



## Business & Marketing Education



May 12, 2021

### *Wednesday Reader*

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Please note, next week's Wednesday Reader, May 19, will be the last one for the 2020-2021 school year.

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#### **Jump\$tart Coalition's National Educator Conference 2021—Submit a \$cholarship App to Attend for Free**

The [Jump\\$tart Coalition for Financial Education](#) is currently planning to hold the [National Educator Conference](#) in Washington, DC, November 6-8, 2021.

The Jump\$tart National Educator Conference is the nation's premier professional development event for PreK through 12th grade teachers, dedicated to financial education in the classroom. For teachers, it is an all-scholarship event, offering tools and information they can use in their classrooms as soon as they return to school. For Jump\$tart partners and other financial literacy stakeholders, the JSNEC provides a platform to share their resources and expertise with the educators who need and want it most. And for all participants, it is a warm and invigorating opportunity to network, collaborate, re-charge, and celebrate each other's unique contribution to "*financial smarts for students.*"



Through the generosity of our scholarship providers and other donors, teacher participants are provided full conference registration, two hotel nights, and six conference meals. All teachers interested in attending the [2021 Jump\\$tart National Educator Conference](#) must [apply](#) for a scholarship (or must have received one from one of our participating Partners or State Coalitions). The [scholarship application](#) period runs from April 1-August 20, 2021.

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## Work-Based Learning Opportunities via the Volunteer Income Tax Assistance (VITA) Program

The IRS Stakeholder Partnerships, Education, and Communication (SPEC) High School Symposium partnership with the Volunteer Income Tax Assistance (VITA) program provides a work-based learning program, provides students with business acumen, and builds community involvement.



The upcoming [symposium](#) is geared towards high schools. The goal will not only be to introduce and share the benefits that an educational institution will gain by partnering with Internal Revenue Service and VITA, but also to:

- Share how educators have incorporated VITA into their school curriculum and what it looks like.
- Share how Virtual VITA has been incorporated into their program.
- Showcase how VITA via a school club or organization works.

The theme will be Enriching Educational Experiences through (VITA). The symposium will have existing educational partners showcase and share some of their best practices and the benefits of becoming a VITA partner.

[Register now](#) for the High School Symposium to be held Tuesday, May 18, 1-2:30 pm MDT.

For questions and more information, please contact [Growth Team 307](#).

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## ProfCon21: the #1 Virtual Conference for Marketing Educators

[Stukent](#) is hosting [ProfCon21](#) virtually, for free, June 14-16, 2021. ProfCon21 participants will experience three days of growth and fun as they learn the latest in marketing education materials from fellow educators and industry professionals and prepare for class with free resources.

As a digital courseware provider, [Stukent](#) takes education beyond the bounds of traditional textbook publishing. Stukent offers curriculum for [principles of marketing](#), [social media marketing](#), and [personal finance](#).



All [Stukent](#) digital textbooks are refreshed every year to keep up with the fast-paced digital and social media industry. Textbooks contain lesson plans, video content, instructor notes and slides, case studies, quizzes, and more. Stukent is a firm believer in providing students with as much real-world experience as possible in an academic environment. The Mimic simulation platform features the world's #1 digital marketing simulation and the world's first social media marketing simulation.

Visit [ProfCon21](#) to learn more about the #1 digital marketing conference for educators and to submit your registration for this free, three-day event.

## Summer Professional Development Opportunities from Cyber.org

Are you interesting in adding cybersecurity content to your curriculum or learning more about cybersecurity? If so, check out the summer professional development events being offered by [Cyber.org](https://www.cyber.org).



Cybersecurity Bootcamp will be held virtually with two options to participate, [June 7-11](#) and [July 5-9](#). This free event will be a mixture of both asynchronous and synchronous learning. Participants will meet each morning to learn new cybersecurity content and run through a class from the student's perspective. Attendees will work through challenging and technical labs with the Cyber.org staff while running through less challenging labs on their own. Attendees will also review selected case studies and discuss them as a group. Each lab and case study will have a reflection document where participants will explain what they have achieved, learned, and if they require further support from each lab. The reflection document will also be used to guide the post lab discussions as a whole group.

The [Cyber Education Discovery Forum](#) will be held virtually, June 21-23. The Cyber Education Discovery Forum is a three-day virtual professional development event designed to help you reset, regroup, and refresh with new cybersecurity content and strategies as you head into the 2022 school year.

Attendees will spend their mornings in hands-on workshops led by Cyber.org Curricula Development Specialists. After lunch, attendees can choose from various breakout sessions, networking activities, and visit the virtual exhibit hall.

Cyber Education Discovery Forum highlights include:

- Interactive workshops during the mornings
- Workshop supplies and conference swag bags that will be shipped to you ahead of the event
- Breakout sessions that explore new perspectives and resources you can immediately use
- Networking sessions with guided topics to connect you with other attendees
- Keynotes from education leaders

[Registration](#) is \$35.00. Please visit the [Cyber Education Discovery Forum](#) page for a listing of morning workshop topics and afternoon breakouts.

If you participate in either of these events, be sure to work with your district/school to receive OPI renewal units.

## Virtual CS Discoveries & CS Principles Training Opportunities this Summer

Code.org will be hosting four (4) different [virtual trainings](#) for their Computer Science Discoveries (grades 6-10) and Computer Science Principles (grades 9-12) curricula.

Code.org's Computer Science Discoveries and Computer Science Principles workshops include:

- Five-day summer workshop to prepare educators to utilize Code.org curricula
- Four, one-day (Saturday) OR eight half-day (week night) workshops where teachers will reconvene for ongoing training
- Strategies, and resources to help educators implement the course in their classrooms
- Ongoing support with a community of CS educators and access to Code.org's online forums & content

Scholarships are available for qualified applicants to help cover the \$1500 cost.

The four workshop options are:

- June 21-25,
- July 19-23,
- August 2-6, and
- August 9-13.

Workshops will be held 9 am-5 pm each day.

To apply to participate in the virtual trainings, please visit the [Teacher Application](#) page at Code.org. You will need to have a Code.org account to apply. If you do not have one, you can create one for free from the [Teacher Application](#) page.

For questions, please contact Ty Stevenson at [tstevenson@avid.org](mailto:tstevenson@avid.org).

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## Apply for a Code.org Professional Learning Scholarship. Time is Running Out.

Scholarships are still available for teachers in most areas to attend Code.org's [Professional Learning program](#) at no cost to your school, but applications are closing soon.

Computer science (CS) has the potential to create transformational opportunities for students: Learning CS is correlated with better academic outcomes, a higher likelihood of going to college, and high-paying jobs ([see research](#)), but there are real opportunity gaps across the country. Fewer than half of all schools offer any computer science, and Black, Hispanic/Latinx, and Native American students are less likely to attend the schools that do.

Code.org's [Professional Learning Program](#) will prepare you to teach computer science as early as this fall with the nation's leading K-12 CS curriculum. No experience is necessary—in fact, most of the 100,000+ teachers who have participated in Code.org programs had no computer science experience when starting.

For middle and high school teachers, it is not too late to sign up, but scholarships are limited—so [apply today](#).

Elementary school teachers are encouraged to [find a one-day workshop near you](#) or [contact your regional partner](#) to learn about professional learning opportunities in your area. No application needed.

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## Reviewing and Approving Montana Career Pathways

The Montana Career Pathway Approval Forms for Business & Marketing Education programs have been sent to all programs with an approval pathway based upon course offerings for the 2020-2021 school year. A pathway requires at least two credits/four semesters of coursework within a sequence of courses.

For Business & Marketing Education programs, there are five areas in which pathways can be developed—Arts, A/V Technology, and Communication; Business Management; Finance; Information Technology; and Marketing.

The courses within the Pathway Approval Form(s) are those most closely related to the suggested courses in the Montana Career Pathways' [Secondary Programs of Study](#). In reviewing the CTE Participation Reports and putting courses in the Pathway Approval Forms, all courses taught are listed in at least one pathway. If you would like to view all the courses within your CTE Participation Report, please let me know.

To finalize the Pathway Approval Form(s), please complete the following steps.

1. Review the courses and related information listed in the form and note any necessary updates/corrections.
2. List any additional courses not offered this year but may be offered on an alternating/rotating schedule basis.
3. Include any Work-Based Learning experiences provided by the program and/or the school (a Work-Based Learning Manual is also attached for your reference).
4. Identify any Dual Credit/Concurrent Enrollment course offerings and/or Industry Recognized Credentials available within the program area.

When completed, please key your name, or the name of the individual who approved the data within the form, and the date. Save a copy for your records and email the form(s) to [eswenson@mt.gov](mailto:eswenson@mt.gov) by May 30.

With course offerings and instructional methods altered this year due to Covid, all the courses from the 2019-2020 school year were kept in the forms, and any additional courses taught this year were added. If there are courses listed that are no longer being offered, please update the form as needed.

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## AICPA, NASBA, and AAA to Announce New Model Accounting Curriculum at Free Online Event

The new curriculum is designed to support accounting education programs to meet the needs of the profession and to transition current programs in response to CPA Evolution.

The American Institute of CPAs (AICPA) and National Association of State Boards of Accountancy (NASBA) will unveil the new CPA Evolution Model Accounting Curriculum during a [launch event](#) jointly hosted with the American Accounting Association (AAA).

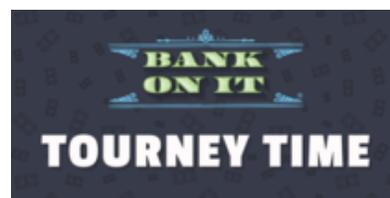
The free online event will be held June 15-16, 2021. [Read more.](#)

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## Ignite Your Students' Competitive Side with Bank On It Tournaments

The time has come for your students to put their accounting knowledge to the test and go for the glory. Who will be the winner?

Setting your classroom up for a head-to-head, single-elimination [Bank On It Bracket Battle](#) is easy.



Here's your play-by-play:

1. Click the link below.
2. Select your teacher status.
3. Sign in at the top of the page on Start Here, Go Places. (if you're already signed in, skip to the next step)
4. Click the 'Go Play' button.
5. In the Bank On It navigation, go to 'Tournaments.'
6. Follow the instructions to ensure your students are signed up and have entered your classroom code on their 'My Settings' page.
7. Create your tournament!

*PRO TIP: Have your students play a round against the computer ahead of time to ensure our system automatically recognizes them when it is bracket time.*

Visit the [Bank On It](#) website to get started.

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## Get Ready for Scratch Week—May 17-23

This year, Scratch Day has transformed into Scratch Week: a global, virtual celebration of Scratch. You and your students are invited to imagine, create, and share along with the Scratch online community during the week of May 17–23.



### How to Participate

**IMAGINE:** With [Scratch](#), you can program your own interactive stories, games, and animations. Whether you are new to Scratch or a long-time user, you are invited to imagine what you would like to create. Hopefully, Scratch Week brings a playful spirit to those Scratching around the world.

**CREATE:** During the week of May 17–23, the Scratch Team will share a new theme every weekday. People of all ages are invited to create projects based on any of the themes that inspire them. Visit the “Featured Studios” section of the [Scratch online community](#) from Monday to Friday to find the daily themes and create your own project.

**SHARE:** The Scratch website will feature studios for each of the daily themes. A studio is like an online gallery: it’s a collection of projects based on a certain theme. Add Scratch Week projects to the studios to share with the larger online community — as well as see what others around the world have created. Scratch Week studios will be launched every weekday from Monday, May 17 to Friday, May 21.

Want to learn how to share a Scratch project to a studio? Here is a [step-by-step guide](#).

**Share Your Event:** Is your organization hosting a Scratch Week event? If so, Scratch would love to learn more and help you promote it. [Submit Your Event](#)

**TIPS FOR GETTING STARTED:** Just starting out? The [Scratch Ideas page](#) is a great place to find tips for getting started, tutorials, Scratch Coding Cards, and more, before jumping into Scratch Week themes.

Have limited or no internet access? The [downloadable Scratch app](#) allows users to create and save projects with or without an internet connection.

**FOR YOUNGER STUDENTS:** [ScratchJr](#) is a free creative coding app for children (ages 5-7) to program their own interactive stories and games. The [ScratchJr Teach](#) page offers educational activities and resources to engage children in a variety of ScratchJr activities. ScratchJr works on an iPad or Android tablet. It’s a great way for younger siblings to engage in Scratch Week.

### News and Updates

- Scratch Week themes will be shared every day of the week from May 17-21 in the “Featured Studios” section of the [Scratch homepage](#).
- The Scratch Team will be sharing daily updates on the [Scratch Twitter account](#). Share your Scratch Week experience on Twitter using the hashtag [#ScratchWeek](#).
- Sign up to receive [updates and tips](#) from the Scratch Team.

The Scratch Week themes are designed to spark project ideas and learning through creative coding at home. The themes will offer a variety of topics to engage many interests, styles, and abilities. Studios are also a great place to find inspiration! We invite learners to visit the Scratch

Week studios to remix projects that they find interesting. Remixing, or making a copy of a project and modifying it to add new ideas, is a great way to learn to program and create unique projects.

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## Carnegie Mellon University CS Academy Free Training: Fundamentals of Programming Taught in Python

Carnegie Mellon University is hosting free, virtual trainings this summer for their [Computer Science Academy](#) curriculum.



[Sign up today](#) for one of the virtual three-day summer training opportunities—

- June 21-23
- July 19-21
- August 2-4

The three-day Summer Training covers the Carnegie Mellon University CS Academy CS1, CS0 and AP CSP curriculum and is available to those planning to teach CS1, CS0, or the CMU APCSP Modules in their classrooms for the 2021-2022 school year.

The staff at Carnegie Mellon University will cover all major topics in the curriculum, spend time exploring the website and also spend time on topics like 'CS Pedagogy,' 'Culturally Responsive Teaching in a CS Classroom,' and 'Building interest in CS at your School.'

During the synchronous working sessions, there will be opportunities to collaborate with other educators as well as the opportunity for individual support by Carnegie Mellon University Computer Science Academy Support Staff, comprised of students at Carnegie Mellon University.

The Carnegie Mellon University Computer Science Academy offers three (3) courses:

- [CS1](#) is a deep dive into the fundamentals of programming concepts and teaches text-based coding using Python. CS1 is predicated on the notion that learning about programming and computer science should be fun and engaging. In the introduction to programming course, students are exposed to graphics-based problem solving because it is visually engaging, allows for multiple correct solutions, and provides visual cues when a solution goes awry.
- [CS0](#) is a lighter version of the CS1 curriculum, some might call it a splash into the fundamentals of programming. It is designed to engage and excite future CS1 students. This curriculum is taught using text-based coding in Python. CS0 also revolves around graphics-based problem solving and has similar visually engaging notes, checkpoints, exercises, and projects for students to complete.
- [CSP](#) is an alternative option for Code.org's AP Computer Science Principles course. Carnegie Mellon University has developed, in consultation with Code.org, an alternative option for [Code.org](#)'s 21 AP CSP course for teachers who want to teach the programming units using CMU CS Academy's Python offerings. Teachers using this option will teach using Code.org's AP CSP materials for all of the units, with the

exception of the programming units (units 3,4,5 and 7), which use JavaScript. For the programming units, students and teachers will work from the CMU CS Academy platform and program in Python. Information on Code.org's AP CSP course can be found on their [website](#).

No prior experience is required for the training.

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## MountainMoot 2021 Registration is Open with Moodle, Google Classroom, & EdTech Sessions

Do you use Moodle or Google Classroom at your school? If so, you should consider attending the [Moodle MountainMoot](#) this summer, July 14-16. MountainMoot 2021 will include a virtual participation option.



Each day will be filled with sessions about how to use Moodle, course design, unique uses, and more. Sessions target both advanced and beginning users, so do not shy away if you are just getting started. Think about submitting a presentation proposal as well.

Mountain Moot will also host an EdTech and online Engagement for K-12, Higher Ed, and Government & Business sessions. The frontier of educational technology can be a daunting place. If you are wondering which products fit your teaching goals, or even need to frame your teaching goals for the 21st century, the experts at MountainMoot can help you out. Participate in practical EdTech sessions that will help you engage your students.

Online [registration for MountainMoot](#) is now open.

Visit the [MountainMoot](#) website for additional information.

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## CodeHS Hosting Webinars for Upcoming Courses & Projects. RSVP Today.

There are a variety of [new CodeHS computer science courses](#) and interdisciplinary projects coming for the 2021-2022 school year. The course betas will be available in May with the full courses released in July.

Join CodeHS's free webinars in May to receive access to the betas and hear an overview from the CodeHS Curriculum Developers. Please RSVP for each event by using the links for the courses and/or projects of interest.

### [Interdisciplinary Projects](#)

- These series of independent, standalone modules use coding to reinforce students' understanding of mathematical and science concepts.
- Webinar: Wednesday, May 12 @ 4 pm (MDT)

### [Data Structures in C++](#)

- Students will learn about advanced data structures such as maps, queues, and sets while applying them in larger, real-world assignments and projects.

- Webinar: Wednesday, May 19 @ 1 pm (MDT)

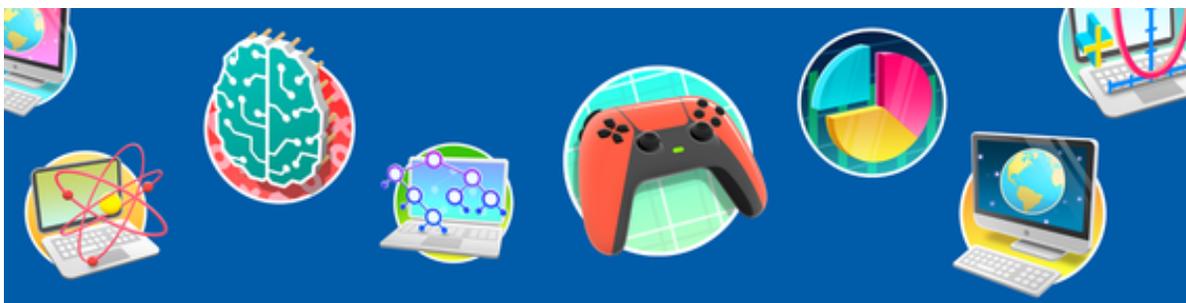
### [Game Design in Unity](#)

- Students will utilize modeling, storytelling, programming, and user interface processes to construct their own game.
- Webinar: Thursday, May 20 @ 4:30 pm (MDT)

### [IB Computer Science Courses](#)

- The International Baccalaureate courses will facilitate the learning and project creation processes for students enrolled in [Standard](#) and Higher Level IB programs.
- Webinar: Tuesday, May 25 @ 1:30 pm (MDT)

[Read more](#) on the CodeHS blog or [explore](#) the new courses in the catalog.



## Fun Facts and Trivia

The name of the figure eight pufferfish is derived from the markings on the back of the fish, many of which resemble the shape of a figure 8.

They are deep brown in color on the upper portion of the body with white on the underside.

Yellow spots and lines are sprinkled throughout the body.

Reaching an adult size of fewer than three inches, figure eight pufferfish are small for pufferfish.

Pufferfish derive their name from their ability to inflate themselves with water or air when startled.

This is a very successful defensive mechanism because it is harder to swallow a fish that's ballooning in size.

The figure eight pufferfish originate in the brackish (partial salinity) streams and estuaries of Southeast Asia, including Borneo, the Malaysian peninsula, Sumatra, and Thailand.

Even when not startled, all figure eight puffers have a roly-poly appearance; you can easily spot a well-fed puffer by its rounded belly.

Puffers have two pairs of teeth, each of which is fused together, giving it a beak-like appearance.

This unusual arrangement of teeth gives it the ability to crush hard materials such as the shells of crustaceans.

These teeth grow throughout the life of the fish and must get ground down to keep them from being too long.

For this reason, they need hard-shelled foods to help keep their teeth the proper length.

Female figure eight puffers lay their eggs on the bottom of the waterway, either on the substrate or on a flat rock.

After the eggs are fertilized, the male will stay behind to guard them for approximately seven days until the fry become waterborne.

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

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

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