

BUSINESS AND MARKETING EDUCATION NEWSLETTER

NEW YORK STATE EDUCATION DEPARTMENT

ISSUE 2-SEPTEMBER 2019

MESSAGE FROM THE ASSOCIATE IN BUSINESS EDUCATION



Welcome back to the 2019-20 school year. I hope that everyone had a good and restful summer and was able to take some time out for themselves in addition to getting ready for this school year. In my first full academic year as the Associate for Business Education, my goal is to continue to work to improve the environment for business education and to provide support in any way possible. Many of you teach five preps a day, coach sports, advise clubs, and contribute to your community in other ways. Our entire CTE team truly appreciates the work you do each day, and we would like to hear how we can best support you in your work.

I would like to give a special welcome to any teachers who are new to teaching or new to their schools. Know that there are many fantastic sources to find information and content to help support your classes. These include, but are not limited to, the BTANYS Facebook page, the national Business Educators Facebook page, and the [Business Education Workgroup](#) hosted by the CTE Technical Assistance Center. If you are lost on anything, need additional ideas, or just would like someone to bounce ideas off of, please feel free to [contact me](#).

TEACH BUSINESS DAY

Mark your calendars! The first ever Teach Business Day, sponsored by your professional organization, Business Teachers' Association of New York State (BTANYS) is taking place on October 16, 2019. This is a day to celebrate our field and promote awareness of the rewards of teaching business education to encourage others to follow. Document what you do on the BTANYS Facebook page to automatically be entered for a prize!

PROFESSIONAL ORGANIZATIONS

As this is a new school year, I would like to remind everyone to support your professional organization, Business Teachers' Association of New York State (BTANYS) by either joining or renewing your membership as I have done. BTANYS provides advocacy, professional development, support, and training to business teachers all over New York State. To join or renew for the school year, please [go here](#).

Please provide a warm welcome to the newest BTANYS Executive Board Members who volunteer tirelessly to support the field of business education:

- Sheila McIntyre: Awards Chair
- Jessica Torres: NYC Co-director
- Stanne Exilhomme: NYC Co-director

If you are interested in becoming a part of the BTANYS board and providing leadership in your field, please contact BTANYS president, Francine Martella at president@btanys.org.

TOP FIVE LIST

- 1. FAQ List:** I have compiled many frequently asked questions together on a [uniform list](#) on the NYSED Business Education home page. These reflect various questions that may come up in business education programs. This page will be updated when/if any information changes. If you have a frequently asked question that you feel should be posted, please contact me.
- 2. Listserv:** I have re-launched the business education listserv. If you have any new colleagues, please encourage them to join the Listserv to stay up to date on NYSED newsletters, jobs, and other pertinent information. My goal is to put out a newsletter at least once per month during the academic year.
- 3. Middle Level:** As of the 2018-19 school year, business teachers may now teach the middle level CTE requirement. Please note that if you are only certified in business, you may only teach business content at the middle level. The middle level content is broken up into six overarching theme modules that have been interpreted by business teachers as four content modules. These should be used as a model when determining what to teach at the middle level.
- 4. Office/SED Changes:** We have a new director of Career Readiness and Workforce Partnerships, Amy Cox. Amy comes to us from supporting the NYS P-TECH programs at NYSED. We are glad to have her on board. Phil Dettelis (technology associate) has left to pursue another opportunity and Cheryl Winstel will be retiring in October. We ask for your patience as other staff, including myself, will be taking on additional responsibilities until these positions are filled.
- 5. Graduation Requirements:** A blue-ribbon commission is being formed by the Board of Regents to examine current graduation requirements and whether or not they are meeting the needs of New York's students. More information including a timeline of action presented at September's Board of Regents meeting can be found [here](#).

SCHOOL SPOTLIGHT

In this section, I will be highlighting one or more schools and business programs that are doing unique and innovative things. If you wish to have your school featured in this section, please e-mail me at michael.lamastra@nysed.gov. This is a great way to publicize the great work that you do.

PROGRAM APPROVAL NEWS

Congratulations to the following business programs which recently received CTE Approval

- Bethlehem-Accounting/Finance
- Bethlehem-Business Management/Administration
- Bethlehem-Entrepreneurship
- Bethlehem-Marketing
- Moravia-Business Administration

Congratulations to the following business programs which recently received reapproval

- East Syracuse Minoa-Finance
- Hillcrest High School (New York City)-Entrepreneurship
- Mohonasen- Accounting
- Williamsville-Accounting
- Williamsville-Business Administration
- Williamsville-Computer and Information Sciences
- Williamsville-Marketing

Please contact me if you have any questions regarding NYSED approval for CTE programs.

CTSO NEWS

In this section, I will highlight the events and upcoming activities of New York's business CTSOs. If you have pertinent news that you would like posted in this space, please [e-mail me](#) by the first of the month for me to announce.

It is that time of year where both New York State business Career and Technical Student Organizations (CTSOs) are actively starting up their programs for the year. Please visit the [New York DECA](#) and [New York FBLA](#) web sites for the latest information on each organization's events.

If you do not already have a CTSO in your school, consider starting one. CTSOs are integral parts of CTE curricula and help to build student leadership and presentation skills — not to mention build great publicity for your school and CTE program as a whole. If you have any questions about, or are looking to begin a CTSO, please contact me and I will put you in contact with the respective organization.

Also, the 2019-20 school year marks sixty years of DECA in New York State. Congratulations to DECA for sixty years of providing leadership training and excellence for New York State students.

Upcoming FBLA Dates:

-October 1 – NFLC Hotel Deposit (50%), Hotel Registration Form and Travel Plan Form Due to NYS FBLA (Maria Siciliano)

-October 4 – Washington, D.C. NFLC Deadline for online conference registration on national FBLA website

-October 4 – District 10 Fall District Meeting (FDM) at Bryant & Stratton, 9am-1pm

-October 11 – District 3N Fall District Meeting (FDM) at Carmel HS, 3-8pm

-October 15 – District 12 Fall District Meeting (FDM) at Williamsville East HS

-October 15 – FINAL PAYMENT Deadline for Early Bird Membership Registration to earn Early Bird Ribbon status for NYS FBLA

-October 17 – District 13 Fall District Meeting (FDM) at Falconer HS – 9am-2pm

-October 18 – District 3S Fall District Meeting (FDM) at Lakeland HS

-October 18 – District 7 Fall District Meeting (FDM) at Herkimer BOCES

-October 23 – District 5 Fall District Meeting (FDM) at Lake George Holiday Inn

-October 25 – District 1N and 1S District Meeting (FDM) at Hofstra University

UPCOMING EVENTS

If there are any regional events that are of interest to business teachers, please let me know and I will publish them here.

October 16, 2019: Teach Business Day, Statewide

October 24, 2019: BTA Regional Meeting, Syracuse, NY

November 22, 2019: CTE Collaborative Conference-Hofstra University Garden City, NY