



## Greetings from South Carolina Career and Technical Education Business, Finance, and Marketing!

I am writing to inform you of upcoming important dates for professional development, standards revisions, and testing window for this fall. Also included is an update about last year's standards revisions, a technology resource, and financial literacy grant information.

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### Upcoming Professional Development Opportunities and Important Dates

- ✓ **SCBEA Monthly Professional Development**  
Join South Carolina Business Education Association and keep current with technology, curriculum, and best practices for your professional development. As a benefit of your \$21 membership dues, participate in monthly professional development opportunities, earn PD points, and enhance and expand upon your instructional and leadership skills in the Business, Finance, and Marketing classroom. For more information, visit the [SCBEA](#) website. "Like" their Facebook page and join in the twitter feed as well.
- ✓ **SC FBLA Fall Leadership Rally**                      September 17, 2:00 pm  
Suit Up, SC FBLA! Your Future Awaits! FBLA will be hosting a virtual fall rally September 17 at 2:00. Topics include leadership, recruitment, and Business Achievement Award opportunities (BAA). Visit [SCFBLA](#) website for more information.
- ✓ **Business, Finance, and Marketing Resources Webinar**      September 17, 5:00 pm  
Participate in the BFM Resources and Materials webinar. Ashley Caldwell of Certiport, Peter Kelpin of EverFi, and Glenn Perryman of ICEV, will be joining us in the meeting. To join the conversation, click [here!](#)
- ✓ **S.C. Economics Personal Finance Free Webinars**  
S.C. Economics is offering free webinars to financial literacy teachers beginning September 15, Tuesday nights at 7 pm. There is also a financial incentive to attend five or more live webinars. Visit [SC Economics](#) for more information.
- ✓ **Business, Finance, and Marketing Webinar for High Quality Programs, Standards-Aligned and Integrated Curriculum**                      October 22, 4:00  
This webinar provides a forum to share best practices with teachers in BFM field concerning how to ensure BFM courses/programs are taught in collaboration with core academics. Click [Webinar](#) to join the conversation.
- ✓ **SC Finance Forum**                      October 27 and October 28                      Virtual  
The annual SC Finance Forum will be held virtually October 27 and 28, beginning at 7:00 pm and ending at 8:45. Teachers will have the opportunity to meet with financial literacy experts regarding updates, pedagogy, and resources to teaching and/or implementing financial literacy skills in the classroom. In addition, teachers will earn up to four (4) SCDE points and a financial incentive! For more information, go to [SC Economics](#) and follow the links to the SC Finance Forum.
- ✓ **Computer Science in Business, Finance, and Marketing Webinar**                      November 19, 4:00  
There is a new course, Data Applications, coming in the 2021 school year which counts for computer science in Business, Finance, and Marketing. Join this [webinar](#) to learn more about the course.
- ✓ **Business, Finance, and Marketing Webinar for High Quality Programs, Integration of Technology**

December 17, 4:00

One of the earmarks of a high-quality program in Business, Finance, and Marketing is the integration of technology. Join the conversation and share the multiple ways to use technology in the classroom. Join the [conversation](#) to learn new or refresh the use of technology in the classroom.

### 2019-20 New/ Revised Standards/Curriculum Resources/Equipment Revisions:

This past year, all the courses in the table below were revised. All revised documents (standards, student profile, academic indicators, materials/resources, and equipment listing will be found on the [Standards webpage](#), organized by cluster. We also revised Part D to include cyberbullying and Creative Commons!

|   |
|---|
| <b>Business Administration and Supervision:</b> |
| Principles of Digital Technology                |
| IBA 2 for Computer Science credit in 2021-22    |

### Fall, 2020 Proposed Course Standards Revisions

|   |                                     |
|---|-------------------------------------|
| <b>Business Administration and Supervision:</b>   | <b>Marketing:</b>                   |
| Digital Literacy  | Marketing Management                |
| Digital Publication Design  | Sports and Entertainment Management |
| Global Business   |                                     |
| Integrated Business Applications 1  |                                     |
| <b>New for 2020-21! All meetings will be virtual and committee members will receive a stipend for each project.</b> |                                     |

**\*Priority Standards have been established for the high school Business, Finance, and Marketing courses. Please visit the CTE Program webpage for the link.\***

### New Credentials/Certifications in the 2020-21 Student Reporting Guide

All the Business, Marketing, and Finance certifications/credentials descriptions and links are found at the [CTE Programs](#) Business, Finance, and Marketing webpages. Be sure to vet your program credentials to your Advisory Council and your local business and industry partners.

### End-of-Program Testing/Assessments



Mark your calendar! December 15, 2020 – February 15, 2021 is the fall testing window for the Business, Finance, and Marketing end-of-program technical skills assessments. Beginning this school year, each assessment has a PowerSchool code. For more information regarding CTECS and test administration, visit the [CTE Technical Skills Assessment](#) webpage.

| <b>Powerschool Code:</b> | <b>Technical Skills Assessment</b> |
|--------------------------|------------------------------------|
| 332                      | Administrative Services            |
| 333                      | Business Information Management    |
| 334                      | General Management                 |
| 335                      | Human Resource Management          |
| 336                      | Operations Management              |
| 337                      | Accounting                         |
| 338                      | Business Finance                   |
| 346                      | Marketing Communications           |

| <b>Powerschool Code:</b> | <b>Technical Skills Assessment</b> |
|--------------------------|------------------------------------|
| 347                      | Marketing Management               |
| 348                      | Merchandising                      |

Practice tests are available. They are 25 questions in length and give a sample of what the actual questions look like as well as give the students an opportunity to get familiar with the interface. Find the login and password information in the graphic. For more information regarding Technical Skills Assessments, click on [TSA](#).

### **Call for Business, Finance, and Marketing ETV Video Lessons**

SC ETV is working to provide lessons to the children in South Carolina using the public broadcasting system. Career and Technical Education is also included amongst the lessons to be aired. Last spring, I sent out a call to the Business, Finance, and Marketing teachers to record 1-hour lessons for any course in our programs based on any of the [Priority Standards](#) for their respective course. The call is still out there. If you are interested in creating a lesson to be included in the ETV Library, contact Jakki Wiseman, [jwiseman@ed.sc.gov](mailto:jwiseman@ed.sc.gov), for more information. In return, you will be reimbursed \$150.00.

### **Technology in the Classroom**



Many teachers are having to record their lessons and share on various learning platforms including mail, social media websites, learning platforms, etc. Check out the app, [ScreenCast Matic](#). This app is designed for short, quick videos demonstrating skills on the computer. Here is a sample one for creating tiny urls shared with permission from Jackie Wiseman, our CTE Social Media expert. [How to Create a Tiny URI](#).

### **SC Jump\$tart Financial Literacy Grants**

Do you have a wonderful financial literacy project that needs funding to get the project in place? [SC Jump\\$tart](#) wants to help you. Funding is available, up to \$500 for each project. Please e-mail me and I will send you the application. Send the completed application to Brandon Pugh at [bpugh@carolinasleague.org](mailto:bpugh@carolinasleague.org).