

Proposal Application February, 2017

Project Title: Business and Marketing Leadership Forum

Timeline: January, 2018

Amount of Funds Requested: \$6,000

Contact Name(s): Bonnie Sibert

Contact(s) Information:

- Nebraska Dept. of Education
- 301 Centennial Mall South, Lincoln, NE 68509
- bonnie.sibert@nebraska.gov
- 402.471.4818

Abstract of Proposal: Nebraska would send a team of 6 to a 4-day leadership forum for statewide teams of leaders in business and marketing that will be offered in Columbus, Ohio in January, 2018. The MBA Leadership Forum will be offered for a maximum of 30 education leaders representing approximately six state teams. The Nebraska team would consist of six individuals: NDE Business, Marketing and Management Career Field Specialist, NDE Communication and Information Systems Career Field Specialist, one postsecondary business/marketing educator, and three secondary business/marketing teachers or CTE administrators responsible for core business administration subjects.

Vision and Purpose:

1. Secondary/Postsecondary Transitions— Support local/state initiatives to develop a strong in-state leadership network that will foster the growth and development of business administration education in entrepreneurship, finance, management/administration, and marketing.
2. Secondary/Postsecondary Transitions—enhance curriculum alignment and expand the opportunity for dual credit courses. This project is innovative because it will facilitate secondary and postsecondary teachers as they partner to offer dual credit courses in Business, Marketing and Management.
3. Technical Skill Assessment— Further greater understanding of, and encourage local implementation of various initiatives, tools, and services of the MBA Research Consortium of states, many of which would provide industry certification for business administration teachers.
4. Professional Development— Encourage local/state networking, professional development, and leadership activities to support the growth and development of secondary business administration education, including enhanced secondary/college partnerships.

5. Professional Development—Build capacity for leadership in Nebraska in Career and Technical Education and business and marketing for secondary and postsecondary educators to include administrators, faculty, and staff.
6. Curriculum in Emerging Areas—Nurture a better understanding of, and encourage the integration of, national business-validated standards research by MBA Research into local and state curricula.
7. Before leaving the Leadership Forum, the Nebraska team will develop a short- and long-range state action plan for the implementation of business and marketing in Nebraska.

Needs Statement:

- Because of recent retirements at the Nebraska Department of Education BMIT career field specialists and many new CTE administrators and/or teachers in leadership positions throughout the state, the Nebraska leaders of business and marketing need time to examine other states' implementation of the Business, Marketing and Management standards.
- A state action plan for business and marketing in Nebraska needs to be developed to assure that BMIT teachers are preparing Nebraska's future business workforce in the area of business administration.
- The Business, Marketing and Management program standards will be revised in 2018. Nebraska's leadership team will benefit from networking with the MBA Research Curriculum and Consortium staff as well as other state leaders as they plan for revision and implementation of revised program standards.

Goals and Objectives:

- A. Secondary/Postsecondary Transitions—Identify a team of six to support local/state initiatives to develop a strong in-state leadership network that will foster the growth and development of business administration education in entrepreneurship, finance, management/administration, and marketing.
 - a. NDE Business, Marketing and Management Career Field Specialist
 - b. NDE Communication and Information Systems Career Field Specialist
 - c. 1 postsecondary business administration faculty
 - d. 3 business/marketing educators representing various secondary school districts who might include:
 - i. A local CTE director with business/marketing responsibilities
 - ii. High school business/marketing teachers interested in core business administration subjects (i.e., not solely focused on technology) with appropriate leadership experience either locally or statewide
 - iii. Curriculum specialists
 - iv. Professional association leaders from ACTEN (Association of Career and Technical Education) and/or NSBEA (Nebraska State Business Education Association).

- B. Technical Skill Assessment— Develop a better understanding of, and encourage local implementation of various initiatives, tools, and services of the MBA Research Consortium of states, many of which could provide industry certification for business administration teachers.
- C. Professional Development—A state action plan will be developed that will encourage local/state networking, professional development, and leadership activities to support the growth and development of secondary business administration education, including enhanced secondary/college partnerships.
- D. Professional Development—Build capacity for leadership in Nebraska in Career and Technical Education and business and marketing for secondary and postsecondary educators to include administrators, faculty, and staff.
- E. Curriculum in Emerging Areas—Nurture a better understanding of, and encourage the integration of, national business-validated standards research by MBA Research into local and state curricula.
- F. An outcome of the Leadership Forum will be the development of a state action plan by the Nebraska Leadership Team.
- G. Provide funding to cover travel expenses to Columbus, Ohio for the 4-day Leadership Forum.
 - 1. Provide airfare and transportation to and from home to airport to hotel at \$450/person.
 - 2. Provide 3 nights lodging in single occupancy rooms at \$150/night/person for a total of \$450/person.
 - 3. Provide for meal expenses to include \$100/person. Breakfast and lunch will be provided for 3 days through the registration fee, which is covered by Nebraska's MBA Enhanced Membership.
 - 4. Districts/institutions will be asked to cover substitute expenses for those team members requiring a substitute on Friday and Monday.
- H. Agenda and Outcomes
 - Friday: opening session: January, 2018, 2:00 p.m. Exact weekend TBA soon.
 - Closing session: Monday, wrap-up by 2:00 p.m.
 - Working sessions to share issues, ideas, rationale, and strategies for:
 - Building exemplary CTE business and marketing education programs appropriate to the contemporary education environment through curricula, pedagogy, and proof of learning.
 - Aligning the work of the Consortium to meet the needs of both local and state Career Technical Education business and marketing educators through review and analysis of the tools, services, and initiatives of the organization.
 - Planning in support of local/state leadership to generate advocacy and partnerships among various constituencies, including the business community, colleges, and administrators.

- Development of state action plans responsive to the outcomes and common agreements of the Forum.

Impact on Career and Technical Education:

1. Approximately 500 secondary BMIT teachers would be impacted by the state action plan that would include implementation of revised programs of study for Business, Marketing and Management.
2. Students would be assessed and held accountable for the revised Business, Marketing and Management course standards.
3. This project is relevant to the Nebraska Career Field Model and/or Workforce Development because teachers would be better prepared to train business students for the workplace.

Statewide Impact:

1. Our state's new BMIT leaders will have a Nebraska action plan that can be used to guide partnerships with postsecondary institutions/educators, CTE administrators, and BMIT secondary teachers. Working together with an end goal in mind will assure that strong business programs will provide tomorrow's well trained workforce for careers in business administration.
2. The Nebraska Department of Education 2018 BMIT fall workshops will disseminate best practice strategies provided through the MBA Consortium Leadership Forum. Approximately 350 secondary business teachers will benefit from the deliverables provided through the state action plan.
3. The Nebraska Department of Education Business, Marketing and Management Career Field Specialist will incorporate the deliverables into BMIT workshops and the NCE Conference.

Evaluation:

1. A Nebraska state action plan will be developed.
2. Team members participating in the Leadership Forum will establish a mission and vision for Business, Marketing and Management supported by action plan steps.
3. Following the MBA Leadership Forum, MBA staff will continue to support Nebraska's team as they finalize their action plan and begin implementation.
4. Following the MBA Leadership Forum, NDE staff will convene secondary and postsecondary business educators for the purpose of revising the Business, Marketing and Management program standards and course standards.

Dissemination of Knowledge:

1. NDE Business, Marketing and Management Career Field Specialist will publicize the state action plan with the following:
 - a. Chief Instructional Officers/Chief Executive Officers (postsecondary only)
 - b. Business, Marketing and Information Technology (BMIT) Listserve (550 teachers)
 - c. This & That newsletter for BMIT teachers
 - d. Communicate with assigned PFI Leadership Council Mentor
 - e. Report to the PFI Leadership Council either orally or in written format
2. Several Leadership Team members will be asked to give a presentation at the 2019 Nebraska Career Education Conference.

Budget Plan**Budget Narrative:**

- The MBA Leadership Forum will begin on Friday afternoon and will end on Monday early afternoon for a 4-day professional development opportunity in January 2018. Exact dates have not yet been set.
- Participants will be responsible for arranging their own lodging and transportation and will be reimbursed for their travel expenses.
- The project will be coordinated by the Nebraska Department of Education.

Budget Table for MBA Leadership Forum						
	Personnel: Stipends/Pre sender Fees/Substit ute Fees	Supplies	Travel: Lodging, Mileage, Meals	Conference Expenses	In-Kind (not required)	Total
Objective A - G	\$0	\$0	\$1,000 per person for a 6-member Nebraska team	\$0	<p>Each person's registration fee will be waived due to Nebraska's Enhanced MBA Consortium Membership</p> <p>The district/institution for each team member will cover their representative's substitute pay for two school days</p> <p>Nebraska's MBA Enhanced Membership fee will cover the cost of registration for each team member that includes breakfast and lunch for 3 days plus workshop materials</p>	\$6,000