



Greetings from South Carolina Career and Technology Education Business and Finance!

The focus of this update is the Vision of the College and Career Ready Student in South Carolina and how we in Business and Finance, as well as Marketing and Information Technology, promote this vision. Information regarding technical skills assessments, employability skills, upcoming professional development and important dates, as well as upcoming standards revisions are also included in this update.

VISION OF COLLEGE AND CAREER READY STUDENTS IN SOUTH CAROLINA

The focus for all students in South Carolina is to be college and career-ready. Can you check two or more boxes below for each of your students? If you can, your students are college and career-ready.

- CATE Completer
- Silver or Higher in ACT WorkKeys
- Industry Credential/Certification
- Work-based Learning/Apprenticeship

CATE COMPLETER: 3-UNIT PROGRAM CHANGES FOR 2018-19

Last May, our Legislature approved Regulation 43-236 in which “school districts will offer in high schools and/or career or technology centers a full complement of courses within a minimum of two career clusters to enable students to complete an approved sequence of Career and Technology Education coursework leading to a career goal. A student will have “**completer**” status upon meeting the requirements in an approved sequence of courses, and which must require **at least three Carnegie Units.**”

All Business, Finance, Marketing, and Information Technology programs of study are now 3-unit programs of study. The sequence of courses will be very specific to the federal description of that program, as well as lead to an industry credential or certification, and allow time in the student’s schedule for a work-based learning experience/apprenticeship.

I will be facilitating a **webinar, Tuesday, November 14, 3:30 – 4:30 p.m.**, to gather data to determine which courses can be used to best meet the requirements of each of the **Business and Finance Programs of Study**. Below is an example of the General Management program of study course selections:

General Management		520201
Required Courses:		
Accounting 1		
Entrepreneurship		
Plus one of the following:		
Business Principles and Management	Google Applications	
Essential Communications	Human Resource Management	
Fundamentals of Business, Marketing, and Finance	Integrated Business Applications 1	
Work-based Learning Experience		
Suggested additions:		Certifications:
Marketing Management		MOS Office 86-92, MS Office 2016 100 - 106
Business Finance		CEV: Business Office Technology A77
Marketing		CEV: Southwest Airlines: Professional Communications A78
Virtual Enterprise 1		MS Digital Literacy 85
		IC3 19
<p>A program that generally prepares individuals to plan, organize, direct, and control the functions and processes of a firm or organization. Includes instruction in management theory, human resources management and behavior, accounting and other quantitative methods, purchasing and logistics, organization and production, marketing, and business decision-making.</p>		

ACT WORKKEYS

Another characteristic of a college and career-ready student is to have achieved a Silver or higher on ACT WorkKeys. There are various software products available to prepare our students for success on the ACT WorkKeys: CareerReady101 and Key Train. Please click on [Success](#) and read for more information.

FYI: The Essential Communications course standards committee met earlier this month and revised Essentials Communications (course code: 5041). An important concern of the revisions committee was to make sure that ACT WorkKeys concepts/skills were addressed in the revised course standards to prepare students for success. Preview the drafted standards at the [CATE Standards website](#) soon.

INDUSTRY CREDENTIALS/CERTIFICATIONS

Another characteristics of a college and career-ready student is to have attained a recognized industry credential or certification. In order to help our students meet this goal, our legislature approved Proviso 1A.67. This proviso allocated a \$10,000 base to all school districts to pay for student certifications and credentials. In addition to the students, the proviso will also pay for teachers to receive an industry credential or certification, per your school/district Director's discretion. For example, if you are teaching Integrated Business Applications 1, you would want to have your MOS in MS Word, MS Excel, MS Powerpoint, and MS Access.

Every credential in the [2017-18 Student Reporting Guide](#), pgs. 7 – 35, has been analyzed and aligned to corresponding programs of study. In the picture above, you can see the certifications aligned to the General Management program of study. PowerSchool has been set up to record up to 10 attempts for each of your students. Notify your PowerSchool Data Specialist to update your students' information as they work toward attaining their certification.

Contact Information for Business and Finance certifications:

IC³, Microsoft, and Adobe certifications, contact Ashley Caldwell, Ashley.caldwell@certiport.com.

CEV: Professional Communications and Business Office Technology, contact Glenn Perryman, glenn.perryman@cevmultimedia.com

WORK-BASED LEARNING ACTIVITY / APPRENTICESHIP

The last characteristic of a college and career-ready student is to have participated in a meaningful work-based learning activity. There are 10 work-based learning activities recognized and recorded by career guidance:

Structured Field Study	Mentoring
Shadowing: Virtual and On-site	Internship
Co-op	School-based Enterprise
Service Learning	Apprenticeship: Registered and Youth
	Work-based Credit Bearing Course

Our students do not go on field trips...our students participate in structured field studies!

(See pgs. 2-4 of the [Work-Based Learning Manual](#) for more information about each of the above activities.) All of these activities are designed to provide meaningful exposure to the world of work. Be sure to set aside time for work-based learning activities in your classes to promote the vision of the college and career-ready student.

For additional resources/contacts, use your Career Development Facilitator (CDF), your advisory board, friends, spouse, and anyone else you can talk to to assist you in finding work sites who are willing to provide work-based learning activities for your students.

TECHNICAL SKILLS ASSESSMENTS (TSA'S) – November 28, 2017 – January 27, 2018

End-of-program assessments (TSA's) are scheduled for November 28 – January 27, 2018 for all Business, Finance, Marketing, and IT completers for schools participating in this fall's testing and assessments. TSA's provide feedback in multiple ways: program quality, content knowledge, and certifications. You can also use them for student learning

objectives (SLO's). Be careful though; the TSA is built on the standards of **the two required courses** in the program of study.

CTECS, the testing vendor, provides Practice Tests. The tests are 25 questions in length and give a sample of what the actual questions look like. They also give students an opportunity to get familiar with the software interface. Find the login and password information in the graphic below.

Site URL:	http://www.techfluency.org/esess/
Org.	South Carolina CATE
First	Sample
Last	Sample
Password:	CATE14

EMPLOYABILITY AND PROFESSIONAL KNOWLEDGE SKILLS

Below are two great resources for teaching Parts D (Employability Skills) and E (Professional Knowledge) in our course standards. With the emphasis on preparing our students for the world of work, we cannot stress enough the importance, relevance, and practical application of these work skills to our students.

- 1) [Virginia Department of Education Resource Center](#)
- 2) [CTECS Work Skills Learning Modules](#)

UPCOMING PROFESSIONAL DEVELOPMENT OPPORTUNITIES AND IMPORTANT DATES:

- ✓ **FBLA Membership Dues** Saturday, November 4
- ✓ **FBLA – NFLC** November 11-12 Daytona Beach, FL
- ✓ **Business/Finance Webinar** Tuesday, November 14, 3:30 – 4:30 p.m Invitation Only
Analysis of programs/courses
- ✓ **CATE EOP Testing/Assessment** November 28, 2017 – January 28, 2018
- ✓ **SCBEA Conference** February 1 – February 3, 2018 Myrtle Beach, SC
Professional development for Business/Finance/Marketing/IT teachers
- ✓ **SC FBLA District Competitions** January 27, 2018, District 1-Dorman H.S., District 2-Westwood H.S.,
District 3-West Florence H.S., District 4-James Island Charter H.S.
Information was sent out October 24, 2017, regarding district competitions or go to [SCFBLA](#) website for more information.
- ✓ **Education and Business Summit** Dates and Location are to be determined.
Mark your calendar and come to this meaningful conference for all CATE teachers. We hope to have Certification Central again for those teachers who need to receive or update their own software certifications.

UPCOMING STANDARDS REVISIONS: SCDE, 1429 Senate Street, Columbia, SC

Computer Operating Systems/Advance Computer Operating Systems (IT)	November 8
Financial Math (Finance)	November 30
Fundamentals of Webpage Design/Advanced Webpage Design (IT)	December 13
Computer Repair/Advanced Computer Repair (IT)	January 24
Insurance (Finance)	February 8
Social Media in Business (Business)	February 15
SAS Programming 1&2/Database Design & Programming (IT)	February 21/22

Thank you for all that you do to promote the vision of the South Carolina College and Career Ready student and in Career and Technology!

If you have any questions or concerns, please do not hesitate to contact Dana Depew, Education Associate for Business and Finance, at ddepew@ed.sc.gov, or call 803-734-2828.

(This newsletter will be posted at [Business](#) and [Finance](#) clusters webpages.)