



## Business & Marketing Education



February 3, 2021

### *Wednesday Reader*

#### **February is CTE Month--Join ACTE and Montana's CTE Community to Celebrate**



**CELEBRATE TODAY,  
OWN TOMORROW!**

The [Association for Career and Technical Education](#) (ACTE) and the entire Montana CTE Professional Community invites you and your students to celebrate CTE Month®.

Career and technical education, or CTE, is education that directly prepares students for high-wage, high-demand careers. CTE covers many different fields, including finance, health care, information technology, advanced manufacturing, hospitality and tourism, business management, and many more, as described in ACTE's [What is CTE?](#) page and [Sector Sheets](#).

CTE encompasses many different types of education, from classroom learning to certification programs to work-based learning opportunities outside the classroom.

#### **What is CTE Month?**

Career and Technical Education Month®, or CTE Month®, is a public awareness campaign that takes place each February to celebrate the value of CTE and the achievements and accomplishments of CTE programs across the country.

#### **What can you do to celebrate CTE Month?**

- [Participate](#) in the 2020-2021 CTE Month-NSA HUNCH Student Video Challenge: Advancing Space Exploration through Manufacturing
- [Host a school visit](#) and invite members of your local community to learn about your school's strong CTE programs firsthand
- [Engage your policymakers and the media](#) to encourage them to attend events and tell your CTE story, or use [social media](#) to do the same

- [Work with business and industry leaders](#) to ensure they understand the role CTE plays in readying their future workforce
  - Purchase pens, pencils, lanyards, and other [CTE Month Merchandise](#) to use at events or at your school
  - [Download the CTE Month logo](#) for use with any print or digital outreach
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## **Business Teacher Looking for Extra Accounting Simulations**

Florence-Carlton High School Business teacher Keri Briney is in need of some additional Accounting simulation packets.

Keri is looking for eight (8) additional copies of Electro Inc, a simulation for the multicolumn journal edition of Century 21 Accounting.

If you have copies you could send to Keri, please contact her at [brineyk@florence.k12.mt.us](mailto:brineyk@florence.k12.mt.us).

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## **NGPF Registration is Open for Certification Course Cohort #9**

[NextGen Personal Finance](#) (NGPF) invites you to become a distinguished Personal Finance Educator by enrolling in one of NGPF's Certification Courses.

Registration is now [Open](#) for Cohort #9. NGPF Certification Courses are offered for free. Complete the five-week, nine-hour courses to become certified in personal finance content.

The Cohort #9 Certification Courses begin February 9 and finish March 11.

Within Cohort #9, 10 courses are available:

- Advanced Investing
- Banking & Budgeting
- Behavioral Finance
- Career
- Credit
- Insurance
- Investing
- Paying for College
- Psychology of Money
- Taxes

[Register today for an NGPF Certification Course.](#)

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## Start Here. Go Places.® January Classroom Resource: Future CPA Career Finder

With [Future CPA Career Finder](#), students scope out future career options with this online quiz.

When it comes to the accounting profession, career options are virtually limitless. From government to emerging tech—including future jobs that have not been imagined yet—students of all backgrounds and interests have the potential to find their happy path in the wonderful world of accounting.

The thrill of unlimited options can quickly dwindle into analysis paralysis if students are left to decide for themselves. Help them narrow their focus with our [Future CPA Career Finder](#) (formerly known as the FutureMe builder), an online, 10-question career quiz designed to ease the overwhelmed and point them in a direction aligned with their aspirations.

Be sure to also checkout these additional resources from [Start Here. Go Places.®](#)

[The Efficient Student: A Productivity Guide for Future CPAs](#): In this activity, students will learn about the value of productivity and seven different productivity tips to help them make the most of their time in the classroom and the workforce. [Download](#) the resource today.

Have you played the [Bank On It](#) game with your students yet this semester? The top game for accounting classrooms, Bank On It is available for you and your students. The online game has numerous game options to choose from including financial literacy, public accounting, not-for-profit, and advanced accounting. [Get started with the game today.](#)

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## The Online Model from Jump\$tart—Free Professional Development

You asked [Jump\\$tart](#) for distance learning options for your professional development in financial literacy – for those many times when budgets, schedules, and a host of other challenges kept you from getting to the training events you wanted to attend. And today, virtual learning options are more critical than ever before.

[J\\$FFE Online](#) is a content-driven program created especially for teachers; but is really suitable for any adult learner. It was developed with a gift in kind and other generous support from Jump\$tart partners at Fidelity Investments and is based on the J\$FFE Model. Like all Jump\$tart resources, the program features content supplied by many Jump\$tart partners.

- Spending and Saving – [Register Now](#).
- Investments – Coming early in 2021.
- Credit and Debt Management – in development.
- Risk Management and Consumer Protection – in development.

[J\\$FFE Online](#) is *free*, but you must register to receive the link to the online module and to receive confirmation of your professional development hours.

Ready to Register? [Start here](#).

[Already Registered?](#)

Not a Teacher? [You're welcome too.](#)

[Curricula for Students? Search our Clearinghouse.](#)

[Learn more about J\\$FFE.](#)

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## **The 2021 National Policy Seminar is Going Virtual**

The [2021 National Policy Seminar](#) will be held February 22-26. The National Policy Seminar, which traditionally brings Career & Technical Education (CTE) professionals and CTE advocates to Washington, DC, will be conducted in a virtual format this year.

Join CTE professionals from across the nation to engage virtually on key policy topics:

- Hot topics in the 117th Congress
- Biden administration official welcome with a preview of education policy priorities
- Outlook and news from members of Congress working on CTE issues for key committees
- Best practices in influencing federal policy related to CTE advocacy and messaging
- Virtual Hill and school visits

Association for Career & Technical Education members may register for the [2021 National Policy Seminar](#) at a member-rate of \$125.

Please visit the [2021 National Policy Seminar](#) page of the [ACTE website](#) to view the draft agenda and to [register](#).

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## **Mark Your Calendars for the ACTE Work-Based Learning Hybrid Conference—April 29 & 30**

The Association for Career & Technical Education (ACTE) will be hosting the [2021 Work-Based Learning Conference](#) in both an in-person and virtual model, April 29 and 30.

This special event, co-hosted by the Iowa Work-Based Learning Organization and ACTE, is a national work-based learning conference focused on supporting the delivery of quality experiences that foster in-depth, firsthand engagement with the tasks required in a given career field.

The [Work-Based Learning Conference](#) will feature over 40 work-based learning topics and will include the ACTE Work-Based Learning Policy meeting, committee meetings, and regional work-based learning receptions.

If you can attend in-person, the conference will be held on the Ankeny Campus of the Des Moines Area Community College in Ankeny, Iowa. The ACTE-member registration rate for the in-person option is \$250. If traveling to Iowa is not an option, you can register as a virtual participant. The ACTE-member registration rate if participating virtually is \$150.

To learn more about the conference, including registration or to submit a presentation proposal (due February 5), please visit the [ACTE Work-Based Learning Conference page](#).

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## **ISTELive 21—Registration is Now Open for ISTE’s 2021 Virtual Conference**

Registration for [ISTELive 21](#), happening virtually June 26-30, is now open. This fully immersive online event is where you will get the strategies you need to move from surviving disruption to reimagining learning. [ISTELive 21](#) is where you will join a global corps of educators to discover fresh approaches and share cutting-edge ideas, all focused on ensuring your students are prepared to meet the challenges of the moment.

Whether you are looking for guidance on a student filmmaking project, want to learn how to incorporate computational thinking into literature, or are eager to hear from a district leader who has pulled off a complicated tech initiative, there is something for you regardless of your role, grade level or subject area.

This summer, gather with educators worldwide on our custom-built platform where you will learn from experts, communicate with each other in real time and access a rich archive of over 1,000 learning experiences that you can return to again and again for six months.

More than 13,000 participants attended ISTE20 Live, ISTE’s first-ever virtual event, and the response was overwhelmingly positive:

[Register](#) by March 1 to get the lowest price of the year. Plus, get more value by choosing the Educator Virtual Journey, which allows you to bundle the conference with the Summer Learning Academy and Creative Constructor Lab.

Visit the [ISTELive 21](#) conference website for more details and registration pricing.

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## **The Prospects Submissions Due Next Week—Friday, February 12**

Friday, February 12, is the deadline to submit entries for the Montana Chamber of Commerce's entrepreneurship contest, [The Prospects](#).

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

### **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.



## **ACTE Region V 2021 Conference Going Virtual**

Hosted by Nevada ACTE, the [2021 ACTE Region V Conference](#) will be held virtually, April 15-17.

Early registration is now open and can be completed [online](#). The early registration rate for ACTE members is \$199 and ends April 1. After April 1, the registration rate increases to \$299.

Preliminary details can be found on the [2021 ACTE Region V Conference](#) website.

For questions regarding the 2021 conference, please contact Jennifer Fisk at [fiskje@nv.ccsd.net](mailto:fiskje@nv.ccsd.net).

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## **Access to the 2021 Revised Montana Content Standards**

The newly adopted standards for Career and Technical Education, Computer Science, Library Media, Social Studies, and Technology Integration are now posted in spreadsheet form on the [K-12 Content Standards & Revision Webpage](#).

See individual content area pages to access the standards and other helpful information.

Each standard spreadsheet includes K-12 as well as grade-level sheets.

Model curriculum guides, professional development, and resources will be added throughout 2021.

Districts should consider their five-year curriculum review cycle in order to plan for a staggered approach to aligning to new standards. The implementation date for the new standards begins July 1, 2021.

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## **March 1 is Deadline for AICPA Foundation Scholarship Applications**

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](#) 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 United 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 [Start Here, Go Places](#).
- 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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## **NBEA 2021 Convention—Attend in New Orleans 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 the [2021 Annual Convention site](#).

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## **Code.org Workshops for Montana Educators Begin Next Week**

Are you looking to grow your computer science teaching skills? Join the Montana-based workshops with other educators from your region. Ninety-eight percent 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](#).

[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](#).

[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](#).

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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## **Computer Science PD for Montana High School Teachers—Register by March 1 to get Priority Consideration for Funding**

Four Computer Sciences courses will be offered during Summer 2021. Generous stipends and travel support will be available.

Register for the Summer 2021 courses [here](#). Registrations completed by March 1, 2021, will receive priority consideration for funding.

### Mobile CSP

Mobile CSP is based on the College Board's emerging Advanced Placement (AP) Computer Science Principles curriculum framework for introductory computer science. Students learn programming and computer science principles by building socially useful mobile apps using MIT's App Inventor.

Details at [mobile-csp.org](http://mobile-csp.org).

- Questions? Contact Stacy Dolderer at [stacy\\_dolderer@gfps.k12.mt.us](mailto:stacy_dolderer@gfps.k12.mt.us)
- Location: TBD
- Date: June 2021, exact dates still to be determined

### Joy and Beauty of Computing (JBC)

This course provides an overview of the world of computing, as well as a gentle introduction to computational thinking using the Python programming language. It examines the computing field, how it impacts the human condition, and introduces exciting ideas and influential people. The course can be taught for dual enrollment.

- Questions? Contact Jeff Braun at [jbrown@mtech.edu](mailto:jbrown@mtech.edu)
- Location: TBD
- Date: June 2021, exact dates still to be determined

### Python Modules for Math and Science

Learn how to integrate modules that emphasize Python programming and computational thinking into high school science and math classes. Modules are fully developed and ready to go. They vary in length and difficulty. Opportunities to develop custom modules for your own classes will be provided and supported.

- Questions? Contact Yolanda Reimer at [yolanda.reimer@mso.umt.edu](mailto:yolanda.reimer@mso.umt.edu)
- Location: TBD
- Date: June 2021, exact dates still to be determined

### Game Programming

This course focuses on game programming using [Unity](#).

- Questions? Contact Hunter Lloyd at [hunter.lloyd@montana.edu](mailto:hunter.lloyd@montana.edu)
- Location: TBD
- Date: June 2021, exact dates still to be determined

Additional details available on the [Montana Teachers—Summer 2021 PD site](#).

Faculty Affiliates: University of Montana, Salish-Kootenai College, Montana Tech, and Montana State University. Project funded by the Gianforte Family Foundation.

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## **Fun Facts and Trivia**

Salmon is a name used for several species of fish in the Salmonidae family.

There are two main groups of salmon around North America — the Atlantic and the Pacific Salmon.

There are six types of salmon that are harvested in and around the waters of North America.

There is one salmon from the Atlantic Ocean called the Atlantic Salmon, and five from the Pacific Ocean called Chinook, chum, coho, pink, and sockeye.

Atlantic salmon, also known as black salmon, do not require salt water to live.

Atlantic salmon are in decline in the United States and are listed on the Endangered Species List.

Chinook salmon are the state fish of Alaska and are also known as the king salmon.

Chinooks are the largest of the salmon species and can get up to 125 pounds and can live a maximum of seven years.

Chinooks can be found in Alaska (mainly) and down the West coast.

The average size of a Chinook is 10-15 pounds.

Chum salmon are found in Alaska down to the Northwest tip of the United States.

Chums occupy the broadest range of any other salmon and average 10-15 pounds.

The Coho salmon, also known as "silvers," are one of the most sought-after species and can be found in Alaska and down the West coast.

Coho average 6-12 pounds in size.

Also known as "humpies," the pink salmon is the most abundant, yet smallest in size of the species, averaging 3-5 pounds.

Sockeye salmon, also known as "reds," are the most colorful of the species and can survive in lakes and other freshwater.

Sockeye sometimes even spawn in rivers and lakes and average 5-8 pounds.

Atlantic salmon sold in the U.S. are all farm raised; buy Pacific salmon to get wild salmon.

Salmon are anadromous, which means they are born in fresh water, they migrate to salt water, and then they return to freshwater to spawn.

Spawning is usually the last act of a salmon before it dies.

Salmon in the United States are found mainly on the Northwestern coastline as well as all around Alaska.

There is a small amount salmon on the Atlantic coast and there are some in the Great Lakes as well.

Aquaculture for salmon is becoming more and more popular because of the demand for this fish.

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

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

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