

Business/Marketing Program Management Meeting  
Friday, September 13, 2013  
Room B50 – Grimes Building  
400 East 14<sup>th</sup> Street | Des Moines, IA 50319  
MINUTES

The meeting was called to order at 10:05 a.m. with the following committee members present: Sarah Bird, Chris Bohnet, Dawn Bowlus, Dianna Briggs, Diane Darland, Kelli Diemer, Teresa Green, Patrick Geer, Deb Jones, Kathy Larson, Sandy O'Brien, Shirley Reid, Sarah Roth, Lou Voss, and Sandy Warning

**Previous Minutes – May 3, 2013** – The January meeting minutes were provided via email and distributed as a hard copy to all members. Approved.

**Department of Education Update: Kelli Diemer**

- Bureau Chief of Community Colleges named – Kent Farber
- CTE Bureau Chief – TBD
- Reviewed 2013 Legislative Session bills.
- Secondary Career & Technical Programming Task Force formed to review programming & policy – IACTE will have a representative, 1 or 2 secondary teachers, community college rep., business & industry representatives
- SILO passed – adds joint infrastructure projects between school districts and community colleges
- Intermediary Networks – \$1.4 million to fund support systems of regional intermediary networks. (example - Workplace Learning Connection at Kirkwood Community College)
- Reviewed Iowa Association of Community College Trustees & Presidents Report
- Re-alignment of Consultant Responsibilities – Kelli is no longer the DE liaison for IACTE

**IACTE Update: Kathy Larson**

- Summer 2013 Planning Session attended by Sandy O'Brien
- Sandy is on conference planning conference as the President elect for IBEA. Kathy Larson is the IBEA representative for IACTE and on the board.
- Business & Industrial Technology would like conferences in the fall. FCS & Ag would like to have conference in the summer. IACTE will support all organizations and have a presence at all conferences.
- IBEA conference will tentatively be at the end of September or beginning of October 2014. (September 28-October 3, 2014) Tentative location FFA Enrichment Center in Ankeny.

**IBEA Update: Sandy O'Brien, Kathy Larson, & Sandy Warning**

- Summer 2013 NCBEA/IBEA/IACTE conference held at FFA Enrichment Center. Positive comments about facility. Conference will be held in fall 2014. Strategic Planning Session will be held this fall.
- IBEA – 69 members attended conference: 25-30 people from NCBEA
- Can now renew or apply for new membership online and pay dues via PayPal.
- Conference call held with IBEA reps to encourage them to host area meetings.

## **Perkins Performance Statewide Data Review: Kelli Diemer**

Reviewed data and discussed results, and looked for areas that needed improvement.

### **Sub-committee updates**

#### **a. Summer Workshops: Sandy Warning**

- Reviewed survey responses – 37 total participants, 22 took the graduate credit
- Potential summer workshops for 2014: MOS workshop, Connecting Students Online, Seminar in Entrepreneurship, iPad Activities in the Classroom, Personal Finance

#### **b. Quality Leadership Team Report: Sarah Bird**

- Website ([www.iowaeducators.org](http://www.iowaeducators.org)) - 20 more people signed on to website after IBEA

### **Happenings in Business – need dates!**

- Webinars – September Webinar: 22 registered, 9 signed on
  - October – Middle School Curriculum
  - November – Program Promotion
  - December – 1:1 Business Classroom
- Collaboration Workshops for the upcoming school year
  - Mason City – September 25 – 23 signed up as of today (32 signed up as of Tuesday 9/24)
  - Iowa City – January 27
  - Des Moines - TBA
- Curriculum Work - Started with General Business
  - Completed project instructions & scoring guides for Entrepreneurship & Finances/ Budgeting units
  - Started project instructions & scoring guides for Marketing, Economics, & International Business units
  - Hope to be able to share all of these at the next IBEA conference
- New Initiative – Recertification course to hopefully be offered in the spring that will address How to Create a Quality Business Program.

### **Ideas for Webinars were discussed:**

- Entrepreneurship
- Business Horizons
- IBEA Reps
- Social Networking in the Classroom – Sandy O’Brien (January)
- Google Apps
- How to Better Connect with Business & Industry (Lois Roth)

### **Review of FY14 Budget: Kelli Diemer**

- 13-14 - Budget \$73,614.00 with \$44,614.00 being flow-through funds from CTSOs
- Work-Based Learning (MOC) – sent out survey with 225 respondents

### **Business Representatives Input:**

#### **a. Erin Snitkey**

- Discussed what employers are looking for in employees: ability to adapt to change (positive engagement to change), exploratory opportunities are needed, preparation for behavior-based interview question.

- Discussed partnership with Drake University (January – April)

**b. Sarah Roth, ABI**

- Business Horizons helps build the gap between education & the business world, 5 day camp
- Leadership Iowa – a leadership academy for adults in Iowa
- Leadership Iowa University – a leadership academy for college students. Accept 30 college students. Their mission is why they should stay in Iowa. (August-February)
- 1400 ABI business members across the state of Iowa
- Students need better writing & verbal communication skills
- Need more people in trade skills
- Potential of having business educators have a day at the capital was discussed. Sandy O’Brien, Sarah Roth, & Dawn Bowlus will work with IBEA to plan a day. Dawn Bowlus suggested an angle of how economic development is a part of STEM. Survey results showed that science & math educators had the same goals as entrepreneurship/ business educators. Business education must be a component of STEM.

**CTSO Reports (BPA, FBLA, PBL, DECA, Collegiate DECA)**

- DECA** – Chris Bohnet – promotional video is a new competition, 9 new chapters, Fall Conference is October 6-7<sup>th</sup> in Des Moines, IA.
  - FBLA** – Lou Voss - Nationals was end of June 2013 in Anaheim. 9 students placed in the top 10 in the nation. In Top 5 at National FBLA for March of Dimes donation. 5 new chapter contacts, 2 middle-levels. State conference September 22-23 in Fort Dodge, IA. National Fall Leadership Conference is in Dallas, TX November 7-9.
  - BPA** – Fall Conference last week of September 29-October 1 in Des Moines. State officers are going to go to the FBLA conference. Diane Fickle is working with state officers.
- **Strategic Planning for FY14: Kelli Diemer**
  - Kelli suggested that we talk about where business education should be going in the state of Iowa.
  - Reviewed Guiding Principles for Program Management.
  - Discussed ways that we could better communicate with business teachers about professional development opportunities.
  - Project-based learning/ Inquiry-based Learning – possible summer workshop – Dianna Briggs will ask Leasha Hendrickson about teaching a workshop. It was also discussed doing a one-day workshop in several areas. Deb Jones, Dianna Briggs, Teresa Green, & Sarah Bird will work on developing a “road show” and report at the next meeting.

**Next meeting will be Friday, January 31**

**Meeting adjourned at 2:30 p.m.**

Respectfully submitted by Sarah Bird