

**BUSINESS AND MARKETING EDUCATION NEWSLETTER
NEW YORK STATE EDUCATION DEPARTMENT
ISSUE 6- SEPTEMBER 2020**



MESSAGE FROM THE CAREER AND TECHNICAL EDUCATION OFFICE

Welcome back to school. Even though this year is very different than others in the past, our dedication to the college and career readiness of our students remains unchanged. Whether you are teaching all in-person (some schools are!), hybrid, or remote, know that there are a multitude of resources at the local, state, and national levels to support you as a business teacher and the work that you do.

TOP FIVE LIST

In this section, we briefly list the top five “need to knows” for business educators right now. Some of them are elaborated upon later in the newsletter

1. **Teach Business Day**—Teach Business Day, the day to celebrate all things teaching business is coming up in October 21, 2020. Teach Business Day started as a grassroots effort by the Business Teachers’ Association of New York State and has been adopted in other states as well. Look for more information about this second annual event to come soon.
2. **Resources**— One hidden gem in this pandemic has been the ability to easily meet with other teachers throughout the state without the travel (or anxiety about who is watching your classroom). Take advantage of the opportunities and resources detailed in this newsletter.
3. **Reopening Guidance**—[Guidance](#) was issued by our department in July as a guide for schools when planning reopening. CTE content starts on page 103, but there may be relevant information in other parts of the document as well. Schools use this guidance along with guidance from the Department of Health and local officials to plan locally appropriate reopening plans.
4. **Business Teachers’ Association of New York State**—The Business Teachers of New York State (BTANYS) is the professional organization which provides advocacy,

support, and training to business teachers across New York. They are also sponsoring several PD opportunities and premium resources open to members. You can join or renew your membership at [this link](#).

5. **Flexibility in Work-Based Learning for the 2020-2021 School Year**-Given the increased difficulty in securing work-based learning placements this year, flexibility is being given to offer experiences remotely and/or to integrate virtual experiences. More information can be found in the reopening guidance (item 3 above) or on our [work-based learning page](#).

RESOURCES/WORKGROUP

As we continue the process of adapting (and sometimes re-adapting) our curriculum to meet the needs of our students at this time, keep in mind that our Technical Assistance Center and others are providing many resources and support meetings that address instructional challenges in the time of COVID. . We are also looking to expand the statewide business education work group hosted by the CTE Technical Assistance Center. Some resources to consider are:

- [Business Education Workgroup](#) (hosted by CTE Technical Assistance Center)
- [Career and Financial Management Resource Document](#) (may have resources useful for other business education classes as well).
- [CTE Learn](#)—This is a (relatively) new resource that has the CTE Technical Assistance Center has been working on in conjunction with ACTE. In it are links to paid, tuition-based, and free professional development opportunities that can be used to enhance your instruction and/or build your capacity as instructional leaders. CTLE credit is available through the TAC for completion of content. Check back frequently as new content is being added on a regular basis.
- Resources from [NYSED's Continuity of Learning Web Page](#).
- [Resources from CTE TAC](#)
- NYSED resources to help with [remote and virtual work-based learning](#).

If you have a resource, or strategy that has worked for you, please share in the workgroup or send it to me directly. We are all in this together.

MIDDLE LEVEL BUSINESS EDUCATION

An increasing number of schools are taking advantage of the flexibility offered in the middle level CTE requirement in [Part 100.4 of Commissioner's Regulations](#). This presents an opportunity to introduce business education to younger students while meeting the middle level requirement. Our Middle Level CTE web page provides the framework for middle level CTE instruction as well as four specific teacher-created content modules that can be used to address the six-overarching middle level CTE themes.

In addition, there are also [teacher developed PBL exemplars](#) that can be utilized to help with addressing middle level business content. They can be used as is or modified to meet the needs of your students.

Some [frequently asked questions](#) give you the core facts you can share with your schools.. While business education can be used to meet all or part of the middle level CTE requirement, please note that it is not within a business teacher's certification to teach using content or tools that are not part of business certification (i.e. kitchen equipment, woods lab equipment, etc.). All content taught by a business teacher must be taught through the lens of the business content area (business operations, marketing, finance, computer tools for business, and career development).

Lastly, please feel free to reach out to the [Associate for Business and Marketing Education](#) and/or the CTE Technical Assistance Center for assistance in making business education a quality part of your school's middle level CTE experience.

PROGRAM APPROVAL NEWS

Congratulations to the following Business Education programs who have obtained first-time approval since the last newsletter:

- Freeport: Business Computer Applications
- Grand Island: Business Management and Administration

Congratulations to the following Business Education Programs who have obtained reapproval since the last newsletter

- Albany: Business Administrative Pathway
- Binghamton: Accounting
- Binghamton: Business Administration and Management
- Utica: Accounting/Finance
- Utica: Marketing
- Academy for Scholarship and Entrepreneurship (NYC): Entrepreneurship
- Forest Hills High School (NYC): Entrepreneurship
- Clarence: Academy of Business and Finance
- Hamburg: Academy of Finance
- Orchard Park: Finance
- Salamanca: Accounting
- Salamanca: Computer Graphics
- West Seneca: Academy of Business and Finance

For information on the program approval process, specifically as it pertains to business education, please visit our program approval web page or contact the Associate for Business and Marketing Education

JOB OPENINGS (AS OF 9-23-20)

Guilderland High School (Capital Region)- .6 Leave Replacement (11/16/20-3/1/21).

West Islip (Long Island)- Leave Replacement

Lakeland Central School (Hudson Valley)

Mount Vernon City School District (Hudson Valley)

Utica City School District (Mohawk Valley)

UPCOMING DATES/EVENTS

- September 29-30: Deep Dive into Zoom, Teams, and Google Meet for CTE Teachers-
[hosted by CTE TAC](#).
- October 21: Teach Business Day
- October 31, 2020: FBLA Early Bird Membership Deadline.
- Week of November 2, 2020: DECA computer testing window. Additional details forthcoming.
- November 2-20: DECA Power Trip (Virtual)
- November 18-19: Hofstra CTE Conference (this year it will be held virtually and after-school hours. It is open to all New York CTE educators).