



## Business & Marketing Education



January 13, 2021

### *Wednesday Reader*

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#### **MCEE Teacher Talk Today at 4 pm**

The [Montana Council on Economic Education](#) will host the January edition of the [MCEE Teacher Talk today](#), January 13, at 4 p.m.

Today's focus will be Economics and the best tools/methods in delivering economic fundamentals either in person or remotely in today's Covid19 environment and the uncertainties of attendance.

MCEE has invited special guest, Dr. Joe Atwood to join the conversation from Montana State University Department of Agricultural Economics and Economics. He can share a few of his tips he learned to relay economic topics to remote students.

To register to participate, please use the following link, [Economics - Wednesday, January 13 from 4 p.m. to 5 p.m.](#)

If you have topics you want highlighted for February, March or April, please email Dax Schieffer at [mcee@montana.edu](mailto:mcee@montana.edu).

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#### **Finalists Announced for the MFEC Meme Contest—Vote for Your Favorites Today**

The [Montana Financial Education Coalition](#) (MFEC) has posted the finalists of their financial education-themed meme contest to a MFEC [Facebook](#) album.

Nearly 100 middle and high school students across Montana submitted entries for the contest. The entries have been narrowed down to the top 20 finalists and their memes are posted on a MFEC [Facebook](#) album.

Students were to create an image meme about financial education. Suggested topics included spending and saving, budgeting, building credit, credit-debt cycle traps, credit scores/reports, investing, buying goods and services, earning income, identity theft, or insurance.

Voting kicked off on January 6, 2021. The top six memes garnering the most “likes” on Facebook will be eligible for a cash award. Judging should be based on originality, importance, and wit/humor.

For reference, you may review the [Meme Contest Rules and Instructions](#).

Anyone may vote for any and all of the entries. The six students whose memes receive the most Facebook “likes” will receive a cash prize. Voting ends January 20 and winners will be announced January 29.

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## **The Prospects Briefing for Business and Marketing Teachers—A Message from the Montana Chamber of Commerce**

Greetings Teachers of Business and Marketing,

Never thought I’d be as glad to hang a new calendar on the fridge as I was on New Year’s Day! Let’s pray that our professional and personal lives have transformed by this time next year.

I am touching bases to tell you about an amazing opportunity the Montana Chamber of Commerce has created for high school students...an entrepreneurship contest, [The Prospects](#). We have already received contributions including—\$30,000 cash purse, plus scholarships provided by Miles Community College and the Hilleman Scholars Program at Montana State University, internships and mentoring provided by Montana business leaders, and more.

This is truly a remarkable commitment by Montana’s business and higher education communities on behalf of high school students across Big Sky Country.

[The Prospects](#) is available to all Montana high school students. Of course, students in your classes will have an advantage because of your career and technical orientation.

### **Details about *The Prospects*...**

*Contest categories:*

1. Students running existing businesses.
2. Students with innovative ideas for new products, services, and community-based projects.

*Students can submit as individuals or as teams.*

*Submission deadline:* February 12, 2021.

*Submission requirements:* A two-minute or less video pitch and a 1000-word or fewer business summary.

*Submission portal:* Accessed via the Chamber’s [The Prospects](#) webpage (scroll to bottom for contest FAQ).

**Important contest information from the Chamber...** [Click here for a 6-minute video](#) by Matt Olson, the Chamber’s point guard for *The Prospects*.

Click [here](#) to find a PDF providing detailed information about *The Prospects*.

*Special invitation:* I will be glad to schedule a videoconference, at your convenience, to describe *The Prospects* and encourage your students to submit ([Matthew@MontanaChamber.com](mailto:Matthew@MontanaChamber.com)).

### **Examples of previous high school submissions...**

The Chamber is expanding the scale and scope of the high school entrepreneurship contest that One Montana began but is no longer pursuing. Therefore, the following examples of students' video pitches and business summaries may look familiar to some of you. These are not meant to be examples of "perfect" submissions, rather they demonstrate the range of video pitches and written summaries that previously received awards. Submissions to *The Prospects* that come closest to meeting the Chamber's judging criteria will stand the best chances of winning (criteria referenced in attached THE PROSPECTS-CONTEST INFORMATION).

Existing businesses:

- *406 Lips:* [Business summary](#).
- *Rapelje Garbage Service:* [Video pitch](#).

Ideas for products and services:

- *ZB Braiding:* [Video pitch](#); [Business summary](#)
- *Leave Alert:* [Video pitch](#); [Business summary](#)

With the Chamber's vision and the generous support of Montana's business, government, and higher education communities, *The Prospects* has instantly become Montana's premier opportunity for high school students to demonstrate and be handsomely rewarded for their entrepreneurial spirit...that spirit you are unleashing in your Business and Marketing classes.

Here's for a better year ahead...

Thank you.

Matt Olson  
Montana Chamber of Commerce  
Director of Network Development  
Executor of The Prospects  
[Matthew@MontanaChamber.com](mailto:Matthew@MontanaChamber.com)  
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### **After Successful Launch, Big Sky Biz Sim is Open for Spring Registration**

This fall, over 200 teams across 23 schools participated in the newly launched Big Sky Biz Sim by First Interstate Bank. Congratulations to the teachers from Billings Central Catholic High School, Glacier High School and Sidney High School where students were awarded cash prizes.

The [Montana Council on Economic Education](#) learned a few things to make the program even more efficient to load into your classroom and hope you register for the spring semester.

Registration is open now until February 1. The first inputs will be due February 10. The full schedule is available [here](#).

The sponsors at First Interstate Bank will be supporting cash prizes for the winning teams again this spring. Another bonus with the support is that team fees will be waived this year to encourage more participation and remove any barriers for schools to introduce these business concepts into the classroom.

[Register your teams here.](#)

For questions regarding the Big Sky Biz Sim, please contact Dax Schieffer at [mcee@montana.edu](mailto:mcee@montana.edu).

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## **Reach Higher Montana Annual Scholarship Applications Due Friday, January 15**

Do you know a student who could use \$1,000 to help pay for their education? The Reach Higher Montana Scholarship program is currently open at [www.ReachHigherMontana.org](http://www.ReachHigherMontana.org).

The deadline to apply is January 15, 2021.

This year, the Montana-based nonprofit organization will award 81 scholarships—30 awards for Class of 2021 graduating high school seniors, and 50 awards for students currently attending a Montana college or university for use in the 2021-2022 academic year.

In addition, one \$1,000 scholarship is earmarked for a current college student who has, or is currently, serving in the military. “The Carl Valvoda Military Scholarship is awarded in memory of Carl Valvoda, the son and husband of two former co-workers, who passed away due to a brain tumor,” said Rhonda Safford, Reach Higher Montana Programs Manager.

To be eligible for the scholarship, all applicants must have at least a 2.5 cumulative GPA, be attending or have graduated from a Montana high school, and complete the Free Application for Federal Student Aid (FAFSA) for 2021-2022. Scholarships may only be used at Montana postsecondary education institutions, including private and tribal colleges, and two-year, four-year, and university campuses. Scholarship funds are awarded directly to the colleges and can be applied towards any elements of the recipient’s cost of attendance as calculated by the financial aid office.

Students interested in applying for the Reach Higher Montana scholarships are cautioned to watch carefully which application they are completing—high school students need to complete the high school application; current college students need to complete the current college student application.

The [Reach Higher Montana website](#) provides access to hundreds of scholarships, and the organization posts new scholarship opportunities on its Facebook and Instagram pages every Thursday.

For more information, please visit Reach Higher Montana's website, [www.ReachHigherMontana.org](http://www.ReachHigherMontana.org).

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## **NGPF's Winter Nearpod License Grant Applications Due Friday, January 15**

[Next Gen Personal Finance](#) (NGPF) is excited to announce they will be providing more Nearpod license grants. Given the number of applications received in 2020, NGPF thought you, or a fellow personal finance teacher, may be interested in this opportunity.

If you are chosen as a recipient, you will get access to one School/District level Nearpod license with all of the bells and whistles including access to Nearpod's 8,500+ pre-created Nearpod lessons. You will also have easy access to NGPF's 9-Week and Semester course Nearpod lessons.

Both NGPF and Nearpod recognize the time and effort educators have put into making sure lessons are both engaging and rigorous for your students. NGPF hopes having access to a student engagement platform like Nearpod will provide you with more instructional options in your classroom whether in-person or virtual.

Complete the [application](#) by Friday, January 15, 2021.

Factors that will be considered while reviewing applications:

- *Whether you are teaching personal finance or a finance-related course*
- *Nearpod experience*
- *Participation in NGPF Nearpod PDs*
- *Your WHY*

Applicants will be notified by Friday, January 22, 2021.

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## **NBEA 2021 Annual Convention—Attend In-Person or Virtually**

This year, the [National Business Education Association](#) is offering the option to participate in the [2021 Annual Convention](#) either in-person or virtually.

The NBEA 2021 Annual Convention will take place March 30-April 2 in New Orleans, Louisiana, at The Marriott New Orleans. If you cannot or are not yet ready to travel, NBEA is also allowing participation from your home, home office, or classroom through Zoom.

Early-bird registration for the NBEA 2021 Annual Convention runs through March 1. If you are planning to attend on-site in New Orleans, the rooming block at The Marriott New Orleans closes on March 5.

For complete details, including a tentative schedule of events and registration and hotel rates, please visit [nbea.org/page/AnnualConventionNewOrleans](http://nbea.org/page/AnnualConventionNewOrleans).

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## Entirely Free CS Curriculum from Carnegie Mellon University

Carnegie Mellon University has built an exciting new, entirely-free, online high school computer science (CS) curriculum, [CMU CS Academy](#), and it is now being supported by Amazon.

[CMU CS Academy](#) offers free curricula—a full-year CS1, Introduction to Programming in Python and a short course, CS0 a lighter introduction designed for middle schools and clubs. Both of these curricula are also available in Spanish. Students can toggle seamlessly from English to Spanish while engaging with the materials.

Additionally, [CMU CS Academy](#) offers materials for AP CSP that drop into Code.org's curriculum, and a CS2 Course that focuses on extending computational problem-solving skills in a variety of application areas.

The Computer Science Teachers Association we will be hosting a webinar on January 14 from 4:30-5:30 pm MST for all interested in learning more about CMU CS Academy's offerings. Register [here](#) for the webinar.

To learn more about the CMU CS Academy, visit [academy.cs.cmu.edu](https://academy.cs.cmu.edu).

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## Exclusive Scholarship Opportunity for Your Accounting Students

Applications for the 2021-22 AICPA Foundation High School Scholarship are open until March 1, 2021.

The AICPA Foundation will provide \$2,000 to 10 students who intend to continue their accounting studies at an accredited college or university, and who have taken an advanced high school accounting course taught by you as a part of the APBP program. Selected recipients will be awarded this scholarship during June-July of 2021 for the fall 2021 and spring 2022 academic year.

Eligible students must be/have:

- Taken an advanced accounting course taught by an APBP-trained educator.
- The nomination of a registered educator or school counselor at [StartHereGoPlaces.com](https://www.startheregoplaces.com) or nomination by a current AICPA member.
- Proof of acceptance into a public or private, not-for-profit (501(c)) two or four-year accredited college or university located in the U.S. states or territories for the full 2021-22 academic year. Selected recipients must provide proof before the award is paid in summer 2021.
- Maintained a GPA of at least 3.0 (on a 4.0 scale).
- Enrolling as a full-time undergraduate (12 semester hours or equivalent) for the full 2021-22 academic year.
- A registered High School student on the [Start Here, Go Places](https://www.startheregoplaces.com).
- A U.S. citizen or permanent resident (green card holder).

- Some financial need (i.e., not receiving a full or partial scholarship(s) and/or grant(s) that cover and/or exceed student's educational expenses)
- Note: AICPA staff and their family members are not eligible to receive this scholarship.

Eligible students can apply online [here](#). Applications will be accepted from until March 1, 2021.

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## Resources & Events for the New Year from EVERFI

[Sustainability Foundations](#) and [Plants, Animals, and Our World](#) (grades 5-8) introduces students to the basics of sustainability (human health, global resource constraints, animal welfare), focusing on the choices learners can make every day. All courses that are part of the sustainability curriculum will introduce learners to concepts that relate to environmental, material, and life sciences.

[Vaping: Know the truth](#) (grades 8-12) With one-third of high school students vaping, educating our youth about the dangers and harms is critical. Vaping: Know the truth is a prevention-forward digital learning experience that gives today's students core knowledge around the dangers associated with e-cigarettes. In this course, students will learn how the marketing of e-cigarettes targets young consumers, as well as how use of the products can impact their health. Students will learn refusal skills as well as ways to seek out and utilize support services that are available for those young people who already vape and are looking to quit.

[Virtual Science Fair](#): From now until January 15, 2021, the NHL & NHLPA are launching the Future Goals™ Virtual Science Fair to provide an opportunity for students to creatively apply their learned knowledge from the Future Goals - Hockey Scholar program. Students will have the chance to showcase their STEM skills to take home an NHL® STEM-At-Home Prize Pack and impact the future of hockey.

[EVERFI's new LearnOn Channel](#): The education space is evolving, and teachers around the world are making magical moments in response. If you are energized by celebrating lifelong learning through shared wins, professional development and educational technology, EVERFI hopes you check out the community #LearnOn. Tune in each Friday as educators and experts #LearnOn together.

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## Computer Science PD Workshops Offered by AVID in Partnership with CODE.org

Are you looking to grow your computer science teaching skills? Join the Montana-based workshops with other educators from your region. 98% of teachers recommend our engaging professional learning programs to teach computer science. Spaces are limited, so apply today.

[K-5 Educators: Computer Science Fundamentals](#) Designed to be fun and engaging, Code.org's progression of Computer Science Fundamentals courses blend online and

“unplugged” non-computer activities to teach students computational thinking, problem solving, programming concepts and digital citizenship

- Dates: February 9 & 16, 2021
- Time: 4:00-7:00 p.m.
- Location: Virtual/Online

Learn More at [Code.org](https://code.org).

[6–10 Grade Educators: Computer Science Discoveries](#) Mapped to CSTA K-12 Computer Science Standards, the course takes a wide lens on computer science by covering topics such as problem solving, programming, physical computing, user-centered design, and data, while inspiring students as they build their own websites, apps, animations, games, and physical computing systems.

- Dates: June 21-25, 2021
- Time: 9 a.m.-5:00 p.m.
- Location: Helena, MT (location TBD)
- Dates: August 9-13, 2021
- Time: 9 a.m.-5:00 p.m.
- Location: Virtual/Online

Learn More at [Code.org](https://code.org).

[9–12 Grade Educators: Computer Science Principles](#) This course introduces educators to the foundational concepts of computer science and challenges them to explore how computing and technology can impact the world. It is rigorous, engaging, and approachable, all while exploring many of the foundational ideas of computing to explain how these concepts are transforming the world in which we live.

- Dates: June 21-25, 2021
- Time: 9 a.m.-5:00 p.m.
- Location: Helena, MT (location TBD)
- Dates: August 9-13, 2021
- Time: 9 a.m.-5:00 p.m.
- Location: Virtual/Online
- Learn More at [Code.org](https://code.org).

Renewal units will be offered. For questions, please contact Ty Stevenson, AVID/Code.org Product Manager, at [tstevenson@avid.org](mailto:tstevenson@avid.org) or 206.390.2829.

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## Fun Facts and Trivia

Paddlefish are a primitive fish that have inhabited North America since the Cretaceous period 65 million years ago.

Paddlefish have skeletons comprised of cartilage, not bone, like sharks.

Paddlefish fish have a distinctive appearance, with the presence of a long snout, deeply forked tail, and are gray in color.

The paddlefish's genus name, *Polyodon*, comes from a Greek word meaning "many tooth" and refers to their gill rakers.

Paddlefish are filter feeders and feed by swimming through open water with their mouths open and allowing their close-set gill rakers to capture their microscopic food.

Paddlefish are a long-lived fish, surviving over 30 years in some cases. They also mature later than most fish, sometimes at 10 years or older.

Paddlefish can attain sizes of over 7 feet long and more than 200 pounds.

There are only two species of paddlefish—the American Paddlefish and the Chinese Paddlefish.

The American Paddlefish inhabits large, slow-flowing, freshwater rivers such as the Mississippi River and its tributaries, including the Missouri and Yellowstone rivers.

Chinese Paddlefish are found within the Yangtze River basin.

Paddlefish is a close relative of sturgeons; therefore, their eggs, or roe, are a popular caviar.

U.S. paddlefish resources have experienced an exponential increase in harvest pressure resulting from the collapse of the Beluga sturgeon populations in Eastern Europe.

Most species of Paddlefish are now extinct, and fossil Paddlefish from 60 million years ago have been found in the Missouri River basin near Fort Peck Reservoir.

Montana is home to one of the few remaining self-sustaining populations of Paddlefish and harbors the largest individual fish as well; specimens have been taken weighing up to 150 pounds.

In Montana, paddlefish are found in the Yellowstone River as far upriver as Forsyth as well as the Missouri River above and below Fort Peck Dam.

Fish above Fort Peck Dam (known as the Fort Peck stock) are now isolated from fish below the dam, although some upriver fish can pass downstream.

The downstream fish are part of the population inhabiting the Yellowstone River and Lake Sakakawea, known as the Yellowstone-Sakakawea stock.

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## **For questions, please contact:**

[Eric Swenson](#), Business Education Specialist - 406.444.7991

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