall workshops to be held in October at Nebraska's community colleges.

Last year over three hundred BMIT teachers attended the BMIT Standards Workshops to learn about the new course standards for business and marketing. This year it is important that you attend the 2012 BMIT workshops where you will receive the new course standards for Information Technology, Arts/AV Technology and Communications, Hospitality and Tourism and recommended middle-level business and technology courses. The final Programs of Study for all six clusters in the Business, Marketing and Management Career Field and Communication and Information Systems Career Field will be shared.

The six October 2012 workshops offered from 9 a.m. to 3 p.m. will be held at the same community college locations as last year. Bonnie Sibert and Bev Newton of the Nebraska Department of Education are partnering with Partnerships for Innovation (PFI) and postsecondary educators to offer these top-notch professional development opportunities.

- Northeast Community College, Norfolk – **Oct. 3**, Lifelong Learning Center, Room C & D, 601 E. Benjamin Ave.
- Western Nebraska Com. College, Scottsbluff – **Oct. 10**, Harms Advanced Technology Center, 2620 College Park, Room: The Plex
- North Platte Com. College, – **Oct. 11**, North Campus, 1101 Halligan Dr., WW Building, Room 202
- Central Community College, Grand Island – **Oct. 17**, 3134 W. Hwy. 34, Rooms 210-211-212
- Metropolitan Com. College, Ft. Omaha Campus – **Oct. 24**, Swanson Conference Center, Bldg. 22, Room 201A, 32nd & Sorenson Parkway
- Southeast Community College, Lincoln – **Oct. 25**, Continuing Education Center, Rooms 302-303-304, 301 S. 68th St. Place, (old Gallup building south of 68th and O Street)

Please bring one copy of your business, marketing and information technology course offerings (course description and syllabi/outcomes). Technical assistance on the **FINALIZED** Programs of Study will provide guidance for staff to align their coursework with the new standards.

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 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.

PROFESSIONAL DEVELOPMENT

Elementary Keyboarding Workshop – Three Choices!

On August 2, Lisa Newton-Hanson of Neligh-Oakdale will present a 9 a.m. to 3 p.m. Elementary Keyboarding Workshop at the Nebraska Department of Education, 6th Floor Computer Lab, 301 Centennial Mall South. Complete details including cost and registration process are posted on the BMIT web site – See [Workshops](#).

Lisa will also present a NCE Conference preconference workshop on June 5 from 9:30 to 4 at the University of Nebraska at Kearney College of Education's PC Lab C104. To attend this workshop, you must register online at [nceconference.com](#).

Conflicts with June 5 or August 2? Maybe the new Virtual Elementary Keyboarding Workshop is what you need to provide direction for your district's keyboarding scope and sequence. Just complete each of the six steps identified on the BMIT web site – See [Workshops](#), Virtual Elementary Keyboarding Workshop.

Standards Writing Teams Working in July

Once again, summer will be a busy time for teachers involved in the development of course standards. Partnership for Innovation (PFI) and the Nebraska Department of Education, in cooperation with Nebraska postsecondary institutions, are revising course standards as follows:

July 9-13, 2012:

Southeast Community College, Continuing Education Building in Lincoln

- Information Technology and Arts/AV Technology and Communications courses
- Development of middle level BMIT courses
- Finalize the Business Applications Pathway in the Business Management and Administration Cluster



Business Education Advocacy

The National Business Education Association (NBEA) supports national-, state-, and local-level efforts to ensure that business education is understood and valued by legislators, policymakers, business people, parents, and other critical audiences. NBEA's Legislative Advocacy Committee represents association members through ongoing liaison with Congress, federal officials, congressional committees, state legislatures and other professional associations.

Materials promoting business education are available to assist you in your conversations with [legislators](#), [business people](#), [parents](#), [students](#), [counselors](#), and [administrators](#).

July 16-18, 2012:

Southeast Community College, Continuing Education Building in Lincoln

- Hospitality and Tourism Pathway
- Culinary Arts Pathway

Results of the hard work of many teachers will be shared at the [Fall BMIT Standards Workshops](#).



2012 NCE Conference – Kearney, NE

Are you planning to attend the NCE Conference in Kearney? **Online registration** for the Nebraska Career Education Conference to be held on June 5-7 in Kearney is now open. Important reminders include:

- Participants have three registration options—Tuesday only registration is \$80; Wednesday and Thursday only is \$160; or all three days for a registration fee of \$190 (a \$50 discount).
- NCE Conference registrations were due by **May 3**. Late fee after May 3 includes an additional \$25.
- Attendees registering for Business, Marketing and Information Technology will receive the new NBEA standards.
- Review the Preconference Workshops offered on Tuesday, June 5 **before** you register. Some of the workshops have already filled so if you don't see the workshop you want listed, you will know that it has been closed.
- Preservice students are eligible to register for the NCE Conference and attend at no cost (excluding professional organization meals and activities). Invite your student teachers to join you at the conference.
- To see a complete offering of sessions for BMIT on Wednesday and Thursday, visit www.education.ne.gov/BMIT/nceconference.html.
- Noon meals on Tuesday, Wednesday and Thursday are included in your registration fee.
- Exhibits are offered only on Wednesday.
- Review the Professional Organizations link for a complete listing of NSBEA and DPE meetings held during the NCE Conference.
- If you wish to attend the NSBEA/DPE Banquet where BEST award winners and NSBEA/DPE winners are announced, you will need to register for the extra \$26 for the Wednesday evening meal.
- Plan to attend the Tuesday evening social for all Business, Marketing and Information Technology teachers at the Holiday Inn. Sponsored by Southeast Community College and Mid-Plains Community College, the social will begin at 8 p.m. in Stateroom A/B/C. No registration or fee required.
- The BMIT New Teachers Networking social will be held Tuesday evening. Meet up with your peers in the Holiday Inn at the BMIT Social at 8 p.m. No registration or fee required.
- Dr. Patricia Arneson will offer the NCE conference for 3 hours of graduate credit. For more information, contact Patricia Arneson at Wayne State College, 800.228.9972, Ext. 7255, parnes1@wsc.edu.

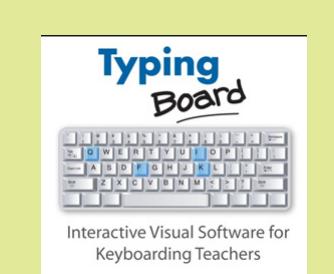
RESOURCES

Online Desktop for iPad

By Mickie Mueller, Norfolk Public Schools

For those of us who move from a Windows environment to an iPad, one of the things we might miss is interacting with Microsoft Office (Google Docs on the iPad is not quite there yet). Windows people will quickly find that Pages, Keynote and Numbers on the iPad (\$9.99 each) do not live up to Word, PowerPoint and Excel on a desktop machine. There are a few apps out there that give you the ability to read and edit Office documents (Office2 HD \$7.99, Quickoffice Pro HD \$19.99) but it is not like the real version of Office. For those of you missing Office on the iPad, have I got an app for you! This currently tops my list as most awesome iPad app ever.

OnLive Desktop allows you to run the PC version of Microsoft Office 2010 on your iPad AND gives you 2 GB of storage for FREE! That's right, I said free. I have no idea how this app is free—and you will be asking yourself the same question when you see it. All you need to do is sign up for a free account at <http://desktop.onlive.com/> and install the app on your iPad. When the app is running it looks and functions just like a Windows desktop.



Introducing Typing Board: Interactive Visual Software for Keyboard- ing Teachers

Typing Board is a revolutionary new software that turns your monitor, chalkboard or whiteboard into an interactive extra-large keyboard, making it an ideal tool for teaching keyboarding. With Typing Board, you can introduce new keys to your students in a way never before possible. Simply select the keys you are introducing and a set of hands animate proper finger placement and technique. For more information and to view a demo, visit www.bepublishing.com

Projector Friendly Version for EconEdLink lessons



At the bottom of every lesson on EconEdLink, you will find an icon on the left-hand side of the lesson. This icon will take the lesson that you are using, and will create a projector-friendly view that can be used with your students. You will notice that it moves the information found around the lesson out of view. It also will enlarge the font so that the lesson can be viewed on a white board via a projector. The lesson maintains the functionality and presents it in a view that is easier for your class to view. You can close out of the projector-friendly version by selecting the RETURN icon on the top right-hand side of the lesson. Here are two views of the same lesson:

- A normal student view: [A Penny Saved](#).
- A projector-friendly version student view: [A Penny Saved](#).



"Everything that is really great and inspiring is created by the individual who can labor in freedom."

~ Albert Einstein

Nebraska Career Connections, Powered by Kuder®

Nebraska Career Connections is a free, online career and education system used by Nebraska students and educators. With lifelong access, the system helps direct students toward making informed decisions and ongoing plans for career preparation.

The e-Portfolio is a major component of the system, serving as a web page of achievements and goals that may be shared online. While the e-Portfolio can be utilized to store résumés, cover letters and other documents, this tool goes beyond standard uses of a portfolio and can be used to gain employment, admission to schools or scholarships.

Each student account is given a link to the e-Portfolio, which can be shared with others to access files the student has designated for public viewing. For example, potential employers or scholarship committees can view a student's résumé, references and work samples. For students pursuing higher education, the e-Portfolio can also be used to help send information to admissions offices. With free lifetime access to the e-Portfolio, students can invest time in a tool that will be available throughout their career planning needs.

Other components of *Nebraska Career Connections* that help students better prepare for future education and career opportunities:

- Assessments: Students can start the career planning process by learning about themselves. Kuder's research-based interests, skills and work values assessments kick-start career exploration.
- Occupation Exploration: After completing the assessments, students can see what types of occupations best match their assessment results, providing them with a unique foundation for exploring career options.
- School Search: Search for and compare schools, both locally and nationally. Find information about the campus, tuition, admission requirements, size and more.
- Financial Guidance: Learn about the FAFSA process and fill out a FAFSA form within the system, look for local and national scholarships and learn about financial assistance resources outside of the system.

The time to start preparing students for the future is now. *Nebraska Career Connections* is a one-stop resource for students to explore, learn and plan for success after postsecondary education.

For more information on *Nebraska Career Connections*, contact Kuder customer support at 877-999-6227 or support@kuder.com, Monday-Friday, 7:00 a.m. - 5:00 p.m. central time.

To schedule training on *Nebraska Career Connections*, contact Theresa Steinlage at 515-822-4573 or steinlage@kuder.com. You may also contact Anne M. N. Klute, nebraskacareerconnections.org, necareerconnect@hotmail.com, 402-432-0096.



McCauley on Building Enrollment - Planning Gets Results

A recent issue of *MBAPerspectives*, MBA Research and Curriculum Center's e-newsletter, featured a promotional plan designed to build business and marketing enrollment. Jeff McCauley shares strategies that could help you increase course enrollments.

"Efforts to build enrollment are much like a good marketing plan supported by a good promotional plan. The operative word being **plan**. Easy as it is to postpone planning because we're too busy, taking the time now to build a strong enrollment plan will pay real benefits and, in many cases, actually save time down the road.

Whether you're working to increase enrollment in your courses, or to attract a targeted group of students with a sincere interest in business and marketing, you will have to develop a recruiting plan. Step one as you begin to create this plan is to be sure you've considered various stakeholders. Your efforts, at a minimum, must appeal to potential students, parents and counselors.

Along with your consideration of target markets, we need to make use of a variety of media to deliver the message. Consider traditional media (newspaper, radio, television, direct mail), new media (websites, blogs, email) and social media (Facebook, Twitter).

Finally, we need to keep a consistent message. Once you've determined your brand message, you need to make sure you stay on message throughout your promotional efforts. Even the pros struggle with this issue. For the sake of simplicity, think about this contradiction: "fun" vs. "rigorous." If we build a brand focused on one or the other, it will have a very significant impact on the type of student we attract.

So, what would a recruitment plan look like? The answer, of course, will vary greatly from school to school. There are many variables including registration dates, target audience, available media and the rules/policies of your school. Nevertheless, let's look at an example of what a recruitment plan could look like.

August

As in business, we need to make sure we take care of our current "customers" as they may become our best recruiters or our biggest detractors. Begin a regular communication with your incoming students and their

parents at the beginning of the year. Something as simple as a post card, letter or email welcome before school starts would be appropriate. Think of the message this sends and how differently it positions your program from most others in the school.

September-October

Using email/mail, send information about your pathway, course sequence or course options to the parents of incoming students. In my case, that would include students currently in ninth grade. Remember, at this point our "recruitment" program is focused on students who have already made the commitment. We're working to reinforce their decisions and we're beginning to help them understand how to advocate for the program.

November

Time to begin thinking about your best potential students for next year: those currently enrolled in your earlier grades. Take time to meet individually with your students to help them schedule the appropriate course from your program offerings. If you have an established pathway, use this opportunity to help them create a path toward becoming a pathway "graduate."

Meet with counselors and review your courses, prerequisites, sequence or pathway requirements. Splurge for lunch and get some time "one-on-one" with the counseling department. Be sure to have some materials to leave behind. Flyers and brochures, backed with a card or something more creative with your website. Having the information they need online is critical, since they will likely lose your brochure before they even have a chance to throw it away!

Remember, counselors' reward systems focus on test scores and college admissions. And, keep in mind that they have very little time to work with individual students. Make it easy for them to recommend your courses!

Time to start thinking about January. We're going to want to reach out to potential students in lower grades. Make arrangements now so that you're not asking permission at the last minute.

December

Create a video featuring your course options. I use [Animoto.com](#) to create a video using photos and text. Here is an example: <http://goo.gl/43Nrs> This example may or may not be your style, but you get the idea. You can let viewers access the video in several ways: links in email or Facebook, embed or linked from your website, via a QR code on any printed materials, etc.

January

Your current students are your best spokespeople. Send your best students or student organization officers to the middle level schools to either present in classes or to set up a display during lunch. Their mere presence creates interest. I suggest some type of prize drawing to provide another opportunity to gather contact information. This year we gave away three Android tablets.

February

Host an open house for your program (either as part of a school-wide effort or on your own) just prior to the final registration deadline for your incoming students. A few interactive displays and a presence by your top students are critical.

March, April, May, June, July

If our August – February activities were effective, it's time to kick back and relax a bit. Hardly. Like any good marketing and promotional plan, we have a full complement of spring and summer activities related to building enrollment in coming years.

Ongoing Activities

Website: With all of the drag-and-drop website-building services available, there is no longer any excuse for not having your own website. While I use and recommend [Wix.com](#), there are many other options. Here is [our site](#).

Newsletter: Create and send a newsletter on a regular basis. Email is most flexible and affordable but the format will depend on the Internet connectivity of your audience. In our case, we include messages

in the school newsletter that is sent out monthly. Remember, this is read by parents! For example, here's an [article](#) about selecting a business school for post-secondary education. Think about how this short article positions our program in relation to higher education, etc.

Social Media: Develop a social media policy in your program and take advantage of this free method of creating and maintaining a conversation with your current and potential students.

Talk to me! In subsequent issues of Perspectives, we'll add to this calendar and provide more examples. Be sure to visit us on [Facebook](#) and contribute to the discussion. Your input is what makes MBAResearch work.

Twenty Movies Every Educator Should See

Nicholas Provenzano recently shared on [Edutopia.org](#) the 20 movies that every educator should see. Nick teaches high school English at Grosse Pointe South High School in Grosse Pointe, MI. He also blogs at [TheNerdyTeacher.com](#). When it's too hot to be on the golf course this summer, consider watching one of his recommended movies.

Salaries Up for Class of 2011

The National Association of Colleges and Employers just released its salary information for 2011 college graduates. Students graduating from high school can see at a glance which career majors offer the most potential for financial reward.

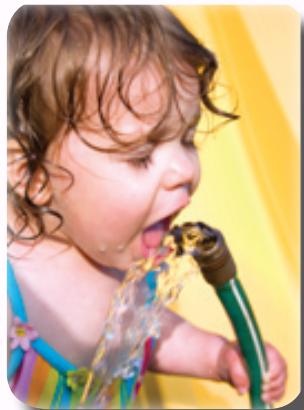
The overall average salary for Class of 2011 graduates is up to \$41,701, which is 2.3 percent higher than the Class of 2010 average of \$40,766, according to results of NACE's *Winter 2012 Salary Survey*.

In addition to the increase in overall average salary for the class, the average salaries have increased across the board for individual majors. Computer science graduates have seen the biggest increase in average salary over 2010 — 4.1 percent to \$60,594.

Average Salaries by Discipline

Broad Category	2010 Average Salary	2011 Average Salary	Percent Change
Business	\$46,378	\$48,144	3.8%
Communications	\$38,450	\$39,577	2.9%
Computer Science	\$58,229	\$60,594	4.1%
Education	\$37,040	\$37,830	2.1%
Engineering	\$60,971	\$61,872	1.5%
Health Sciences	\$44,451	\$44,955	1.1%
Humanities and Social Sciences	\$34,856	\$35,503	1.9%
Math and Sciences	\$39,749	\$40,204	1.1%

Data provided by Career Solutions Publishing delivers classroom solutions, 888-299-2784, www.careersolutionspublishing.com.



**"Getting information off the Internet
is like taking a drink from a fire hydrant".**

~ Mitchell Kapor

CTE Business/Marketing Programs: Good Investment!

The following article appeared in the MBAResearch e-newsletter of *1/19/2012 and is reprinted with permission.* The article is based on one by Andrew Kelly (National Review, October 18, 2011) published by the American Enterprise Institute for Public Policy Research entitled *Beyond Home Ec: Vocational Programs Are a Good Investment.*

Difficult as it is to predict the future of education - particularly Career and Technical Education - recent studies, articles and research bode well for those of us interested in a more contemporary view of our programs. Here are some points worth your consideration:

As the Occupy Wall Street protesters focus on their college debt load, the nature and value of their degrees is often lost in the discussion. One might ask how much thought was given to post-college earnings for those graduates holding degrees with little market value. Too often we make college the goal rather than the tool. Misleading statistics aside, a college degree only leads to a career if that degree is focused on learning that will have economic value. At the risk of unfairly singling out a particular example, art history may be an interesting and enriching college major, but it has very limited economic value post-college. For those of us teaching business administration, we have the very positive argument that most of our graduates leave college (and, for that matter, high school) with very specific and very marketable skill sets.

For their part, students wish that their high-school and college courses were more closely tied to the world of work. Forty percent report being bored in high school because the curriculum was not relevant to the real world. *Just 26% thought that high school provided skills necessary for work after graduation.*

At the high-school level, school districts have experimented with career academies for 30 years, often to great effect. Various studies suggest that this cadre-group strategy (e.g., business students moving through both business and contextualized academics as a group) have shown significant successes, including post-school earnings. *Our High School of Business™*, while not a true academy, has adapted many of the characteristics of an academy - most notably a very relevant and rigorous program of study.

...it should not be a surprise that innovative CTE programs have proven successful. They teach practical, marketable skills and are tightly linked to employer demand in high-growth industries. ... With some initiative and imagination, policymakers and leaders in the private sector can transform CTE from an educational backwater into an engine of our economic recovery.

The bottom line: Old-school vocational education, including dated program models, is likely to fade into the sunset. Conversely, more contemporary models are likely to see growing support in the coming years. Those of us interested in business programs, including entrepreneurship, finance, hospitality, management/administration and marketing are likely to have tremendous opportunities in the next few years to reposition our programs in ways that can lead to stronger local support, increased enrollments, and most importantly, significant positive impact on our graduates.



Credit Unions' to Launch New Savings Program with \$25,000 Grand Prize

It's time to turn traditional thinking about saving money on its head. On January 12 and 13, 2012, the Nebraska Credit Union League and nine Nebraska credit unions launched the "Save to Win" program to offer credit union members an innovative way to increase their members' savings. Three separate launch events were held in Omaha, Lincoln and Kearney, Nebraska. By making a \$25 deposit, members at one of the nine participating credit unions will be entered into a drawing to win a \$25,000 grand prize. And, those same members are also eligible for monthly prizes. But the best part is, members are guaranteed to have more money saved than when they started, because they keep all the money they have saved plus interest. Save to Win rewards members for saving money, not spending money!

"The Save to Win program is yet another way in which our credit unions are promoting thrift to their members by incentivizing them to save for the future. By linking the chance to win great monthly prizes along with a \$25,000 grand prize, we believe the Save to Win program will lead some members to begin saving for the first time while helping others to accelerate their habit of saving," said Scott Sullivan, President/CEO of the Nebraska Credit Union League.

Here's how the Save to Win certificate works: Members open a share certificate and for each deposit of \$25 or more they can earn an entry into the drawing, up to 10 prize entries per month. At the end of the month, prizes totaling \$1,500 will be awarded to members who made savings deposits during the month. The prize entries will also be entered into the grand prize drawing of \$25,000 in January of 2013. Members have to be 18 years of age and have a traditional share/savings account with the participating credit union.

The nine Nebraska credit unions participating in this program are:

- Family Focus Federal Credit Union, Omaha
- Gallup Federal Credit Union, Omaha
- Kearney Federal Credit Union, Kearney
- KEE Federal Credit Union, Kearney, Lexington
- Liberty First Credit Union, Lincoln
- MembersOwn Credit Union, Lincoln, Beatrice
- Mutual 1st Federal Credit Union, Omaha
- Omaha Police Federal Credit Union, Omaha, Papillion
- SAC Federal Credit Union, Omaha, Bellevue

While many Americans are borrowing more money than they are saving, Save to Win comes along and gives credit union members a real option for improving their financial situations. Save to Win was first offered in Michigan in 2009 and the program has continued to grow and flourish. Across Michigan, more than 16,400 members at 43 participating credit unions have saved more than \$30 million as of December, 2011, according to the Michigan Credit Union League.

To see the official rules of the Save to Win product and to find participating credit unions, go to www.savetowin.org. To learn more about credit unions and how to join, go to www.betteryourmoney.org. Credit unions are not-for-profit financial institutions that are owned by their members and federally insured by the National Credit Union Administration. A credit union's board of directors is made up of volunteers who have been elected by the membership of the credit union. The Nebraska Credit Union League is the trade association representing 96% of Nebraska's 72 credit unions and their 435,000 members. Additional questions should be directed to Brandon Luetkenhaus, 402-333-9331 Ext. 202.

CSOs In Action

Nebraska FBLA: 50 Fabulous Years

The Nebraska Future Business Leaders of America (FBLA) recognized the winners of its state competitive events at the 50th anniversary State Leadership Conference in Omaha on March 29-31. Over 2,200 students and advisers from 122 Nebraska schools attended with students competing in more than 60 chapter, team and individual events.

To celebrate 50 fabulous years as a state association, former state officers, state advisers, chapter advisers and alumni members were invited to a reception on March 31 followed by attendance at the Awards Program. The following former state presidents, representing each of the decades, spoke at the reception:

- 1960s – Ann Masters from Lincoln, State President, 1962-1963
- 1970s – Kelly Lammers from Milford, State President, 1976-1977
- 1980s – Teena Christoffersen Barber from Lansing, Kansas, State President, 1985-1986
- 1990s – Paul Horky from Omaha, State President, 1997-1998
- 2000s – Jessica Vincik Piskorski from Ord, State President, 2001-2002
- 2010s – Tyler Wellman from Syracuse, State President, 2010-2011

Former Nebraska FBLA State Advisers recognized were Larry Bonner from Columbus and Ann Masters, Bonnie Sibert and Teresa Thomas from Lincoln.

Over 40 former state officers attended the reception and were recognized on stage at the Awards Program. Officers recognized from the 1960's were Ann Masters from Lincoln and Alice Bogle Manion from Alliance.

The 2012-2013 Nebraska FBLA State Officers elected at the conference were:

- Sally Moore of Fillmore Central High School, president
- Brent Comstock of Auburn High School, vice president
- Allyson Wilson of Aurora High School, secretary
- Julie Slama of Auburn High School, treasurer
- Jake Albracht of Arlington High School, reporter
- Trevor Sorensen of Minden High School, parliamentarian

Pat Hinkle of Bellevue West High School received the Outstanding Local Chapter Adviser award. Recognized as Nebraska FBLA's Business of the Year was Cooper Nuclear Station. Megan Pleak of Dana F. Cole and Company was presented the National Businessperson of the Year award and will also be recognized at the National Leadership Conference.

Complete competitive event results can be found on the FBLA website at www.nebraskafbla.org. National qualifiers will compete at the national conference in San Antonio, Texas, June 29-July 2.

Calendars

Business, Marketing and Information Technology

www.education.ne.gov/BMIT/conferences-workshops.html

Nebraska DECA

www.nedeca.org

Nebraska FBLA

nebraskafbla.org

Nebraska Career Education Calendar

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

Nebraska Department of Education Master Calendar

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

Staff

Bonnie Sibert
Career Field Specialist
Business, Marketing and Management
bonnie.sibert@nebraska.gov
402.471.4818

Beverly Newton
Career Field Specialist
Communication and Information Systems
FBLA State Adviser
bev.newton@nebraska.gov
402.471.4865

Karen Kloch
FBLA Administrative Assistant
karen.kloch@nebraska.gov
402.471.4817

Nicole Coffey
Career Education Specialist
DECA State Adviser
nicole.coffey@nebraska.gov
402.471.4804

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