

**BUSINESS AND MARKETING EDUCATION NEWSLETTER
NEW YORK STATE EDUCATION DEPARTMENT
ISSUE 7- NOVEMBER/DECEMBER 2020**



MESSAGE FROM THE CAREER AND TECHNICAL EDUCATION OFFICE

We have made it through the first quarter! While there may still be challenges and quick changes in day-to-day operations, our commitment to do what is best for our students has not waned. In this edition of the business education newsletter, we look to highlight the positive events and activities going on in business education right now. If you have a highlight or event from your program that you wish to share, please e-mail the [Associate for Business and Marketing Education](#) with the details.

In October, we celebrated the second annual Teach Business Day. This is an annual event that got it's start right here in New York to recognize the work of business educators and to promote the value of business education. Thank you to all who put on events and celebrated throughout the state. A special thanks goes to the [Business Teachers' Association of New York State \(BTANYS\)](#) for starting and maintaining this event. Thanks to their work, it has gone national.

Since this is our November/December issue, we will not issue another newsletter until early next year. We wish you all a safe and happy holiday season and wish everyone most of all wellness.

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. **January 2021 Regents cancelled:** [The Regents examinations that were set to be administered in January 2021 have been cancelled.](#) At this point, no decision has been made about end-of-year assessments, including Approved Program Technical Assessments.
2. **Top business courses by enrollment in 2019-2020:** Data was recently made available on the status of business education in New York. There are close to 1100 business

teachers throughout the state. The top five courses, based on enrollment, are 1. Computer Applications, 2. Career and Financial Management, 3. Entrepreneurship, 4. Sports and Entertainment Marketing, and 5. Accounting.

3. **Importance of NYSED Program Approval:** If your school does not already have a NYSED-approved program in business, give some serious consideration to getting your program ready for future success. Approved programs allow students to graduate with a 4+1 CTE pathway, award a technical endorsement, and help to build the quality of your business department's efforts. For assistance in getting started, please contact the [Associate for Business and Marketing Education](#).
4. **Work-Based Learning Updates:** Given the difficulty in securing on-site internships this year, schools have additional flexibility for work-based learning, including the use of remote or virtual internships. An effort must be provided to provide students in WBL programs with as comprehensive of an experience as possible. However, the [reopening](#) guidance allows for schools to use discretion if some of the hours in hour-based WBL programs cannot be met due to current circumstances.
5. **Continued Updates for 2020-2021 School Year-** As we navigate this school year, please check the NYSED COVID-19 web page for updates related to education throughout New York. The [Associate for Business and Marketing Education](#) will communicate directly any information that directly impacts business education programs.

PROGRAM APPROVAL NEWS

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

- Abraham Lincoln HS (NYC)- Entrepreneurship
- Ballston Spa Central School District-Business Management and Entrepreneurship
- Ballston Spa Central School District- Marketing
- Catskill Central School District- Marketing
- John Adams HS (NYC)- Entrepreneurship
- Plainview-Old Bethpage- Business Law
- Saratoga Springs City School District- Accounting/Finance
- Saratoga Springs City School District- Business Management and Entrepreneurship
- Saratoga Springs City School District- Marketing
- Susan Wagner HS (NYC)- Entrepreneurship

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

- Fairport Central School-Business and Marketing
- South Country School District-Business Ownership

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](#)

GOOD NEWS

In this section, we will give free promotion to events of note going on in business classrooms throughout the State of New York. For consideration for inclusion, please contact the [Associate for Business and Marketing Education](#).

Wells Central Schools (Courtesy of Steve Stofelano)-Teach Business Day, a Business Teachers Association of NYS (BTANYS) initiative, was recognized at Wells Central School with the Virtual Enterprises International (VE) Team, Chance Asbornsen and Marek Articolo and the registration of their firm, Adirondack Evergreen Apparel.

The firm, also known as ADK Apparel and organized as B Corporation, features a clothing line made from renewable and sustainable products in an effort to combat climate change and pollution. As a virtual enterprise, the students are doing business in a global environment, developing 21st century workplace skills, as well as earning college credit. VE International is the centerpiece of Wells Central School's NYSED Approved CTE/Business Program, the only one of its kind in the Adirondack North Country.

During the past several weeks, guest speakers serving as mentors to the team, virtually spoke with them via Webex, a video conferencing platform. They included Autumn Blanchard, an entrepreneur from Sabeal, NY, Abe Addy, Vocalist/Business Owner from Colonie, NY, Joceline Arsenault, Project Director, at HUGE from Brooklyn, NY, Jemmie Page, Senior Issue Leader, Cornell Cooperative Extension of Hamilton County, Liz Murray, Director of Housekeeping and Holly Nichols, General Manager, both of the Albany Marriott, Garrett Jennings, Workforce Job Developer, Southern Westchester BOCES and Paula Segovia, Account Manager, CitiBank, NY,NY.

STRATEGIES FOR ONLINE LEARNING

As schools look at different ways of delivering business content, please feel free to take advantage of some of the resources posted on [NYSED's Continuity of Learning web page](#). Some resources may be fee-based. Also, if you have a resource not listed that has worked well, please let us know so that it can possibly be shared with other teachers.

It is also important to keep in mind relationship building as well as the mental health and well being of your students as you deliver all or part of your instruction online. [Here is a link](#) to some potential ice-breakers/engagement activities that can possibly be used with your online/hybrid classes.

JOB OPENINGS (AS OF 11-20-20)

Bellmore-Merrick- Leave replacement (apply on OLAS)

Dunkirk- Leave replacement (apply on WNYRIC)

Niskayuna Central Schools- .9 Leave replacement (January-April) (apply on OLAS)

Smithtown Central Schools- Leave replacement (apply on OLAS)

UPCOMING DATES/EVENTS

- November 1 – FBLA Non-Stop November Recognition Program (National) Begins
- November 14 and 15 – NYS FBLA VIRTUAL FALL LEADERSHIP WORKSHOP (FLW)
- November 20 – Submission deadline for NYS FBLA Council Applications – available on state website homepage at www.nysfbla.org homepage
- November 30-December 4: DECA online testing
- December 5-11: DECA role play case problems
- December 7: BTA Webinar for Computer Science Week. Register at [this link](#).
- December 15 – FBLA- Receipt Deadline for State Officer Candidate Application Materials
- January (date TBA)- BTA webinar on DECA and FBLA
- January 15, 2021 – FBLA final membership deadline for members who wish to compete in Spring District Meetings (SDM). Members must be rostered AND their dues PAID by this date
- January 31, 2021 – FBLA final membership deadline for members who wish to compete in the State Leadership Conference competitions. Members be must be rostered AND their dues PAID by this date