

**BUSINESS AND MARKETING EDUCATION NEWSLETTER  
NEW YORK STATE EDUCATION DEPARTMENT  
ISSUE 8- JANUARY/FEBRUARY 2021**



**MESSAGE FROM THE CAREER AND TECHNICAL EDUCATION OFFICE**

February is CTE month! This is the month to celebrate all CTE students and the hardworking faculty and administrators who make CTE possible. Business education is one of the largest pieces of the CTE family here in New York and there is a lot of awesome work going on despite the unprecedented challenges that the 2020-2021 school year has presented. We have two strong career and technical student organizations: DECA and FBLA, close to 200 NYSED-approved programs in business, and stories throughout the state of engaging work that business teachers are doing in order to prepare students for tomorrow's workforce (and the rapid pace in which it is changing). There is a business to EVERY field and an introduction to the business side of any business will be invaluable in setting students on successful career trajectories. Please share with us how you are planning to celebrate CTE month in your school. Be sure to use the hashtag #CTEmonth in any social media efforts.

**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. **Opportunity to Have a Conversation with NYSED:** Michael LaMastra, Associate in Business and Marketing Education, will be a guest at BTANYS' webinar on February 25, 2021 from 4-5 PM: Hot Chocolate and Conversation with NYSED. A variety of topics related to current issues in business education will be discussed. The webinar is FREE to BTANYS members and \$25 for nonmembers. For more information, please visit BTANYS' web page. It is also not too late to join or renew your BTANYS membership as well.
2. **Middle School Business Education:** As of the 2018-19 school year, business education can be used as part of the 1.75-unit middle level CTE requirement. This is a great opportunity to introduce students to your departments and the opportunities afforded by business education classes. Details on available resources to assist you can be found later in this newsletter.

3. **Technical Assistance:** The contract for the CTE Technical Assistance Center expired on November 30, 2020. NYSED is awaiting Division of Budget approval for the new CTE TAC contract to continue to provide support and professional development for the field. In the interim, if there are any technical assistance needs including, but not limited to, guidance on the program approval/reapproval process, please do not hesitate to contact the [Associate for Business and Marketing Education](#).
4. **Computer Science:** At the December 2020 Board of Regents Meeting, the final standards were approved for [Computer Science and Digital Fluency](#), the first entirely new set of academic standards in New York since 1996. This is part of the department's ongoing work to transition computer science into its own academic subject area. Please stay tuned to these newsletters as updates about the certification become available. In the meantime, consider how these standards can be integrated into your business department's content.
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:

- Deposit Central School- Business Administration and Management
- Longwood Central School- Business Management and Entrepreneurship
- Smithtown Central School- Marketing

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

- Farmingdale- Accounting
- Farmingdale- Marketing

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](#)

NEW! – The CTE office is in the process of publishing guidance and webinars on various aspects of the program approval process. Information on employability profiles is currently up with several more documents and videos yet to come. Please check out this information if you have or are planning on having a NYSED-approved CTE program in business education. It can be found on the [NYSED program approval web page](#).

## 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](#).

### **Canastota Central Schools (Courtesy of Robert Esposito)**

## **Entrepreneurship Class Learns From Google Employee, Cornell Grad**

The Canastota High School Entrepreneurship class had an opportunity to talk with the Sustainability Strategy Manager at Google and gain valuable business insights for their hands-on virtual business operation, TECRAID.

Business Teacher Bob Esposito invited Ted Briggs to meet virtually with his Entrepreneurship class on November 20, 2020, allowing students to explain their venture and ask questions about real-world applications of what they are learning.

“Anytime you find yourself in a situation where you’re not quite sure you’re cut out to be there, you just try to keep moving forward and try to learn as much as you can,” he told the class. “As long as you have a learning mindset, you can through a lot.”

Briggs first connected with Esposito last year while completing his MBA at Cornell University. He went on to intern at Google and was eventually hired there.

“I was looking for someone in the college arena so my students could see the next level of their work and ask some questions and get some feedback,” Esposito said.

Students operate TECRAID as a live school-based business, with Esposito serving as CEO. Enrolled students interview for positions in sales, accounting, HR, technology, community relations and marketing. They work throughout the year to sell virtual products, utilize virtual money, and keep their venture profitable. The class participates in virtual trade shows and competitions each year with other virtual enterprise programs across the region, country and globally. This past summer, TECRAID was named Northeast Region Firm of the Year for their operation, which continued throughout the spring school closure period.

### **Connetquot Central Schools (Courtesy of Michelle Rapone)**

Despite the challenges brought on by COVID-19, Connetquot’s business department has been hard at work lining up virtual and remote work-based learning experiences for students.

Multiple industry-experts have volunteered their time to provide insight into certain careers for students who may not have the opportunity to complete a hands-on internship or job shadow like they normally would.

## **INSTRUCTIONAL RESOURCES**

In this section, we would like to highlight some potential resources that can be used in a variety of business education classes. These may be YouTube channels, instructional resources, or curricular materials that can assist you in reaching your students, especially in a digital environment. Please note that NYSED leaves control over instructional resources to schools and teachers, and the listing of resources in this newsletter does not constitute a NYSED-endorsement. If you are a teacher and have something that has been particularly useful for you that you would like others to know about, please contact the [Associate for Business and Marketing Education](#).

- [CNBC's YouTube Channel](#)—Several short videos that can be used as supplements or conversation starters on a variety of business education topics.
- MBA Research—MBA Research, with grant funding from the Daniels Fund, is making [select course guides](#) available for a limited time free of charge. While curriculum is a local decision, these guides may provide some useful resources and insight for those of you planning new courses or looking to “refresh” existing ones.
- Take your lessons to the next level and avoid the “chalk and talk” blues! [NearPod](#) and [Peardeck](#) allow for lessons with interactivity to keep students engaged.

## **MIDDLE SCHOOL BUSINESS EDUCATION**

Did you know? As of 2018, business education can now be used for all or part of the 1.75-unit middle level CTE requirement.

The Middle School CTE web page on the NYSED web site provides information on the updated curricular framework for middle level CTE instruction. At the heart are six [overarching themes](#) which are designed so that they can be taught through the lens of any CTE content area, including business. Business teachers throughout New York have developed four [content modules](#) which address these themes through the business content area.

In addition, teachers have also developed exemplar [PBL learning experiences](#) which can be adopted in whole, or in part, to deliver engaging, high-quality, standards-based instruction in grades 5-8 business education.

If you currently teach middle school business education, please consider [sending us a story](#) for inclusion in our “Good News” section of this newsletter.

## **JOB OPENINGS (AS OF 1-22-21)**

- Troy City School District- Technology/CTE Teacher (business certification accepted)- Anticipated FT opening for 2021-2022. Apply on OLAS

- Mount Vernon City School District- Anticipated vacancy for the 2021-2022 school year. Apply on OLAS
- Utica City School District- Apply on OLAS
- Depew Central School District- Long Term Sub (3/29/21-6/30/21). Elementary level. Apply on WNYRIC
- Health Sciences Charter School- Anticipated opening 2021-2022 school year. Apply on WNYRIC
- Dunkirk City Schools- Long Term substitute 2/17/21- 3/31/21. Apply on WNYRIC.

### **UPCOMING DATES/EVENTS**

- January 23 – February 15, 2021 – Virtual Spring District Meetings to be Held – Contact your Board of Trustee member or State Vice President for details.
- January 31, 2021 – FBLA Final membership deadline for members who wish to compete in the State Leadership Conference virtual competitions. Members be must be rostered AND their dues PAID by this date.
- February 7-11, 2021—DECA online testing for the State Career Conference
- February 10, 2021 – SDM Objective Tests To Be Administered Statewide via Online Testing (more information will be forthcoming).
- February 12-15, 2021 – DECA Role Play Events for the State Career Conference
- February 12-15, 2021 – DECA Written Event Presentation for the State Career Conference
- February 15, 2021 – NYS FBLA Program of Work submission deadline
- April 5-9, 2021 —FBLA State Leadership Conference (virtual)
- June 30, 2021—Reapprovals for NYSED-approved programs set to expire on June 30, 2021 due. Late or incomplete submissions will not be accepted. Please plan accordingly, and contact the [business education associate](#) with any questions.