



this & that

A NEWSLETTER FOR NEBRASKA BUSINESS, MARKETING & MANAGEMENT
COMMUNICATION & INFORMATION SYSTEMS EDUCATORS

WINTER
2017
ISSUE

2017

“Hope smiles from the threshold of the year
to come, whispering, ‘It will be happier’.”

~ Alfred Lord Tennyson

INSIDE:

BMM Futuring
Panels2

Elementary
Keyboarding
Workshop3

Resources4

Summer Writing
Teams Needed5

CSOs in Action ...10

Calendar11

New CIS Standards

With the New Year comes new CIS Standards! Back in December 2015, the process of revising the Communication and Information Systems (CIS) standards began with a foresight meeting with business people, secondary and post-secondary teachers. This meeting helped decide the knowledge and skills needed for the CIS area.

During the 2016 BMIT Fall Workshops, teachers in attendance provided feedback on the standards. After a final revision, the standards went to the Nebraska State Board of Education for approval. This is the first time Career Education Standards have had State Board of Education approval. The CIS Standards were approved at the November 2016 State Board of Education meeting and the new standards will go into effect during the 2017-2018 school year.

The standards and the proposed course codes can be found [here](#).

Thank you to the standards writers for their outstanding work.

Communication Arts Cluster

- Jocelyn Crabtree, Lincoln Northeast
- Doran Avey, North Star
- Dawn Friedrich, Wausa
- Matt Maw, Lincoln East
- Shelly Mowinkel, Milford
- Jan Osborn, Sargent
- Ryan Hunter, OPS
- Sydney Kobza, Westside
- Sara Fuller, Superior

Information Technology Cluster

- Dawn Friedrich, Wausa
- Shelley Mowinkel, Milford
- Sydney Kobza, Westside
- Sara Fuller, Superior
- Jan Osborn, Sargent
- Doran Avey, North Star
- Ramsey Young, Millard West
- Derek Babb, Omaha North
- Jon Ringenberg, Millard North
- Brian Dorn, UNO
- Doug Bertelsen, UNO

this & that

BMM Futuring Panels Identify Trends

Eighty senior-level Nebraska business executives met at The Career Academy (TCA), located at Southeast Community College in Lincoln, NE, on November 15, 2016, engaged in three days of discussions focusing on the Nebraska Career Education career clusters within the Business, Marketing and Management career field. Beth Osteen, Rick Mangini and Holly Atha of MBA Research Consortium, based in Columbus, OH, and staff from the Nebraska Department of Education (NDE) facilitated these discussions.

Marketing, Business Management and Administration, and Finance career clusters were represented by executives from agriculture, technology, health, manufacturing, banking, insurance, accounting, corporate finance, investments and securities, nonprofit organizations, small business/entrepreneurs, marketing, higher education, human resources, retail, and transportation and distribution industries.

Designed as 'futuring panels,' small groups were tasked to identify, then rank, current and emerging trends impacting the Nebraska business environment. Knowledge and skills needed to meet these trends were defined and will be considered for inclusion in future career education standards for middle and high school students. Participants were also asked, "What is an ethical leader?" Examples were generated of ethical issues encountered in each represented business that were related to specific skill identified.

Panel members identified general business skills needed by all business professionals to obtain and advance in all business careers. Existing career pathway descriptions and job titles within each pathway were examined to determine relevance in today's business world. The need for credentials and certifications were also documented.

As NDE begins the revision process for the Business, Marketing and Management standards later next year, the 'futuring panels' work will provide a solid foundation for defining knowledge and skills most impacting our business students.

Special thanks is extended to TCA for hosting this important event and to the 22 facilitators and recorders who made the three-day event possible. The Nebraska Council on Economic Education, UNL's CBA College and the Alpha Upsilon Chapter of ARBE-DPE donated funds to cover meal expenses. It was a team effort!

Because of Nebraska's membership in the MBA Research Curriculum Consortium, a report capturing the discussions will be developed for the Nebraska Department of Education. **Attend the opening session for BMIT at the NCE Conference on Tuesday, June 6, 2017 to hear the results!**



NEBRASKA

DEPARTMENT OF EDUCATION

Nebraska Department of Education – 301 Centennial Mall South – P.O. Box 94987 - Lincoln, NE 60509-4987

Elementary Keyboarding Workshop

North Platte High School

July 25, 2017

9:00 a.m. - 3 p.m.

Lisa Hanson, presenter

Neligh-Oakdale Schools Elementary Keyboarding teacher

Teaching strategies for incorporating keyboarding into the elementary curriculum will be demonstrated by Lisa Hanson while workshop participants have hands-on opportunities at the keyboard. The *Position Paper for Elementary Keyboarding* and a scope and sequence from several exemplary programs will be reviewed. Teachers will review several leading keyboarding software applications.

Target Audience: Elementary teachers, business teachers, computer technology coordinators, administrators and paraeducators involved in keyboarding instruction.

Presenter: Lisa Hanson, Neligh-Oakdale Schools
Elementary Keyboarding teacher

Site: North Platte High School
1220 W. 2nd Street
Computer Lab 2509

Fee: \$40 per person collected onsite. Bring check payable to the Nebraska Department of Education.

Registration: Click [here](#) for the Google registration form.

Questions or cancellations: *Karen Kloch, karen.kloch@nebraska.gov*

this & that

RESOURCES

2016 BMIT Fall Workshops

Special thanks to Nicole Connelly and the Federal Reserve Bank for sponsoring our lunches and coffee service.

The resources that were shared during the workshop are available to teachers through a LiveBinder located at

www.livebinders.com/play/play/1622679.

The [workshop PowerPoint and LiveBinder](#) can be accessed from the BMIT website and will remain posted until next fall – click on [Workshops](#).

You are encouraged to utilize the [MBA Research Consortium's State's Connection](#) and [MBA Learning Center](#). Specific instructions for completing the following tasks are available on the LiveBinder— See MBA Research Consortium tab:

- Downloading free course guides through States Connection
- Setting up a course in the MBA Learning Center after which you can download free LAPS into your existing courses
- After READING and FOLLOWING all the instructions on the red subtabs, if you have difficulty, contact service@mbaresearch.org.

Shoutkey.com

Shoutkey.com is an option for creating a shortened URL represented only by words.

Tips:

- The word URL will expire in five minutes unless you change the drop down option to 24 hours.

- You must insert the web address you want to shorten and also click on the I'm not a robot box.
- When you click on Shout It!, you will have a word that is easy for students to remember as well as a QR code.
- If your students have mobile devices, they can download the free ShoutKeys app and enter the Shout It! word through their app OR students will need to access the address by entering "shoutkey.com/" followed by the word that was generated. The web address will always be:
 - Shoutkey.com/word -- with word being the generated shoutkey.

WATCH

**THE BMIT LISTSERVE FOR
2017 NCE CONFERENCE
DETAILS.**

CLICK

**[here](#) TO SEE DRAFT BMIT
PROGRAM.**



W!se Blue Star Schools

David Anderson, Executive Vice President of Working in Support of Education (w!se) announced the Blue Star Schools for the 2015-2016 academic year. Congratulations to Arlington, Lincoln Southeast, Lincoln Southwest, Tri County, Wausa, and West Point Beemer!

A school, testing more than ten students, must have achieved a 80% passing rate on the w!se Financial Literacy Certification Test and have EITHER a majority of students on a given grade level take the test OR have the students who took it achieve an average score of 85% or higher. This is no small feat. All the 2015-16 Blue Star Schools are listed [here](#).



Computer Science Careers Guide Careers with Code

[Careers with Code](#) is a computer science careers guide aimed at high school and college students. It showcases amazing coding stories, coders and resources. Follow them on Twitter, [#CSforAll](#)



Summer Writing Teams Needed

The Data Science program of study and middle school Communication and Information Systems standards will be developed **July 11-13, 2017** in Lincoln. Applications to be a writer will be sent out on the BMIT Listserve in March. You will be asked to indicate your program of study writing team choice. The application serves as a tool to ensure diverse representation by geographic area and school size. Please be sure to list courses taught in the application. Writers will be reimbursed for mileage, hotel expenses and will receive a per day stipend. Notification of acceptance will be sent in April. If you have any questions, please contact Jacqui Garrison at jacqui.garrison@nebraska.gov.

this & that

Daniels Fund Ethics Initiative

The Daniels Fund, established by cable television pioneer Bill Daniels, is a private charitable foundation dedicated to making life better for the people of Colorado, New Mexico, Utah and Wyoming through its grants program, scholarship program and ethics initiative. Nebraska teachers can now also benefit from the Daniels Fund. The Daniels Fund Board of Directors broadened their vision to expand the Ethics Initiative into high schools. The MBA Research and Curriculum Consortium is integrating ethics into all of their course guides and LAPs. The custom, professionally-created cases propose ethical challenges that mimic real-world situations, and prompt further participant discussion and evaluation.

The course profile and the course guide for the revised one-semester Personal Finance course are a free download from State's Connection at the following addresses. **Each time you download a guide you will need to complete the Daniels Fund survey.** You will find Ethics Cases for Students in roughly half of the planning guide sheets. The MBA course guide for one semester of Personal Finance easily matches 90 percent of the benchmarks in the Nebraska Personal Finance course.

To download Ethical Leadership and the one semester Personal Finance Course Guide:

- The one-semester Ethical Leadership course guide is available through MBA Research's online store at www.mbashop.org/products/70/Course-Guide-Leadership. Click on the Details link to complete a survey to get the guide for free. This course guide focuses on ethical decision making and contains 12 short ethics cases for students.
- The one-semester Personal Finance course guide is available at www.mbashop.org/products/81/Course-Guide-Personal-Finance.

Click on the Details link to complete a survey to get the guide for free. This course guide contains 18 short ethics cases for students.

- MBA Research will soon release 70+ ethics-related instructional modules (LAPs) to support the Ethical Leadership course as well as other business administration courses. Several of these modules are already available—free of charge. To access the modules, go to www.mbashop.org/laps, and click on the individual LAP listings. Listings for free LAPs include a Details link. Select the link, complete the survey, and get a download code to get the free LAPs.
- The Daniels Fund Ethics Initiative Case Bank contains 15 business cases that are free to download for use in educational settings. These real-world scenarios, many of which were written by ethics and compliance professionals, encourage student debate and discussion. Preview and download the cases at www.danielsfund.org/Ethics/EthicsCases.asp.

The **Daniels Fund Ethics Initiative Principles** include:

- **Integrity.** Act with honesty in all situations
- **Trust:** Build trust in all stakeholder relationships
- **Accountability.** Accept responsibility for all decisions
- **Transparency.** Maintain open and truthful communications
- **Fairness.** Engage in fair competition and create equitable and just relationships
- **Respect.** Honor the rights, freedoms, views, and property of others
- **Rule of Law.** Comply with the spirit and intent of laws and regulations
- **Viability.** Create long-term value for all relevant stakeholders

Because of Nebraska's membership in the Consortium, you have access to industry validated standards and curriculum resources!

Business Law Resources

A recent question posed to the BMIT Listserve resulted in a listing of videos that could be used in a Business Law class.

- People's Court Episode over a deck contractor
www.youtube.com/watch?v=nUT4-IshvOM
- The Rainmaker
- Joy
- News story about a doctored contract and Judge Judy
www.youtube.com/watch?v=xrzCL8O5u70
- Is engagement ring a gift or a contract?
www.youtube.com/watch?v=yuuSkt6JA-c
- Charlie Brown and breach of contract
www.youtube.com/watch?v=HPYz2Izlii0&feature=bf_prev&list=PLC1999FF53FE9AAE5
- Jilted bride is suing
www.youtube.com/watch?v=M0xk8x73o-Y
- People's Court - what happens when you don't have a contract (first case)
www.youtube.com/watch?v=IUJVIhno9q4
- People's Court - not really about contracts but the first case was a favorite with my students
www.youtube.com/watch?v=Ma3hnm38VqI
- From radio, there are some points the ProCD v. Zeidenberg case on browsewrap, clickwrap and shrinkwrap terms. It's the new terrain of contract law
www.npr.org/2016/08/23/491024846/do-you-read-terms-of-service-contracts-not-many-do-research-shows
or
www.npr.org/sections/money/2014/08/29/344034815/episode-564-the-signature
- Or maybe the diverse use of trademark use over traditional patents
www.npr.org/sections/money/2015/05/27/410085320/episode-627-the-miracle-apple

this & that

What's the ROI on Industry Certifications?: How industry certifications yield a high return on investment for employers, schools, and students

Advance CTE <http://blog.careertech.org/?p=12582> Posted: 10 Oct 2016 01:18 PM PDT

There's no such thing as a risk-free investment.

Or is there?

As employers, schools and students contemplate how to invest their dollars to yield the greatest return, they may want to consider recent studies on the benefits of earning professional industry certifications.

While it's true that there's no such thing as an entirely risk-free investment, the numbers don't fib: earning professional software certifications yields a high return on investment (ROI) for the workforce, schools and students.

ROI for the Workforce

The findings of a Burning Glass study drew the attention of The Wall Street Journal in an article titled, "[The Key to a Good-Paying Job Is...Microsoft Excel?](#)"

Study highlights show that it's practically imperative for workers entering the workforce to possess Microsoft Office skills. "The most commonly required skills are also the most basic ones," the report states. "Spreadsheet and word-processing software such as Microsoft Corp.'s Excel and Word."

[The Burning Glass study](#) also found that:

- Spreadsheet and word processing proficiencies have become a baseline requirement for the majority of middle-skill opportunities (78%)
- Digitally intensive middle-skill occupations offer 18% higher wages on average
- Digitally intensive jobs have grown 2.5 times more rapidly than middle-skill jobs that do not require spreadsheets, word processing or other digital skills (between 2003 and 2013, 4.7% growth for digitally intensive jobs compared to 1.9% growth for other positions)

Despite these benefits, workers entering workforce often come without the needed baseline digital skills. "Effectively, entire segments of the U.S. economy are off-limits to people who don't have basic digital skills," the report notes, suggesting that schools and other training sites should go back to the basics.

Supply and demand dictates that employers will seek and pay for those who have these proficiencies. Industry certifications, such as Microsoft Office Specialist (MOS), teach and test Microsoft software skills. Further, they provide recognized stamps of approval to those who earn their certification. For employers, the ROI on a digitally skilled employee will be greater than on one who enters the job at a remedial level.

ROI for the Education System

School systems have limited budget to invest in programs that will help prepare their students for higher learning and for pursuing a career.

As it turns out, the ROI is demonstrably high for school systems that invest in programs to train and certify students in Microsoft Office software.

The Florida Case

Florida schools have a CAPE program (Career & Professional Education Act). CAPE focuses on teaching professional-level skills that translate to workforce success. At Dunbar High School, for example, CAPE Academy students perform better than non-academy students. The school invested in a program to train CAPE students and help them earn industry-recognized certifications for Microsoft Office software.

CAPE Academy students who earned professional-level certifications—

- Outperformed their peers in average GPA (see chart 2)
- Showed lower dropout rates
- Showed higher rates of graduation
- Outperformed non-academy peers on Florida standardized testing (FCAT)

The conclusion? Industry-recognized certification works in academia to boost student performance and longevity. (Note: The study is not just for Microsoft certification, as CAPE Academy cuts across data for students studying in multiple industry segments and technology areas.)

Florida, USA			
Key Performance Indicator	Non-CAPE Academy Students	CAPE Academy Students without Certifications	CAPE Academy Students with Certifications
Average GPA	2.5	2.6	3.03
Dropout Rate	2.4%	1.4%	0.1%
Graduating 12th Graders	66.5%	76.7%	94%
Chronically Absent	17%	20%	11%

CTSOs IN ACTION

Nebraska Career Education Students Recognized

2016 was a big year for Nebraska students. This year the Nebraska Department of Education recognized 99 outstanding students from across the state for individual and team awards received at national events throughout the year.

The Nebraska Center for Student Leadership and Expanded Learning collaborate annually to conduct educational experiences for all high school students engaged in Career and Technical Education. Those students were celebrated November 14 at the Commissioner's Recognition.

The Commissioner's Recognition is a collaborative recognition effort between the Nebraska Department of Education – including the Center for Student Leadership and Expanded Learning – and the Governor's office. More than 250 students, parents, teachers, administrators, State Board of Education members, and senators attended the event. Commissioner of Education Matthew Blomstedt and Lt. Governor Mike Foley recognized the Nebraska Career Education students who received first, second, or third place or finalist awards during their national leadership and skills competitions held by their respective Career and Technical Student Organizations.

"It's important to recognize the tremendous effort students in Nebraska give on a daily basis. It is a joy to be able to honor and celebrate with students who are becoming leaders in their chosen areas of interest. 2016 was an outstanding year and we look forward to even more students taking part in these great programs in 2017," said Commissioner Blomstedt.

DECA Award Winners:

- Veronica Bryant and Nicole Koenigsman of Bellevue West
- Jack Ellis and Karthik Narayanan of Elkhorn South
- Jenny Fisher, Sophia Gallegos and Logan Lichter of Millard South
- Megan Donahue, Monica Powers and Rachel Sisley of Millard North
- Hannah Stodolka of Westside

FBLA Award Winners:

- Hundter Biede of Adams Central
- Danielle Neugebauer of Lincoln Southwest
- Mia Kegley and Abi Sheen of Kearney High
- Ojus Jain, Jesse Lin and Akshay Sharma of Lincoln East
- Nicole Kent of Dundy County-Stratton
- Makayla Damme of Johnson-Brock
- Owen Wurst, Ethan Hall and Haley Huebert of Heartland



FBLA National Leadership Conference 4th Place Parliamentary Procedure Team.

Left to right: Danielle Neugebauer, Lincoln Southwest; Nebraska Commissioner of Education Matthew L. Blomstedt, Ph.D.; Mia Kegley, Kearney; Abi Sheen, Kearney; Hundter Biede, Adams Central; Lieutenant Governor Mike Foley.



this & that

A NEWSLETTER FOR NEBRASKA BUSINESS, MARKETING & MANAGEMENT
COMMUNICATION & INFORMATION SYSTEMS EDUCATORS

CALENDARS

BUSINESS, MARKETING AND INFORMATION TECHNOLOGY
www.education.ne.gov/BMIT/conferences-workshops.html

CAREER EDUCATION STANDARDS
<http://cestandards.education.ne.gov>

NEBRASKA DECA
<https://www.nedeca.org/calendar.html>

NEBRASKA FBLA
<http://nebraskafbla.org/>

NEBRASKA CAREER EDUCATION CALENDAR
<http://www.education.ne.gov/nce/Calendar.html>

NEBRASKA DEPARTMENT OF EDUCATION
MASTER CALENDAR
<http://ndecalendar.mhsoftware.com/>

BMIT and NEFBLA Listserve

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 website. Once you are subscribed, you can send a regular email message to bmit@lists.k12.ne.us OR nefbla@lists.k12.ne.us.

STAFF

BONNIE SIBERT

Career Field Specialist Business,
Marketing
& Management
bonnie.sibert@nebraska.gov
402.471.4818

JACQUI GARRISON

State FBLA Adviser
Career Field Specialist
Communication &
Information Systems
jacqui.garrison@nebraska.gov
402.471.4865

KAREN KLOCH

FBLA Administrative Asst.
karen.kloch@nebraska.gov
402.471.4817

NICOLE COFFEY

DECA State Adviser
nicole.coffey@nebraska.gov
402.471.4804

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.

This newsletter was partially funded with federal Carl D. Perkins Career and Technical Education Act of 2006 funds administered through the Nebraska Department of Education, grant number V048A090027.

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.