



MICHIGAN BUSINESS EDUCATION ASSOCIATION
Embracing Technology, Business, and Industry

MBEA: YOUR Source for Professional Development

Dr. Pamela Miller, MBEA President

September 2007

MBEA Annual Convention: Business Education, it's ALL Academic!

On behalf of the Executive Board of MBEA, I am pleased to share with you some of the many exciting activities planned for this year's annual convention. You will want to make plans to join us in Frankenmuth, October 24-26, at The Bavarian Inn Lodge & Conference Center. (For more convention details, including the Program and a Registration form, visit our website at <http://www.mbea-online.org/>.)

The 2007 MBEA convention will include many "firsts", including:

- SB-CEU's (State Board continuing education units)
- Graduate Credit from University of Michigan-Flint
- Webinars
- Business Education Leadership Forum

SB-CEU's will be available for most of the pre-conference workshops and concurrent sessions in the convention program. The 2008 regional spring events will also offer SB-CEU's for the first time. More details about this benefit will be available shortly on our website and at the convention registration booth.

Graduate level credit will also be available to convention attendees. We are working with University of Michigan-Flint to provide this option to members at the very attractive tuition rate of \$300 per credit hour. More details about this benefit will be available shortly on our website and at the convention registration booth.

Webinars (denoted by *W* in the convention program) are sessions that are delivered in real time via the Internet that can be accessed from any location with a connection and a telephone (dial-up Internet connection is not recommended). An 800-number will be provided, so there will be no concerns about incurring long distance telephone charges, whether you are connecting from school or from home. Webinars are **offered at no additional cost** to MBEA members with their paid convention registration. Even if you can't attend the entire convention, you can **PARTICIPATE REMOTELY!**

We are offering several of what we expect will be our most popular sessions in this format – these sessions will be presented on-site in Frankenmuth and broadcast via Webinar to pre-registered members. While we hope that you can join us for the entire convention, we understand that it may not be possible for some of our members to be away from the classroom for more than a day or two. If this is the case, Webinars will allow these teachers to participate from a distance; most Webinar sessions are **conveniently scheduled during the lunch hour or at the end of the school day**. These sessions will also be recorded; if you are unable to participate during a scheduled time, you will have access to the recorded Webinars on the MBEA website after the convention.

Future plans for Webinars include monthly sessions; these Webinars, however, will have a nominal fee attached in order to recoup expenses associated with the use of the 800-number and any stipends paid to presenters. We will be communicating with convention presenters to determine their availability to conduct subsequent Webinars for us, and we will be polling our members to determine the professional development needs that can be met in this format. The MBEA Executive Board is very excited about the potential for these monthly Webinars to meet the sustained professional development requirement of Perkins 2006.

The purpose of the **Business Education Leadership Forum**, a by-invitation event, is to bring together leaders in business, education, government and the legislature and engage them in efforts to improve the outcomes of high school students, ease the transition into post-secondary education, and enhance overall preparation for success in the workplace. Participants will discuss how Michigan's education and economic systems are linked, and how state agencies and private industry can collaborate to transform our economy and develop programs of study that prepare workers for the innovation economy. The Forum replaces the President's Reception.

The theme of this year's convention – Business Education: It's ALL Academic! – reflects the emphasis placed by Perkins 2006 on “professional development that addresses the integration of academic and technical skills, and that involves academic and CTE teachers working together whenever possible.” The 2007 convention program includes sessions specifically designed to address this need, including:

- Getting It All Together: Career Cluster Resource Guide
- Alignment of High School Content Expectations (HSCE's) with the Career & Technical Education (CTE) Curriculum
- Moving Forward with Michigan's New CTE Curriculum Initiative—Implementing Career Clusters, Career Pathways and Technical Standards
- Program of Study
- Career Clusters - IT Lesson Plans
- Career Clusters - BMA & Finance Lesson Plans
- Mapping Success in CTE (using Curriculum Mapper)
- Teaching Business Communication Competencies
- Meeting Curriculum Requirements Through Business Professionals of America

Be certain to attend the 2007 MBEA annual convention in Frankenmuth, October 24-26, at The Bavarian Inn Lodge & Conference Center. Get your registration form in early in order to reserve a spot in the pre-conference workshops on Wednesday, October 24. For up-to-date convention details, visit our website frequently at [http://www.mbea-online.org/.](http://www.mbea-online.org/))

I look forward to seeing you in Frankenmuth!

Here's a sneak peak at MBEA's plans for 2008 – we want to be your primary source for professional development! Many new and exciting activities are being planned for next year, including a one-day workshop in the spring (co-sponsored by MBEA and MME and facilitated by MarkED) to introduce the new BMA/Finance career cluster standards, a 3-day summer Business Academy, and an Integration Conference in August (a joint venture between MACUL, MBEA, MCSS, MCTM, MSTA, and MAMSE*). More information about the standards workshop and Integration Conference will be forthcoming.

*MACUL, Michigan Association for Computer Use in Learning
MCSS, Michigan Council for the Social Studies
MCTM, Michigan Council of Teachers of Mathematics
MSTA, Michigan Science Teachers Association
MAMSE, Michigan Association of Middle School Educators

The Business Academy will be held at Western Michigan University's Grand Rapids Campus (in June or July). The academy is designed for teachers interested in aligning their curriculum with state and national standards, getting organized for teaching business and finance, and networking with other teachers. The Marketing Academy will be scheduled at the same time and location, providing additional networking opportunities with marketing teachers. With the release of the new national standards, participants will be among the first to update their curriculum. Academy participants will also receive training in standards-based project planning and contextual learning. More information about the Business Academy will be available on our website after the convention.

Finally, I will be proposing a 2008 convention theme of "Building Relationships, Building Bridges". This will support our partnership with Trends next year, which is intended to develop "relationships" between secondary and post-secondary business educators. I anticipate offering sessions that deal with articulation, programs of study, etc. -- to engage in activity to improve the outcomes of high school students and ease the transition into post-secondary education (i.e., "building bridges").

References

Summary of 2006 Perkins Act: The Carl D. Perkins Career and Technical Education Improvement Act of 2006, access from http://www.acteonline.org/policy/legislative_issues/Perkins.cfm on September 1, 2007.