

Winter 2016
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Issue 3

On the Web at
www.wbea.info

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Western News Exchange

A Message from your WBEA President...

By Elaine Stedman, WBEA 2016-2017 President, Sidney, Montana



As WBEA President, I would like to take this opportunity to invite you to the 2017 WBEA Conference to be held February 16-20 in beautiful Bozeman, MT, home of my alma mater, Montana State University. Go Cats! The Conference Committee has been hard at work to provide informative workshops, dynamic keynote speakers, and enjoyable tours to make WBEA 2017 well worth your time. I have had the opportunity to hear Red Ants Pants founder, Sarah Calhoun, speak. She is lively and entertaining and has quite a life story to tell. Please make your plans to attend soon as Bozeman is very busy during ski season.

You will find the hotel rates very reasonable.

Montana also has no sales tax and gambling is legal in Montana as well if you are so inclined. Further information can be found on the WBEA website, www.wbea.info.

One of the most enjoyable aspects of my duties as your WBEA President is the opportunity to visit the S/T/P's in our region. I have had the pleasure of attending conferences in Nevada, Arizona, Idaho, and Washington, and will be headed to California in a couple of weeks. I am constantly amazed at the outstanding things that are being done by business educators in our region, and I am so proud to have been a part of this profession for over 37 years. I look forward to attending the ACTE Career Tech Vision Conference in December, the NBEA Conference in April, and the Mountain-Plains Regional Conference in June as well as any other state conferences and regional conferences that I can fit in. My husband is retired, so I have been dragging him all over the country, but he has had a great time too. I would like to thank the S/T/P's for your hospitality. You have all made me feel so welcome.

WBEA 2016-2017 Executive Committee www.wbea.info

PRESIDENT

Elaine Stedman
1019 13th Street SW
Sidney, MT 59270
W 406.433.6763
C 406.480.5719
H 406.488.4390
elaine@midrivers.com
e.stedman@richlandbqg.org

PRESIDENT-ELECT

Dona Orr
OSBE ICTE
650 West State Street
Boise, ID 83720
W 206.334.3216
donaorr@gmail.com

TREASURER

Dr. Brenda Jacobsen
Idaho State University
921 S. 8th Ave. Stop 8081
Pocatello, ID 83209-8081
jacobren@isu.edu
208.282.4967 (W)

SECRETARY

Eric Swenson
Office of Public Instruction
PO Box 202501
Helena MT 59620-2501
W 406.444.7991
C 406.350.0951
eswenson@mt.gov

PAST PRESIDENT

Kay Fujimoto Ono
University of Hawai'i
Leeward Community College
Business Division
96-045 Ala Ike
Pearl City, HI 96982
808.455.0345 (W)
kayono@hawaii.edu

NBEA REPRESENTATIVE
Roietta Fulgham
American River College
4700 College Oak Dr.
Sacramento, CA 95841
Roietta.fulgham@arc.losrios.edu

WBEA 2017 Conference website at <http://www.wbea2017.info/>

Graduate Credit for WBEA 2017

Graduate Credit Available for WBEA 2017 Conference—Only \$99 & No Sales Tax

The 2017 Western Business Education Association's 2017 Conference will be held in Bozeman, Montana, February 16-20, 2017, and the WBEA 2017 Conference Committee is excited to provide attendees with an added benefit. Attendees of the WBEA 2017 Conference will be able to earn graduate-level college credit from Montana State University Billings. The cost for the credit is \$99.00—and keep in mind Montana does not have a sales tax.

The Montana Business Education Association has partnered with Montana State University Billings to provide WBEA 2017 Conference participants with the option to earn one (1) graduate-level credit from MSU Billings' Extended Campus. Registration and payment for the credit can be completed at <https://goo.gl/IEkuA1>.

The credit, EDCI 589-450, is not applicable to a Master's degree offered by MSU Billings; however, the credit may be used to fulfill K-12 licensure requirements, "lane changes," or other continuing education requirements for professionals.

WBEA 2017 Conference attendees who wish to earn the graduate credit will be required to provide proof of registration and attendance (such as a copy of registration receipt and nametag), a provide a written agenda/synopsis listing all the conference sessions and all the conference-related activities attended (including workshops, tours, networking sessions, etc.), and create a lesson plan in which materials and/or resources gained from the WBEA 2017 Conference are implemented. All materials will need to be submitted by March 1, 2017.

For complete details about the credit offering, including a template for the lesson plan, directions for utilizing the lesson plan template, and a copy of the rubric which will be used to evaluate the lesson plan and lesson materials can be found on the WBEA 2017 Conference website at <https://goo.gl/a0bd6d> along with other details regarding the 2017 event in Bozeman.

Questions regarding the graduate credit offering can be sent to Eric Swenson at eswenson@mt.gov. See you in Bozeman.

thank you
... for your
Award Nominations &
Scholarship Applications!



Thank you for your support!

**See you in Montana at the closing dinner for the
announcement of the WBEA Awardees!**

NBEA Executive Board of Directors' News

By Roietta Fulgham, American River College, Sacramento, CA

Reminder to all Western Region Members

WBEA 2017 PDLT INFORMATION

The WBEA 2017 Professional Development Leadership Training (PDLT) is a single training session for **Presidents-elect, Membership Directors, as well as all potential leaders within your S/T/Ps.** The 2017 workshop will be led by Dona Orr, WBEA President-elect; Linda Snider, Membership Director; and Roietta Fulgham, PDLT Director. PDLT will be held Friday morning, **February 17, from 7:30 a.m. until 11:30 a.m.**

Please sign up. This workshop will not only provide leadership training, but also more in-depth direction and help for those assuming or thinking about leadership positions. WBEA only meets once a year; hence it is extremely important that Presidents-elect and Membership Directors work with the current WBEA President-elect and WBEA Membership Director throughout the year in order to complete Programs of Work and reports for the NBEA office. This workshop is the best venue that we have available for people to communicate with one another and to ask questions.

We provide information in this workshop that will be needed throughout the year. Additionally, attendees will have the opportunity to meet current WBEA officers, the NBEA Executive Director, and the NBEA President.

Our goal is to make WBEA stronger. This is a first step to making a stronger organization, and *we need your help.* Please ask your Presidents-elect, Membership Directors, and at least one potential leader from your S/T/P to fill out the application and send it in by **December 1, 2016.** (Please note that this registration is in addition to regular WBEA Registration that participants will need to complete and send). We shall appreciate your encouraging attendance at this event for your professional commitment to WBEA and your leadership in your individual S/T/P.

NEWS FROM SIEC-ISBE

The SIEC-ISBE 2017 Conference Theme is Internationalization of Education: A Why and How Perspective. San Juan, Puerto Rico (USA) will be the place and July 23-29, 2017, will be the date. The official Call for Presentations has been released. Go to www.siec-isbe.org for information.

Here's the scoop on what to expect:

- Five general sessions
 - Guided tours in the city of Old San Juan (North of the Island) and Ponce (South of the Island)
 - Visits to companies and universities
 - Fifteen concurrent sessions
 - Networking activities
 - Spanish lessons or Salsa lessons
- The subtopics for the conference will be
- Curriculum development
 - Students and faculty mobility
 - Alliances in internationalization of education
 - Technology as an effective tool for internationalization of education

There are plenty of activities. So mark those calendars and get ready to join us for another great and wonderful conference! This promises to be a one-of-kind educational experience!

WBEA 2016-2017 Executive Committee (Continued)

AWARDS DIRECTOR

Kristina Yamada
57 North Canyon Cove
West Point, UT 84015
801.773.1991 (H)
801.725.2500 (C)
kyamadaUT@comcast.net

LEGISLATIVE LIAISON

Tina Fulks
Desert Oasis High School
6600 W. Erie Ave.
Las Vegas, NV 89141
702.799.6881 (W)
tfulks@interact.ccsd.net

MEMBERSHIP DIRECTOR

Linda Snider
Grossmont College
619.644.7816 (W)
619.743.2277 (C)
Botlinda.snider@gmail.com

NEWSLETTER EDITOR

Chris Liebelt-Garcia
Metro Tech High School
1900 W. Thomas Rd.
Phoenix, AZ 95015
602.885.1238 (C)
Liebelt-garcia@phoenixunion.org

PDI DIRECTOR

Eileen Wascisin
3815 Gala Loop
Bellingham, WA 98226
360.733.4067 (H)
ejmw@comcast.net

TELECOMMUNICATIONS DIRECTOR & WBEA WEBMASTER

Chad Eichenlaub
St. Regis High School
90 Tiger Street
St. Regis, MT 59866
406.649.2311 (w)
eichenlaubc@stregis.k12.mt.us

10

REASONS TO JOIN NBEA

1

CREATIVE TEACHING IDEAS

Receive information from fellow colleagues on creative teaching ideas for your classroom

2

PROFESSIONAL JOURNAL

Four issues of NBEA's premier journal, "Business Education Forum"

3

PROFESSIONAL LIABILITY INSURANCE

\$250,000 of professional liability insurance at no additional cost

4

NEWSLETTERS

Four issues of NBEA's highly acclaimed newsletter, "Keying In"

5

CONVENTIONS

Special registration rate for national and regional conventions

6

PROFESSIONAL DEVELOPMENT

Personal and professional seminars during national and regional conventions

7

YEARBOOK

Highly praised annual publication, "NBEA Yearbook"

8

NETWORKING WITH COLLEAGUES

Network through social media and by contributing to and viewing features in the "Business Education Forum"

9

BUSINESS EDUCATION STANDARDS

Promotion and implementation of the "National Standards for Business Education"

10

FUTURE TRENDS

Discover and hear about new directions in business education



For membership details visit www.nbea.org

10

REASONS TO RENEW YOUR NBEA MEMBERSHIP

1

CREATIVE TEACHING IDEAS

Receive information from fellow colleagues on creative teaching ideas for your classroom

2

PROFESSIONAL JOURNAL

Four issues of NBEA's premier journal, "Business Education Forum"

3

PROFESSIONAL LIABILITY INSURANCE

\$250,000 of professional liability insurance at no additional cost

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Discover and hear about new directions in business education



For membership details visit www.nbea.org

W!se Teacher Certification in Personal Finance Available at WBEA 2017

W!se developed a Financial Literacy Teacher Certification Program in 2008. Teachers prepare for the assessment through self-guided study using the W!se Certification in Personal Finance Manual. After preparation teachers take the W!se Teacher Certification in Personal Finance Test. Testers have 1 hour and 15 minutes to complete the comprehensive 75 multiple-choice question assessment. The test evaluates instructor's knowledge on topics that are aligned to state & national standards.

Teachers who pass the test earn a Certification in Personal Finance (CPF). The CPF demonstrates proficiency in personal finance. Certified teachers are subsequently encouraged to enroll their schools in the W!se Financial Literacy Certification Program for students.

The W!se Teacher Certification in Personal Finance Test will be offered during the 2017 WBEA Conference in Bozeman Montana. Certification will be available on Saturday, February 18, beginning at 1:45 pm.

Testers MUST bring a personal WIFI enabled device (laptop, iPad, Chromebook...) to test upon. The cost of testing is \$50. To participate teachers must register prior to the conference. To register please visit SurveyMonkey at <https://www.surveymonkey.com/r/CZUJ8TZ> and complete the registration survey.

Payment for the test can be submitted through PayPal, via the link included in the survey, or by contacting David Anderson of w!se (danderson@wise-nv.org, 212-421-2700). Once registration is complete and payment has been submitted testers will receive the W!se Certification in Personal Finance Manual via email.

Working in Support of Education (w!se) was founded in 1998 with a mission to improve the lives of young people through programs that develop financial literacy and readiness for college and the workforce.

Our programs feature a suite of financial capability initiatives: The Financial Literacy Certification Program, Financial Literacy Teacher Certification, and MoneyWISE for survivors of domestic violence. In addition, we offer a range of workforce and college readiness initiatives, central among them are the Quality of Life Innovations and the W!SE Institute for Life Long Learning, both ground breaking in their fields. A service that we provide is the Euro Challenge, a program of the EU Delegation to the US. These programs and services, all Common Core aligned, are built on five pillars: relevancy, real world experiences, strong partnerships, volunteerism, and effective evaluation and assessment. They promote excellence in education and help students plan for their futures, to make good choices, and provide them the knowledge and skills needed for the 21st century.

The w!se Financial Literacy Certification Program (FLCP) addresses the urgent need for financial literacy and education. The program provides high school students with access to financial education and the opportunity to become certified financially literate. Participating schools teach a course or unit on personal finance and administer w!se's standardized Financial Literacy Certification Test. Teachers have access to training, educational resources, pre-tests, and online practice tests. Students who pass the exam are Certified Financial Literate, earning their CFL™. Developed in 2003, the program has expanded nationally and has been widely recognized for its success, including being awarded the US Treasury Department's John Sherman Award for Excellence in Financial Education.

Extensive partnerships with schools and the private sector, and a reputation for sustainable programs with measurable results, have made w!se a leader in the educational community.


WBEA Legislative Update

By Tina Fulks, Legislative Director, Las Vegas, NV

The Western Region states like others watched this election closely. The results are in! A business “person”, not a politician is the President-elect. This is an intriguing dynamic. Our nation will definitely be heading in a “different direction” than it has been over the past few years. The outcomes could have long-reaching impact on education legislation at the local, state and national level. So please, don’t let this election circus stop you from “performing” for your students. We must advocate for them! Keep at it!

The Western Region continues to lobby for legislation that affects the education of our students at all levels. Most of the issues may not directly affect business education. However, they do affect our ability to graduate students that have the workplace readiness skills needed to enter the job market and college. Some of the issues include:

- English Language Proficiency
- Keeping business education programs in the high schools
- Providing college credit at the high school level (dual enrollment)
- Five year high schools (allowing them to attend through 19 years of age)
- Alternate routes to high school diplomas including online learning
- Full day kindergarten

A man in a light blue sweater stands in front of a window with blinds, gesturing with his hands. The Sage logo is in the top right corner. The background is a blurred office setting.

Impart real-world skills using recognized business software—all at no charge for WBEA members.

Equip your students with a competitive edge: Give them hands-on technology experience and certifications that will really get them noticed in today's challenging job market. As a WBEA member, you can join the Sage Educational Alliance program at no charge and get the most progressive business software tools available to use in your classroom. And when you do, your students can get Sage certified for a reduced rate—which looks great on their resumes.

Whether you're teaching entrepreneurial business skills, small business accounting know-how, or business management proficiency, let Sage help you give your students the skills they need to stand out from the crowd.

To learn more and join, visit:
www.EducateWithSage.com

Proposed Highlights to the *WBEA Bylaws and the WBEA Policies and Procedures Manual*

By Kay Fujimoto Ono, WBEA Past President

The WBEA Executive Committee met in Bozeman, Montana, (site of the WBEA/MBEA 2017 Conference) for its summer planning meeting. The two documents that are annually reviewed by the Executive Committee are the *WBEA Bylaws* and the *WBEA Policies and Procedures Manual and Appendices*. These reviews are not exciting tasks, but necessary, and the review can take many hours. Thank you to the current WBEA Executive Committee for their contributions toward this process.

The WBEA Executive Board will be asked to review and discuss the proposed changes at its meeting in Bozeman on Friday, February 17, 2017. In order to help this process be more efficient, the documents with proposed changes will be posted online on the WBEA website (www.wbea.info) no later than February 1, 2017.

WBEA Bylaws: Highlighted below are the major suggested changes that must be approved by the WBEA Executive Board by a majority vote (Amendments, Article X, Section 1).

Elections, Article III

Section 2 – Update information on the WBEA Director to the NBEA Executive Board.

Sections 3-4 – Delete outdated information.

Duties of Officers and WBEA Director to the NBEA Executive Board, Article IV

Sections 1-2 – Add the committees that the WBEA President and President-elect are responsible for directing.

Section 3 – Add the important responsibility of the WBEA Treasurer to submit the filing of the Arizona Corporation Annual Report and the IRS Form 990-N by the deadline dates.

Sections 4 and 6 – Update duties for the WBEA Secretary and the WBEA Director to the NBEA Executive Board.

Executive Committee, Article IV

Section 2 – Clarify that WBEA officers who also serve as Standing Committee directors will have only one vote as an Executive Committee member.

Section 3 – Add that “no voting member has a right to assign a proxy.”

Committees, Article VII

Section 1 – Update and clarified duties of the Standing Committees.

Section 3 – Add that the director and committee members do not earn eligibility to run for a WBEA office by serving on a Special Committee.

Section 4 – Delete information from Section 4 which was added to Section 3.

WBEA Conference, Article VIII

Section 1 – Add that the S/T/Ps shall send the conference proposals to the Annual Conference Advisory Committee in addition to the WBEA Executive Board.

WBEA Policies and Procedures Manual and Appendices: There are many minor changes throughout the document, but highlighted below are the major suggested changes.

Meetings, Section 1030

No. 1 – Arizona has the option of holding the WBEA Conference in February or May.

Executive Committee, Rights and Responsibilities, Section 2020

No. 2 – Change to a two-thirds majority vote of the Executive Committee to required to make changes to the P&Ps.

Election and Appointment, Section 3020

No. 3 – Delete since the WBEA Director to the NBEA Executive Board is selected according to the NBEA guidelines.

Nominations, Section 3030

No. 10 – Add a new item between the existing No. 9 and 10. If there are no candidates for an office, it is the responsibility of the Executive Committee to appoint an officer. This appointment must be approved with a two-thirds majority vote of the Executive Committee.

Nomination Deadlines, New Section 3030.1

Add chart with nomination deadlines for WBEA Conferences held in May, as well as in February.

Treasurer, Section 3130

No. 4 – Ask the WBEA Executive Board members representing the S/T/Ps if it wants the ten dollars (\$10) rebate from the Friends of WBEA Program.

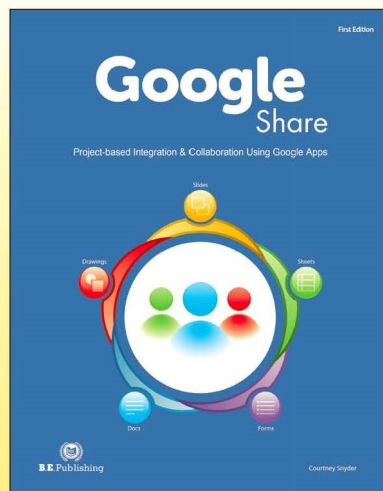
WBEA Director to the NBEA Executive Board, Nomination and Election, Section 4020

Nos. 1-5 – Delete since nominations and elections are handled by NBEA.

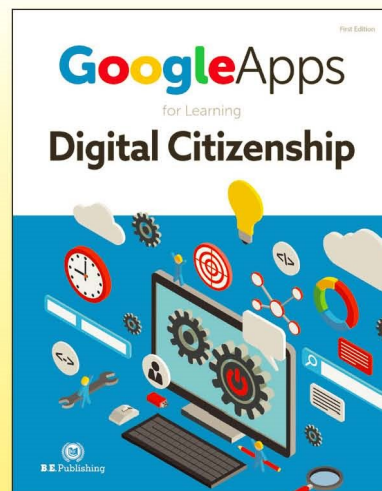
Awards and Scholarship—Standing Committee, Section 6010

We've **Googled** Everything for Business Educators!

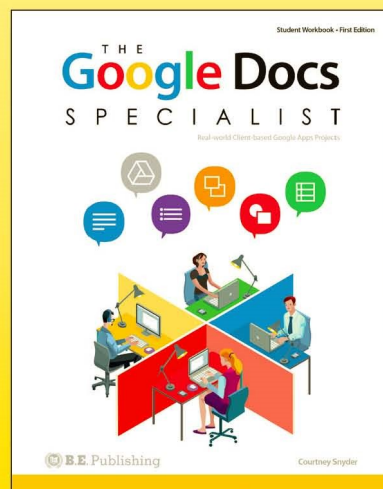
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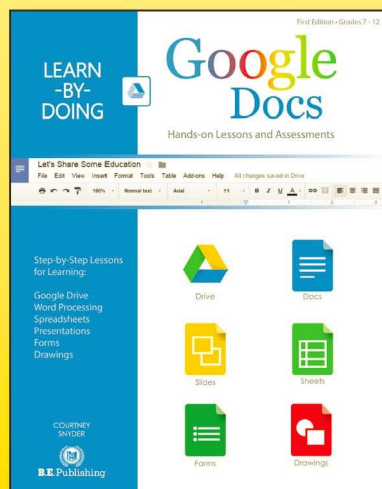
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NBEA Executive Board of Directors' News

By Roietta Fulgham, American River College, Sacramento, CA

On November 11 and 12, 2016, the NBEA Board of Directors met at the Chicago Marriott Downtown Magnificent Mile in Chicago, IL. The following items were discussed and actions taken:

Written reports (21) were received from officers, regions, committees, and affiliates. These reports were approved as submitted. The minutes from March 2016 meeting by Secretary-Treasurer Margaret Blue were approved as corrected.

The BOD received training by Past President Robert Blair on our duties, the mission and purpose, vision, membership benefits, strategic plan, program of work, regions, divisions, bylaws and procedures, meetings, committees, and responsibilities to NBEA.

NBEA Membership Director Maurice Henderson updated the BOD on membership activities and results from the Web meetings. He distributed duties of National Membership Committee, Regional Membership Directors, State and Regional Membership Directors, as well as qualifications for each. NBEA membership is still down. Our WBEA goal is 901 total NBEA members from all of our states. Each NBEA BOD was tasked with contacting 25 (or more) prospective members (via school websites) by December 16.

President-elect Diane Fisher led discussion on the 2017-18 Program of Work items.

We received the audit report from the finance/audit committee with a presentation from David Jones of Jones, Maresca, & McQuade, P.A.

Prospective NBEA conventions: 2020 Boston, 2021 New Orleans, 2022 Chicago.

There is redevelopment activity where NBEA headquarters is housed in Reston, VA, at the Center for Educational Association. A special steering committee will be named to review the redevelopment options.

We received an update on the NBEA 2017 Convention: 36 sessions with 22 hands-on sessions. A special tour of the hotel food services program is planned. BERC and Legislative sessions will also be included.

NBEA dues will be increased by \$5 beginning immediately. ISBE dues will be discussed with ISBE BOD.

The Policies Commission for Business and Economic Education is planning Statement 100.

The National Business Education Hall of Fame, currently housed at University of Wisconsin-Whitewater, may be housed at NBEA.

The Business Partnership Task Force is developing a business partnership press kit.

The NBEA 2017-2018 Strategic Plan covering Publications, Organizational Structure, and Membership Recruitment and Retention was presented.

In her closing remarks, President Priscilla Romkema thanked us for our engagement, expertise, collegiality, commitment, attitude, and willingness to set goals for NBEA in our regions and divisions.

November is National Education for Business Month—spread the word. Consider going to “givinggrid.com” to Thank a Teacher. More details later.

Did you notice the **new look of the Forum** (and my article)? Tell me what you think about the new look so that I can relay the information to our publications committee including Steve Lewis. Thanks to many of you who answered the emails when asked to submit articles or comments.

If you are interested in **running for NBEA 2017-2018 President-elect**, ask me about qualifications.

Just a reminder that NBEA **no longer** has the Scholarship Program nor the Professional Development Stipend.

I hope you submitted nominations to NBEA for **Outstanding Teachers of the Year and Distinguished Service Awards** by December 1, 2016.

The **2017 Convention Committee** members are Pat Arneson, Ramona Schoenrock, Marlene Stout, and Karen Williams. Register now at www.nbea.org for the convention in Chicago, IL, April 11-15, 2017.

If you want additional details on any of the items listed above, please call me at (916) 835-2325 or send an email to roietta.fulgham@arc.losrios.edu.

Membership is everyone's responsibility!



WBEA Strategic Plan

By Kay Fujimoto Ono

WBEA Past President and WBEA Strategic Planning Committee Director

The WBEA Strategic Planning Committee meets prior to the WBEA Executive Board meeting. This year, the committee will be reviewing the WBEA Strategic Plan listed below, and it will present the 2017-2018 Strategic Plan to the WBEA Executive Board on Friday, February 17, 2017. If you have any suggestions or comments, please direct them to Kay Fujimoto Ono at kayono@hawaii.edu by January 15, 2017. As WBEA members, this is your opportunity to contribute toward the new Strategic Plan.

Strategic Planning Committee Purpose (WBEA Policies and Procedures Manual and Appendices, Section 6080)

The purpose of the Strategic Planning Committee is to promote the stated purposes of business education in WBEA. The committee's charge is to use the Strategic Plan to review the progress of WBEA and to make recommendations. The committee will annually review the progress made in implementing the Strategic Plan goals and recommend actions as needed. Special committees such as Telecommunications, Newsletter, are often organized to focus on specific aspects of the Strategic Plan.



Western Business Education Association

2016-2017 Strategic Action Plan

Goal	Persons Responsible	Action Items
Build partnerships between WBEA and businesses within the region.	WBEA President WBEA Past President WBEA President-elect S/T/P Presidents	Identify at least one viable business and specific contact people within each S/T/P to develop a WBEA partnership. Develop marketing materials. Communicate with each individual contact personally. Extend invitation to visit website, conference, etc. Build a presence with the businesses and use their resources for our members.
Identify changing demographics of the Business Education teacher environment within WBEA.	WBEA President WBEA Past President WBEA President-elect S/T/P Presidents	Identify new teachers from each S/T/P (name/email) and establish contact with each individual. Identify teachers from each S/T/P who are teaching business education courses who are not WBEA members.
Strengthen WBEA and business partnership web presence and add resources for members on the website.	WBEA President WBEA Media Communications Director	Expand interactive section on website that supports business partnerships. Establish logos that are tied to partner websites' resources. Continue development and recruit members to contribute to the "Resources" section. Include webinar resources, Q&A section, and social media links. Explore a Members Only Section on the website to post relevant teaching resources.
Continue Professional Development Leadership Training (PDLT) for S/T/P members, as an integral part of the annual WBEA Conference.	WBEA Director to the NBEA Executive Board WBEA President-elect WBEA Membership Director	Review PDLT content and ensure that the topics covered are relevant to WBEA and supporting our role within NBEA. Recognize PDLT participants at the WBEA Conferences, as well as in WBEA publications.

WBEA 2017 PROFESSIONAL DEVELOPMENT LEADERSHIP TRAINING APPLICATION

(Please note: This application is in addition to actual WBEA Conference Registration)

Name [Click here to enter text.](#)

Preferred Mailing Address (home or work): [Click here to enter text.](#)

Street [Click here to enter text.](#)

City, State/Province, Zip/Postal Code [Click here to enter text.](#)

School [Click here to enter text.](#)

School E-mail [Click here to enter text.](#)

Home E-mail [Click here to enter text.](#)

State/Territory/Province in which you belong: [Click here to enter text.](#)

Number of years employed as a business education teacher? [Click here to enter text.](#)

Number of WBEA [Click here to enter text.](#) NBEA [Click here to enter text.](#) conferences have you attended?

How much do you know already about the structure of WBEA/NBEA?

_____Very little _____Some knowledge _____Quite a bit _____Not sure

I am currently serving as:

____S/T/P President-elect ____Membership Director ____Other: _____

____Currently, not serving in a leadership position; interested in learning more about NBEA/WBEA

Complete this application and e-mail or mail by December 1, 2016 to:

Roietta Fulgham (roietta.fulgham@arc.losrios.edu)

American River College

4700 College Oak Drive

Sacramento, CA 95841

Questions, contact: Roietta Fulgham, PDLT Director, roietta.fulgham@arc.losrios.edu
Donna Orr, WBEA President-elect, dorr@uidaho.edu
Linda Snider, WBEA Membership Director, botlinda.snider@gmail.com

***Note: Be sure to notify your S/T/P President that you have submitted your application.**

WBEA Legislative Update (Cont'd from Page 6)

By Tina Fulks, Legislative Director, Las Vegas, NV

Data Driven: Career Decision-Making-Catherine Imperatore

Where do high school students turn to help them decide on careers? Despite anecdotes about the influence of TV shows and celebrities on career decisions, data from the National Center for Education Statistics suggests that family is the most important influencer on ninth-graders thinking about careers. Teachers come in second in influence, at 6.2 percent, while counselors were named only 2.7 percent of the time.

When sharing this statistic with the media or policymakers, emphasize how your CTE program engages students and parents in career exploration and planning.

U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics. High School Longitudinal Study of 2009 (HSL:09) First Follow-up Restricted-Use Data File. Retrieved from <https://nces.ed.gov/surveys/ctes/tables/h168.asp>



Ensuring the Value of Industry Certifications-Catherine Imperatore

I was pleased to present about the importance of ensuring that industry certifications are high quality and valuable to students at the Advance CTE fall meeting last week, along with Roy Swift of WorkCred and Florida CTE director Rod Duckworth.

It was a great discussion about how ACTE's Certification Data Exchange Project, the new Credential Registry and state-validated lists of industry certifications are tackling pieces of this challenge. For instance, ACTE's project is learning about which students are earning industry certifications and how it impacts their employment and earnings. In the future, this data can be used to let students know the returns they can expect from a particular industry credential.

A related brief published by Advance CTE highlights Florida, Kansas and Louisiana's efforts to validate industry certifications through intensively vetted lists, carefully crafted incentives and transparent processes. The publication identifies the following four themes consistent across these states:

1. Business and industry are involved early in the process
2. Validation is a cross-institutional and cross-agency effort
3. Credentials are differentiated by measures of rigor and industry demand
4. Systems are adaptable

New ESSA Guidance on Well Rounded Education-Mitch Coppes

The U.S. Department of Education has released its latest batch of non-regulatory guidance on implementation of the Every Student Succeeds Act (ESSA)—this time focusing on student support services funded through the new Title IV block grant. Under Title IV, Part A of ESSA, states and school districts have flexible funding that can be used to support activities that advance the use of technology in the class-room, improve school climate and provide students with a well-rounded education. ESSA includes CTE in the definition of a well-rounded education, alongside other critical subjects that contribute to the academic and career success of all students.

The Student Support and Academic Enrichment Grant in Title IV of ESSA specifically provides funding for school districts to offer college and career guidance programs, which may include career awareness and exploration activities. It also allows districts to offer counselor professional development opportunities focused on utilizing labor market information to enhance student advisement on in-demand career pathways.

Additionally, the department has provided guidance on supporting school reforms through Title I funding for disadvantaged students. ESSA allows those schools in greatest need of assistance, operating a school-wide program, to provide opportunities for students to earn postsecondary credit while still in high school, which can include offering CTE dual or concurrent enrollment programs.

WBEA Legislative Update *(Cont'd from Page 12)*

By Tina Fulks, Legislative Director, Las Vegas, NV

Department Announces Final Teacher Prep Rule-Mitch Coppes

Recently, the Department of Education published its [final regulations](#) affecting teacher preparation programs nationwide. The rule requires states to report on the quality of both traditional teacher preparation as well as alternative routes to teaching programs, and to link program quality to eligibility for the Teacher Education Assistance for College and Higher Education (TEACH) grants, which help students with the cost of pursuing a postsecondary education for a career in teaching.

The rule requires states to report annually on teacher preparation program performance on multiple measures, including the placement and retention rates of program graduates in their first three years of teaching, feedback from graduates and their employers on program quality, and state-determined measures of student learning outcomes. Programs will be rated on a scale with at least three classifications that include “low-performing,” “at-risk,” and “effective.”

States will design their reporting system with feedback from stakeholders in the state, and then implement that system by the 2018-19 academic year. Starting with the 2021-22 academic year, programs will lose access to TEACH grants if they were not deemed effective in at least two of the previous three years. States must also provide technical assistance to any program rated as low-performing.

Research Round-up: Grad Rate, Work-based Learning-Catherine Imperatore

October has brought with it crisp weather, falling leaves and updates to national education data, as well as a host of new resources:

Growing Grad Rate: The [high school graduation rate](#) continued its rise to 83.2 percent in the 2014-15 school year, an increase of four percentage points in four years.

Student Loan Debt Increases: According to the [Institute for College Access & Success \(TICAS\)](#), 68 percent of graduating seniors in 2015 had student loans, with an average debt load of more than \$30,000.

Work-based Learning: Connecting at-risk and disconnected youth back into the education and workplace pipeline through work-based learning is the topic of a [new brief](#) from the National Skills Coalition. To succeed, the brief recommends that this work-based learning be paid and facilitated by an intermediary organization to recruit, coordinate training and take on liability issues. The brief emphasizes that the best programs connect to career pathways. On a companion webinar, Guilford Apprenticeship Partners noted that a strength of their initiative is partnership with high school CTE programs.

More Work-based Learning: Advance CTE has created [A Comprehensive Guide to the State's Role in Work-based Learning](#) to help states develop and implement a statewide vision for work-based learning. The guide provides key considerations and guiding questions to walk states through the steps of building and scaling a high-quality work-based learning system, drawing on examples from several states.

Women and Middle-skill Jobs: The Institute for Women's Policy Research has launched a website, womenandgoodjobs.org, dedicated to research and data on middle-skill jobs, relevant education pathways and recommendations for how to help more women into these worthy, family-sustaining careers.

Licenses, Certificates, Badges—Oh My!-Catherine Imperatore

Today, the conversation is all about credentials—What credentials should an individual earn? How do credentials impact employment and earnings? What about these newer types of credentials, like digital badges? More and more resources and research are helping to make sense of this growing ecosystem.

Earning STEM Credentials at the Community College: Students earning career-oriented STEM credentials at community colleges—particularly associate degrees—reap short-term earnings benefits, confirms an [analysis](#) of Virginia Community College System data. In particular, allied health and technician programs lead to higher earnings. This research also compared STEM and non-STEM community college students and found them very similar, suggesting that more students could pursue STEM education successfully.

The Value of Postsecondary Certificates: The number of postsecondary certificates awarded has skyrocketed in recent years—an increase of 63 percent for long-term certificates and 157 percent for short-term certificates between 2000 and 2012, according to a [Brookings brief](#)—as people search for credentials with value in the workplace that take less time and money to earn. But what value do these credentials have? This publication summarizes what we know so far about what the benefits of certificates, including the greater return on average for long-term certificates over short-term certificates, and how certificate returns vary by career field.

Licenses and Certifications 101: Do you need a quick resource that helps students understand why and for what careers they might need to earn a license or industry certification? This [Bureau of Labor Statistics article](#) may come in handy.

CERTIFICATION IN PERSONAL FINANCE

1. **WHO?**

This leading Certification Test is offered to instructors of personal finance.

WHAT? **2.**



Instructors who pass the Test earn a Certification in Personal Finance (CPF) and receive a CPF certificate.

3. **WHERE?**

The Test is administered by w!se or by a proctor approved by w!se.

Since 2008, Working in Support of Education (w!se) has offered instructors the unique opportunity to earn a **Certification in Personal Finance!**



For more information, please contact:

David Anderson
Executive Vice President
Working in Support of Education
danderson@wise-nv.org

Jonathan Sands
Senior Program Manager
Working in Support of Education
jsands@wise-nv.org

WHY?

The CPF demonstrates proficiency in personal finance. The test assesses instructor's knowledge of personal finance on topics that are aligned to state & national standards.

4. **5.**

HOW?

Instructors are provided with a Study Manual that includes the topics that may be assessed on the Test. Preparation for the Test is generally self-guided.

Working In Support of Education (w!se) is a New York based educational 501(c)3 nonprofit dedicated to financial literacy and readiness for college and careers. w!se serves urban secondary school students in low-to-moderate-income areas. Extensive partnerships with schools and the private sector and a reputation for sustainable programs with measurable results have made w!se a leader in education. www.wise-nv.org | 227 East 56 Street, New York, NY 10022 | T: (212) 421-2700 F: (212) 980-5053.

WBEA Legislative Update (Cont'd from Page 13)

By Tina Fulks, Legislative Director, Las Vegas, NV

Growth in Digital Badges: To recognize students for skills and experience that are not captured on transcripts, colleges are increasingly adopting digital badges: One in five colleges, according to the University Professional Continuing Education Association and Pearson, as reported in *Inside Higher Ed*.

Data Driven: Online Access for Adult Students-Catherine Imperatore

Online education is one of the tools in a college's arsenal to foster success, particularly for working adult students who have to balance multiple responsibilities.

This data point demonstrates that community and technical colleges have risen to the challenge of offering courses to students through various flexible options. Community college students are the most likely of all students to combine in-person and online courses.^[2] These flexible options are particularly important to students who are also working: According to the *American Association of Community Colleges*, 41 percent of part-time students are employed full time, 40 percent of full-time students work part time and 22 percent of full-time students are working full time.^[3]

When talking to policymakers or the media about online postsecondary education, supplement this data with stories of your postsecondary students who have benefited from online and hybrid/blended coursework to progress through education and earn valuable credentials.

[1] Fishman, *Community College Online*, New America Foundation, 2015.

[2] Ibid.

[3] American Association of Community Colleges, *2016 Community College Fast Facts*.

Helping Users Connect to Credentials-Catherine Imperatore

A new registry will soon be launched that helps users find out about credentials of all types—including postsecondary certificates, licenses and industry certifications—and how to earn these credentials.

The *Credential Registry*, produced by the Credential Transparency Initiative and funded by Lumina, is an open, voluntary online tool to which organizations from education institutions to industry certification providers can add information on credentials, including what competencies a credential delivers, how to earn it and whether it is accredited or endorsed. Most excitingly, developers will be encouraged to build off the registry to create new apps that merge the registry information with other data sources, such as employment and earnings data.

The Registry is one outgrowth of Lumina's *Connecting Credentials* initiative, which recently released a plan developed from the initiative's first year of information gathering and feedback sessions. ACTE is a co-sponsor of the initiative, and our *Certification Data Exchange Project* has been recognized by Connecting Credentials as an example of the great work going on to expand and improve the credential ecosystem. END

ADD A FINANCIAL LITERACY LAB TO YOUR HIGH SCHOOL



TRANSFORM YOUR CURRENT COMPUTER ROOM INTO THE MOST EXCITING CLASSROOM AT YOUR SCHOOL

Engage your personal finance, business, accounting, economics, computer and math students with real-world applications in an exciting Wall Street-style classroom by adding these 4 integral components:

- 1 **Wall-to-wall streaming, color stock quotes and news tickers.**
- 2 **Interactive LCDs with live stock charts, financial news, class rankings, student portfolios, etc.**
- 3 **Customized, project-based learning website featuring a stock trading simulation and self-paced activities to guide students through embedded curriculum that is aligned to standards.**
- 4 **Complete access to Stock-Trak's award-winning Investing101.net online course that is designed like an introductory college Investments course.**



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COMPUTER WORKSHOPS

Friday, February 17, Best Western GranTree Inn

An Adventure with Office 365

Presenter: Mark Branger

Friday, 8-10 am; GranTree Inn, Tamarack

Discover Office 365! After an overview, we'll explore the features of each application. You will also be provided with useful ideas to incorporate these features into your lesson plans or use the examples as extra projects in your classes. Come see what's new in Microsoft Office 2016! Get ready for an adventure through the world of Office 365.

Responsive Web Design with Adobe Muse

Presenter: Bertha Kirschten

Friday, 10:15 am-12:15 pm; GranTree Inn, Tamarack

Responsive web design has never been easier - no code needed! Muse is a simple WYSIWYG (What You See Is What You Get) design tool. However, it is very powerful and integrates with other Adobe applications, allowing users to create dynamic and responsive websites. Creating mobile sites in the same interface with a full based website has been simplified with the latest version of Muse CC. Please bring your own device loaded with Adobe CC to this session. Adobe offers a 7 day free trial package if you do not have access to Adobe CC.

Introduction to Computer Coding using Scratch

Presenter: Nancy Francis

Friday, 2-4 pm; GranTree Inn, Tamarack

Scratch is a programming language and an online community where students can program and share interactive media such as stories, games, and animation with people from all over the world. The Scratch platform allows users to focus on logical thinking and problem solving instead of syntax complexities. This program works great for elementary through secondary students and lessons can be geared to a short unit or an entire semester.

Nearpod Bootcamp for Business Educators

Presenter: Nicole Bogunovich

Saturday, 8-10 am; Bozeman High School

Nearpod is an interactive classroom tool for teachers that engages students with an interactive, multimedia slideshow. This Nearpod Boot Camp follows the 5 E lesson model- Engage, Explore, Explain, Extend and Evaluate, which is a research-backed lesson structure that will lead you towards positive learning outcomes using the Nearpod Platform. Now is the time to transform the way you teach!

Social Media: A Tool for Education and Business

Presenter: Tara Jones

Saturday, 9-11 am; Bozeman High School

In the last decade, social media has become a primary channel for businesses to market to customers as a 2-way communication in real-time. It's also become a channel for peers to communicate with each other. In this workshop, we'll explore ways to incorporate social media best practices into business education from strategy development, adding social media to the marketing mix, and measuring its impact on the bottom line.

Putting It Together: A Hands-On Introduction to the Arduino Development Platform

Presenter: Brian Koontz

Saturday, 1:45-3:45 pm; Bozeman High School

Many high schools in Montana have begun to implement computer science curriculum. The Arduino embedded platform is a low-cost hands-on platform to introduce students to the exciting world of computer science. Some schools have already acquired Arduino development kits or are in the process of acquiring them. This session will cover the basics of the Arduino and introduce participants to programming and interfacing with the platform.

The Blended Learning Classroom: Recipe for Success

Presenter: Mark Branger

Sunday, 8-10 am; Bozeman High School

Blended learning is a formal education program in which a student learns at least in part through delivery of content and instruction via digital and online media with some element of student control over time, place, path, or pace. The strengths of this instructional approach is its combination of both face to face and online teaching methods into one integrated instructional approach. Participants will learn useful tools for using this instructional strategy.

BREAKOUT SESSIONS

Saturday, February 18 and Sunday, February 19, Best Western GranTree Inn

No Shoes, No Shirt . . . No Dice??? Active Learning Tools from the Dollar Store and Your Junk Drawer

Presenter: Eric Swenson

Saturday, 8-9 am; GranTree Inn, Hyalite

School was not always a positive experience for Jeff Spicoli during his days at Ridgemont High. Do you have some Spicoli's in your classes? With a few minutes of prep, some foam dice, a roll of masking tape, and that partial sheet of unused labels you can turn your struggling learners into active learners. In this session, attendees will gain hands-on experience.

Critical Life Skills Provided by EverFi

Presenter: Mick Karls

Saturday, 8-9 am; GranTree Inn, Aspen

EverFi's co-curricular courses are used

by more than 12,000 schools at no cost, with more than 12 million students served. During this session, EverFi will engage participants in a discussion around its critical skills courses and the efficacy of the programs. Learn how teachers throughout the region are using the courses to bring critical skills to students and how EverFi is helping to change the dynamic around student learning in financial literacy, STEM, civics, health and wellness, and career exploration.

Adobe Mobile Apps - Spark Video

Presenter: Bertha Kirschten

Saturday, 9:15-10:15 am; GranTree Inn, Hyalite

Creativity is one of the 4-C's - creativity, critical thinking, collaborating and communication – and is a highly sought after skill in the job market. Join this hands-on session to learn about a free mobile app that you can use in your classroom and in any content area to help students tap into their creative potential.

Working in Support of Education (w|se Financial Literacy Certifications)

Presenter(s): David Anderson and Jonathan Sands

Saturday, 9:15-10:15 am; GranTree Inn, Tamarack

The session will introduce the W|se Financial Literacy Certifications for teachers and students. We will discuss the instructional materials schools receive when they enroll in the student program including a detailed curriculum outline, mapped to state and national standards, and our directory of resources, which contains great instructional materials and access to practice tests.

Empower Your Students Through Certification

Presenter: Robert Imhoff

Saturday, 10:30-11:30 am; GranTree Inn, Aspen

Today students need to be career and college ready. With certification, students can receive industry recognized credentials for Microsoft Office, Adobe, Autodesk, Microsoft Technology Associate and QuickBooks. Certiport is the sole provider of these certification exams. Learn how you can build a successful certification program at your school.

Career Development Facilitator: Credential for Career Planning

Presenter: Suzette Fletcher

Saturday, 10:30-11:30 am; GranTree Inn, Hyalite

Would you and your staff benefit appreciate some training in how to facilitate the Career Development process? A Career Development Facilitator (CDF) receives in-depth career development training provided by a nationally trained and qualified instructor.

Street Law--Educating Students for Civic Participation

Presenter: Jody Sandru

Saturday, 1:45-2:45 pm; GranTree Inn, Hyalite

Street Law--educating young students about law and civic responsibility. During the Summer of 2016, Jody had the opportunity to participate in the Supreme Court Summer Institute for Teachers. Jody will share some of the experiences and resources.

L.E.A.D.E.R.S.H.I.P. Leading, enthusiastic, awesome new ideas, dedication, energetic, resources, sources, hope, information, promise...

Presenters: Kristina Yamada and Linda Snider

Saturday, 1:45-2:45 pm; GranTree Inn, Aspen

L.E.A.D.E.R.S.H.I.P. How can you get more involved in your professional organization, locally & regionally? What does it take to be an effective leader? Is your STP membership decreasing? Come learn new ideas to take away to revitalize your members and yourself! How to nominate deserving individuals for awards--what questions to do have about this process?

Working in Support of Education (w|se) : W|se Teacher Certification in Personal Finance Testing

Pre-Registration Required

Saturday, 1:45-3:45 pm; GranTree Inn, Tamarack

W|se developed a Financial Literacy Teacher Certification Program in 2008. Teachers prepare for the assessment through self-guided study using the W|se Certification in Personal Finance Manual. After preparation teachers take the W|se Teacher Certification in Personal Finance Test. Testers have 1 hour and 15 minutes to complete the comprehensive 75 multiple-choice question assessment. The test evaluates instructor's knowledge on topics that are aligned to state & national standards.

Empowering Student Entrepreneurs

Presenter: One Montana

Saturday, 3:15-4:15; GranTree Inn, Aspen

Do your students have the grit to succeed? Take a risk, test the waters! Come learn how One Montana's Rural-Urban Student Entrepreneur Exchange and Teenpreneur Business Challenge can help you inspire and foster innovative student thinkers. Real-life learning occurs as students meet and hear stories from local entrepreneurs and apply their new understanding to develop a business or program that meets an identified need.

Ensuring Student Achievement through Business Program Standards

Presenters: Clay Long and Cindy Arnzen

Saturday, 3:15-4:15 pm; GranTree Inn, Hyalite

Learn how Nampa School District has vertically and horizontally aligned business courses to statewide program standards to ensure students achievement regardless of which high school they attend. Additionally, learn how Nampa School District has developed district-wide common assessments that follow pacing guides and program curriculum and utilize assessment data to improve instruction.

Web Based Accounting Practice Sets - Algorithmic: No cheating or copying

Presenter: Perry Edwards

Sunday, 8:45-9:45 am; GranTree Inn, Tamarack

Your students and mine are tied to their cell phones and computers as well as social media. So why not let them learn accounting the same way? Challenge the status quo with a new paradigm; web based accounting learning materials that run on PCs, Macs, and tablets. Cheating is growing. A perfect match again for using web based learning materials that allow them to work or study in groups but take individualized exams (it is Algorithmic).

Gamification in the College Classroom

Presenter: Lynn Keane

Sunday, 8:45-9:45 am; GranTree Inn, Hyalite

Gamification is the use of game playing techniques, such as point scoring and competition with others, to engage and motivate learners. Gamification holds great potential in creating motivating and meaningful experiences for students. This presentation explores the research and resources for gamifying a college course. Techniques, tools, and examples will be shared with participants.

Reaching the Traumatized Student

Presenter: Sue Cheff

Sunday, 8:45-9:45 am; GranTree Inn, Aspen

The classroom we now teach in has several different challenges for our students - Sue will share trauma sensitive information and research, strategies and tips for reaching and handling challenging behavior and hopefully inspire you to connect, empower, and correct students with trauma. As a foster adoptive mom, Sue has walked this journey many times with my own kiddos, students, and families.

Concurrent Enrollment Experience from a Teacher's Perspective

Presenters: Brenda Rudolph and Cindy Jones

Sunday, 10-11 am; GranTree Inn, Aspen

Concurrent Enrollment is defined as a high school student taking a college class at their high school taught by a qualified high school teacher. This model has been used for a 11 years with a partnership between FVCC and Glacier High School. This presentation will outline the challenges, the lessons learned, the things that worked well, and whether or not this is good for students.

Adobe Mobile Apps - Adobe Spark Page

Presenter: Bertha Kirschten

Sunday, 10-11 am; GranTree Inn, Hyalite

Join this hands-on session to learn about a suite of free mobile apps that you can use in your classroom and in any content area to help students tap into their creative potential. In this session we will learn about Adobe Spark Page - an amazing and easy to use app in which users create a one-page parallax scrolling website.

Basic 3D Modeling with Blender

Presenters: Julie & Bill Hanson with Special Guest from Blackhawk

Sunday, 11:15 am-12:15 pm; GranTree Inn, Hyalite

Blender is a powerful open source 3D drawing and animation program. In this workshop we will go over what tools you can use in Blender for 3D modeling and how you can teach yourself the program through online tutorials and shared resources. Then we will demonstrate a quick manipulation of the cube on Blender into an object and carry it through the process for 3D printing. Our special guest will link the whole process to real life examples and how they create their product.

Teaching Ethical Decision Making in Business

Presenter: Shauna Williams

Sunday, 11:15 am-12:15 pm; GranTree Inn, Tamarack

Ethics and ethical decision-making are the ultimate business advantage. The Daniels Fund Ethics Initiative: High School program is changing the way that business administration teachers discuss ethical decisions with their students nationwide.

WESTERN NEWS EXCHANGE

WESTERN BUSINESS EDUCATION ASSOCIATION

Chris Liebelt-Garcia, Newsletter Editor

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Upcoming Events

WBEA 2017 CONFERENCE
Bozeman, MT
February 16-19, 2017

NBEA 2017 CONVENTION
Chicago, IL
April 11-15, 2017

