

2018-2019

# BMIT RESOURCE BOOK

**OCCR Vision**

Successful Students, Better World

**OCCR Mission**

The mission of the OCCR is to guide and support Missouri schools in preparing success ready students.

**OCCR Success Ready Definition**

A success ready student has the knowledge, skills, behaviors and experiences to achieve personal goals and contribute in all facets of life.

*Revised September 13, 2018*

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 BUSINESS, MARKETING AND INFORMATION TECHNOLOGY RESOURCE BOOK TABLE OF CONTENTS
 

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**BMIT RESOURCE BOOK CHANGES:**


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Date	Page	Change
12/2017	0	Added OCCR vision and mission
12/2017	3	Added BMIT Quick links page
12/2017	32	Updated personal plan of study to Individual Career and Academic Plan (ICAP)
12/2017	33	Added CTE certificate information
6/2018	21	Added Business Course Enrollments
6/2018	24	Added Marketing Course Enrollments
9/2018	11	Added Professional Development
9/2018	11	Added Curriculum Support

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 BMIT ACRONYMS

- **ACTE:** Association for Career and Technical Education
- **BMIT:** Business, Marketing and Information Technology
- **CCE:** Cooperative Career Education
- **CTSO:** Career and Technical Student Organization
- **DECA:** formerly stood for Distributive Education Clubs of America Inc., no longer an acronym
  - **CED:** Competitive Events Director
  - **CDC:** Career Development Conference
  - **CRLC:** Central Region Leadership Conference
  - **FLC:** Fall Leadership and State Officer Election Conference
  - **ICDC:** International Career Development Conference
  - **SAT:** State Action Team
  - **SBE:** School Based Enterprise
- **DESE:** Department of Elementary and Secondary Education
- **FBLA-PBL:** Future Business Leaders of America-Phi Beta Lambda
  - **DLC:** District Leadership Conference
  - **CLUE:** Creating Leaders and Unleashing Excellence
  - **LCA:** Lead Chapter Adviser
  - **ML:** Middle Level
  - **MOSAIC:** Missouri Summer Adviser Innovation Conference
  - **NLC:** National Leadership Conference
  - **PBL:** Phi Beta Lambda
  - **PD:** Professional Division
  - **SLC:** State Leadership Conference
  - **SMLC:** Show-Me Leadership Conference
- **ICAP:** Individual Career and Academic Plan
- **IRC:** Industry Recognized Credential
- **LEA:** Local Education Agency
- **MBEA:** Missouri Business Education Association
- **MCDS:** Missouri Comprehensive Data System
- **MCEA:** Marketing and Cooperative Education Association
- **MSIP:** Missouri School Improvement Program
- **MOACTE:** Missouri Association for Career and Technical Education
- **NBEA:** National Business Education Association
- **OCCR:** Office of College and Career Readiness
- **PD:** Professional Development or Professional Division
- **SBE:** Supervised Business Employment
- **SME:** Supervised Marketing Employment
- **TSA:** Technical Skills Attainment

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**BMIT QUICK LINKS****Topic**

[50/50 Career Education Equipment/Educational Resource\(s\) Information \(information form\)](#)

[Application for Approval of Career Education Programs](#)

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**BMIT CONTACT INFORMATION**

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Email: [dese.bmit@dese.mo.gov](mailto:dese.bmit@dese.mo.gov)

Homepage: <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed>

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Curriculum

Cooperative Education

Program Approval

Supervised Business and Marketing Employment

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Approval of 50/50 Monies

Salary Reimbursements: Adult & Postsecondary

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FBLA-PBL Assistant

Office Manager

Listserv Manager

Section Financial Data Manager

### **BMIT Homepage**

<http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed>

### **BMIT News & Updates**

Find the latest news and announcements at <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed/news-and-updates>. All communications sent on the listserv are posted on this page. Don't forget to bookmark!

### **BMIT Listservs (anyone can join)**

#### DESE and BMIT Information

1. Join the "Mo-based" or "Markcooped" listserv to receive pertinent information regarding professional development opportunities, CTSO related information and much more.
2. You do NOT have to be a member of MCEA or MBEA to join these listservs.
3. You cannot post to this listserv. You can only receive information from the BMIT section.
4. SUBSCRIBE to or UNSUBSCRIBE from MOBUSED: <http://dese.mo.gov/business-education-list-serv>
5. SUBSCRIBE to or UNSUBSCRIBE from MARKCOOPED: <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed/marketing-list-serv>. (DECA specific information is disseminated on this listserv.)

### **MBEA Listserv (must be MBEA member)**

1. The MBEA listserv is one of the best resources Missouri business teachers have to network with other professionals. It offers business teachers the opportunity to share ideas, information and questions related to business education curriculum. It is a monitored electronic discussion list with owner subscription approval required.
2. SUBSCRIBE to or UNSUBSCRIBE from at <http://lists.more.net/mailman/listinfo/mbea>
  - a. In order to subscribe to this listserv, **you must be a member of the Missouri Business Education Association**
3. ADDRESS TO POST TO LISTSERV: [mbea@lists.more.net](mailto:mbea@lists.more.net)
4. Special exceptions of subscription will not be made.
5. Join MBEA by visiting <https://www.acteonline.org/join/#.WZXpRjOGNpg>.

### **MCEA Listserv (must be MCEA member)**

1. Don't miss out on one of the best resources Missouri marketing teachers have to network with other professionals. The purpose of the Marketing and Cooperative Educators listserv is to provide a place to exchange ideas, ask questions, get help, stay up-to-date on DECA information, conferences and deadlines and to keep in touch with other marketing professionals.
2. SUBSCRIBE to or UNSUBSCRIBE from at <http://lists.more.net/mailman/listinfo/mcea>
  - a. In order to subscribe to this listserv, **you must be a member of the Marketing and Cooperative Education Association (MCEA)**.
3. ADDRESS TO POST TO LISTSERV: [mcea@lists.more.net](mailto:mcea@lists.more.net)
4. Special exceptions of subscription will not be made.
5. Become an MCEA member by visiting <https://www.acteonline.org/join/#.WZXpRjOGNpg>.

Both the business and marketing discussion lists have an **ARCHIVE** feature. This feature allows you to search previous postings by entering a keyword or phrase. Business archive: <http://lists.more.net/archives/mbea/> and <http://lists.more.net/archives/mo-based/>

Marketing Archive: <http://lists.more.net/mailman/private/mcea/> and <http://lists.more.net/mailman/private/markcooped/>

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 MISSOURI TEACHER CERTIFICATION CLASSIFICATION AND RENEWALS

Website: <http://dese.mo.gov/educator-quality/certification>

Compendium: <http://dese.mo.gov/governmental-affairs/dese-administrative-rules/incorporated-reference-materials/compendium>

The certification needed to teach business courses is the Business EDUC-COOP or Business EDUC. A marketing certification is necessary to teach marketing courses.

**Teacher Certification Contact Information:**

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Jefferson City, MO 65102

573-751-7863

**Certification Required Coursework for Business Education**

Accounting .....	6
Business/Consumer Related Law .....	3
Business Communications .....	3
Computer/Emerging Technology .....	6
Coordination of Cooperative Education .....	3
Economics .....	6
Electives .....	3
Implementing Business Education Programs .....	3
Management.....	3
Marketing.....	3
Minimum semester hours.....	39

**Certification Required Coursework for Marketing Education**

Economics .....	6
Electives from business, management or entrepreneurship.....	9
Management or Business Administration .....	3
Marketing.....	15
<i>Suggested areas: Distribution, Financing, Marketing-information Management, Promotion, Selling, Product/Service Management, International Marketing and E-commerce Marketing</i>	
Coordination of Cooperative Education .....	3
Minimum semester hours.....	36

Refer to <http://s1.sos.mo.gov/cmsimages/adrules/csr/current/5csr/5c20-400.pdf> for the most current requirements.

**Adding an Additional Area of Certification**

A teacher who holds a valid Missouri professional teaching certificate may add areas of certification by completing the required coursework or by passing the appropriate designated assessment. Applicants must meet certification requirements in effect at the time of application. To request a transcript evaluation or apply for a new area of certification based on assessment, you will need to choose one of the following options:

1. Add by Coursework
  - a. You will need to submit an online [additional](#) application. Copies of your transcripts must be mailed if transcripts are not currently on file with the department. Please do not submit an

application until you have verified receipt of all transcripts. To determine if your transcripts are currently on file, log into your certification account. Click on the education link located in the menu to the left of your profile screen. The screen must indicate that transcripts have been received. Transcripts should be mailed to Educator Certification, PO Box 480, Jefferson City, MO 65102. We do not accept faxed, scanned or emailed transcripts.

2. Add by [Assessment](#)
  - a. You will need to obtain Missouri's passing score on the designated assessment. Once you have passed the required assessment, you will need to complete and submit an online [additional](#) application. Please do not submit an application until you have verified receipt of your passing assessment score on your online educator profile screen. DESE receives all official score reports directly from the testing company.

More information, as well as links to the additional application and assessment information, can be found at <https://dese.mo.gov/educator-quality/certification/already-certified-teacher>.

### **Missouri Content Assessments (Formerly Praxis)**

Marketing Certification Exam (Test #022)

Website: [http://www.mo.nesinc.com/TestView.aspx?f=HTML\\_FRAG/MO022\\_TestPage.html](http://www.mo.nesinc.com/TestView.aspx?f=HTML_FRAG/MO022_TestPage.html)

Format: Computer-based test; 100 multiple-choice questions

Time: 2 hours; 15 minutes additional time to complete CBT tutorial and nondisclosure agreement

Fees: \$77 (Additional fees may apply.)

Assessment Score: 220

Business Certification Exam (Test #017)

Website: [http://www.mo.nesinc.com/TestView.aspx?f=HTML\\_FRAG/MO017\\_TestPage.html](http://www.mo.nesinc.com/TestView.aspx?f=HTML_FRAG/MO017_TestPage.html)

Format: Computer-based test; 100 multiple-choice questions

Time: 2 hours; 15 minutes additional time to complete CBT tutorial and nondisclosure agreement

Fees: \$77 (Additional fees may apply.)

Assessment Score: 220

For the most current information, visit <http://www.mo.nesinc.com/>.



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 APPROVED PROFESSIONAL COURSES FOR BUSINESS AND MARKETING TEACHER CERTIFICATION
 

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Website: <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed/professional-development/certification-requirements>

**Coordination of Cooperative Education**


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<b>Institution</b>	<b>Semester in which the Course is Offered:</b>
Avila University	Fall
Lindenwood University	Fall, Spring and Summer
Hannibal-LaGrange University	As needed basis
Missouri Baptist University	Fall
Northwest Missouri State University	Fall
University of Central Missouri	Spring and Summer

**Curriculum**


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<b>Institution</b>	<b>Semester in which the Course is Offered:</b>
Lindenwood University	Fall, Spring and Summer
Missouri Baptist University	Fall, Spring
Northwest Missouri State University	Spring (even years)
Rockhurst University	Spring
University of Central Missouri	Fall, Spring and Summer

**Implementing**


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<b>Institution</b>	<b>Semester in which the Course is Offered:</b>
Avila University	Fall
Central Methodist University	Summer
Evangel University	As needed basis
Hannibal-LaGrange University	As needed basis
Lincoln University	As needed basis
Lindenwood University	Fall and Spring
Missouri Baptist University	Summer
Missouri Southern State University	Spring
Northwest Missouri State University	Spring
University of Central Missouri	Fall, Spring and Summer

**Methods**


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<b>Institution</b>	<b>Semester in which the Course is Offered:</b>
Avila University	Fall and Spring
Central Methodist University	Spring
Evangel University	Fall
Hannibal-LaGrange University	As needed basis
Lincoln University	As needed basis
Lindenwood University	Fall and Spring
Missouri Baptist University	Spring
Northwest Missouri State University	Spring
Rockhurst University	Fall (even years)
University of Central Missouri	Fall, Spring and Summer

Further information on postsecondary certification requirements can be found at <http://dese.mo.gov/sites/default/files/Postsecondary%20Requirements%2004.pdf>.

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## PROFESSIONAL ORGANIZATIONS – STAY INSPIRED AND STAY MOTIVATED

Membership in professional organizations is an essential part of a business and marketing educators' professional development. Professional organizations provide a sense of unity within the profession and offer members invaluable opportunities to network with colleagues and to develop leadership skills. Additional benefits members receive through state and national publications and conferences are updates on current legislation at all levels, hands-on training, workshops on the latest technologies and products, teaching strategies, curriculum issues and business trends. Your membership is highly encouraged.

### State Professional Organizations

Website: <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed/bmit-professional-organizations>

- **Missouri Business Education Association (MBEA)**  
 MBEA is dedicated to the advancement of business education through annual state conferences, district meetings, legislative contacts, awards recognition and affiliation with related national and international business education organizations and state and national career education organizations. For further information about MBEA, call 573-751-4367 or visit the Website at [www.mbea.weebly.com](http://www.mbea.weebly.com). Your attendance at the annual Missouri Career and Technical Education Association Summer Conference and the MBEA Fall Conference is highly encouraged. Become a member today by visiting [www.mo-acte.org](http://www.mo-acte.org).
- **Marketing and Cooperative Education Association (MCEA)**  
 MCEA members are individuals involved and interested in marketing and cooperative education at the secondary, postsecondary and adult levels. Teachers, administrators and students preparing for the teaching profession benefit from publications, professional development activities and opportunities for recognition and leadership. MCEA is a division of the Missouri Association for Career and Technical Education (MoACTE). For further information about MCEA, call 573-751-4367 or visit <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed/mcea>. Your attendance at the annual Missouri Career and Technical Education Association Summer Conference is highly encouraged. Become a member today by visiting [www.mo-acte.org](http://www.mo-acte.org).
- **Missouri Association for Career and Technical Education (Missouri ACTE)**  
 Missouri ACTE is the state association for persons interested in practical arts, career and technical education. The association promotes support, improvement and expansion of programs in all career areas through legislative involvement and an annual conference.
- **Missouri DECA Professional Division**  
 Visit [www.missourideca.org](http://www.missourideca.org)
- **Missouri FBLA-PBL Professional Division**  
 Visit <http://www.fbla-pbl.org>

### National Professional Organizations

- **Association of Career and Technical Education (ACTE)**  
 The Association for Career and Technical Education is the largest national education association dedicated to the advancement of education that prepares youth and adults for careers. Its mission is to provide educational leadership in developing a competitive workforce. ACTE offers legislative advocacy, leadership and professional development opportunities to its nearly 40,000 members. Missouri is in Region III of ACTE, which consists of primarily Midwestern states. The annual ACTE convention held in December, features dynamic speakers, in-service workshops, national awards program and a large trade show. The organization publishes *TECHNIQUES*, the member magazine and Career Tech update, an online newsletter free to members. Business and marketing education are two of the 11 divisions of ACTE. Within the business education division, there are three affiliate organizations: National Association of Classroom Educators of Business Education (NACEBE), National Association of Supervisors

of Business Education (NASBE) and National Association of Teacher Educators for business education (NATEBE). For more information about ACTE, call 800-826-9972. Website: <http://www.acteonline.org/>

- Marketing Education Association (MEA)  
The national Marketing Education Association is an organization of educators and business people committed to the career development of youth and adults in the areas of marketing, management and entrepreneurship. Website: [www.nationalmea.com](http://www.nationalmea.com)
- National Business Education Association (NBEA)  
The primary focus of NBEA is business education curriculum. Through publications and conventions, it provides numerous instructional strategies, in-service opportunities, resources and research findings. Website: <http://www.nbea.org/>
- International Society for Business Education (ISBE)  
Its purpose is to promote international business education among member nations through improved international educational exchange, cooperative efforts and unified goals and objectives. Website: <http://www.nbea.org/>
- North Central Business Education Association (NCBEA)  
Membership in NBEA automatically includes membership with NCBEA. Website: <http://www.ncbea.com/>
- Pi Omega Pi (POP)  
Pi Omega Pi is the National Business Education Teacher Honor Society with the purpose of promoting scholarship and service in the area of business education. Website: <http://catpages.nwmissouri.edu/m/oisbe/piomegapi/>
- Delta Pi Epsilon (DPE)  
Delta Pi Epsilon is a national honorary professional graduate society for men and women devoted to the advancement and professionalization of business education. Website: <http://www.dpe.org/>

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## PROFESSIONAL DEVELOPMENT

### Emerging Technology Workshops

The BMIT section coordinates the Emerging technology workshops. This four to five day training is typically offered during the month of June. Topics vary each year and the content for the training may be differ during the week. Past topics included coding, DreamWeaver and InDesign.

Information regarding registration for the workshops are distributed on the mo-bused and mark-cooped listservs.

### MOACTE Summer Conference

The Missouri Association for and Career and Technical Education Association Summer Conference is held every July in Springfield, Missouri. This is your opportunity to learn the latest trends in business and marketing education and to network with your peers. The MBEA and MCEA portion of the conference offers opportunities for teachers to hear from business and marketing professionals as well as business and marketing teachers. You must be a member to attend (see page 9 for more details).

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## CURRICULUM SUPPORT

### MBA Research

All public schools in Missouri receive significant price discounts on most products and services. With minor exceptions, discounts on MBA Research products are 30%. In addition, members receive a 5% - 10% discount off listed prices on resale products supplied by various other vendors.

Our full membership provides many benefits, including these free and discounted resources.

- MBA Curriculum Builder Software
- Program-of-Study Kits
- Course Guides
- Ethics Case Studies
- Vetted WWW Bookmarks
- Projects to Support PBL
- Work-Based Learning (WBL) Resources
- Rubrics and Scenarios
- Standards
- Two sets of state crosswalks per year free; 50% discount on additional
- State's Connection: State-centric postings to this password-protected, state specific web site designed

Access Materials Here: <https://mbastatesconnection.mbaresearch.org/index.php/site/login>

For the full list of membership benefits, visit

[https://www.mbaresearch.org/images/PDFs/About\\_MBAResearch/Benefits%20Summary%202018-19.pdf](https://www.mbaresearch.org/images/PDFs/About_MBAResearch/Benefits%20Summary%202018-19.pdf)

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 REQUIREMENTS AND PROCEDURES FOR BUSINESS AND MARKETING PROGRAMS
 

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### Requirements

In order to remain in good standing as an approved program, the program must consistently maintain all components of an approved program, as outlined in Assurances section found on the Application for Approval of Career Education Programs. [https://dese.mo.gov/sites/default/files/dac\\_forms/MO5002457.pdf](https://dese.mo.gov/sites/default/files/dac_forms/MO5002457.pdf)

In addition to those outlined on the application, an approved program must also offer three sequential credits each year. (See page 28, #13 for clarification.)

### Program Overview

The Missouri State Plan for Career Education makes provisions for approved secondary, postsecondary and adult career education business and marketing classes. Districts that seek program approval for career education business and marketing programs must prepare and submit an *Application for Approval of Career Education Program* between September 1 and May 1 prior to the fiscal year in which the classes will start. This application should be submitted to the Business, Marketing and Information Technology Education Section of the Missouri Department of Elementary and Secondary Education.

### Application for Career Education Program

Districts that would like to apply for an approved career education program must prepare and submit to the Director of Business, Marketing and Information Technology Education (DESE) the Application for Approval of Career Education Programs between **September 1 and May 1** (no exceptions) prior to the fiscal year in which the program will start.

Please note that the business program/course code is 0204 and 0404 for Marketing.

1. If you are already an approved program, you do not need to complete the application if you wish to teach a different and/or additional course(s).
2. If you need to add an instructor to the approved program, you need only to complete the first page of the application. You do not need to give the additional information requested on the second page of the application.

### Program Reactivation

The superintendent should contact the Business, Marketing and Information Technology section director before May 1 to request that a career education program be reactivated. If the program has been inactive more than two years, the Application for Approval of Career Education Programs must be submitted between September 1 and May 1 prior to the fiscal year in which the program will start.

School districts that have an approved business and marketing education program are able to report all approved courses found on approved list page in the DESE data collection system.

### Comprehensive High Schools and Area Career Centers

Approved programs at both comprehensive high schools and area career centers should consist of a program of study. A program of study includes a sequence of courses that leads to a career path.

The comprehensive high school, area career center and postsecondary institution should work together to plan a program of study that provides for transition from one level to the next. The articulated curriculum allows students to progress with continuity and without hindrance.

Comprehensive high schools and area career centers have flexibility to offer semester courses, yearlong courses and blocks of credit.

### **Supervised Work Experiences**

In addition, Supervised Business Employment (SBE-034380, CIP Code 52.0101) or Supervised Marketing Employment (SME-040080, CIP Code 52.1402) programs may be offered to students.

The Supervised Business Employment (SBE) and the Supervised Marketing Employment (SME) courses examples of Cooperative Career Education (CCE), formerly COE. The CCE guidelines must be followed for each of the SBE and SME program, with each program having its own guidelines as well.

The SBE and SME programs are learning experiences which are an extension of the business or marketing education classroom. The programs provide on-the-job work experience that give students the opportunity to apply the knowledge and skills they have acquired through classroom instruction. Students have the opportunity to make the connection with “real world” expectations in terms of accuracy of work, production, staying on task, responsibility for work—all the components which are emphasized in the classroom setting. The work experience reinforces the importance of interpersonal skills which gives students a forum to develop positive workplace experiences. The SBE and SME programs facilitate the transition from the classroom to the workplace.

SBE and SME are designed for students enrolled in approved advanced career education programs. Students participating in SBE and SME are expected to perform productive work during their off-campus experience and may be paid for the work experience. Considerations include transportation to and from work and insurance, including liability and workers’ compensation.

The program must be well-planned and adequately supervised by school district personnel to ensure the school district’s eligibility for state and federal funds and to justify the awarding of credit to participating students. SBE and SME programs may also become an important part of school and district school-to-work programs.

Students enrolled in Supervised Marketing Employment must be concurrently enrolled in marketing course and employment must relate to a marketing position.

Visit <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed/supervised-business-marketing/cooperative> for more information such as program overviews, policies and sample forms.

In both SBE and SME, the teacher who supervises students on the job must be the same teacher for the associated classroom course.

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**COMMON CRITERIA AND QUALITY INDICATORS FOR CAREER EDUCATION PROGRAMS**

Website: <https://dese.mo.gov/sites/default/files/cte-ccqi-for-secondary-ce-programs.pdf>

These criteria, along with the supporting quality indicators, are designed to provide guidance and direction to local school districts in establishing, maintaining and evaluating quality career education programs.

### **CRITERIA 1 – PROGRAMS OF STUDY**

The district has implemented programs of study for each department-approved career education program offered which sequences academics and career education content, leading students to attain a postsecondary degree, industry-recognized certificate or credential or entry into the workplace with a skill set conducive toward career advancement.

- Quality Indicator 1 Vertically aligned and incorporated secondary and postsecondary education elements.
- Quality Indicator 2 Horizontally aligned academic and career education content in a coordinated, non-duplicative progression of courses.
- Quality Indicator 3 Students and parents are informed of the opportunities available to participate in dual or concurrent enrollment programs or other ways to acquire postsecondary education credits related to the career education program.
- Quality Indicator 4 Lead to an industry-recognized certificate or credential at the secondary level, if applicable and/or lead to an industry-recognized certificate (IRC) or credential and/or dual credit at the postsecondary level.

### **CRITERIA 2 — CURRICULUM**

The career education program has a written curriculum for each course with a balance among classroom/laboratory instruction, leadership and personal learning.

- Quality Indicator 1 The written curriculum guide includes the required MSIP5 components (Instruction I-5 MSIP5 Process Standard), Career and Technical Student Organization (CTSO) leadership content and is aligned with appropriate state and national academic and technical standards.
- Quality Indicator 2 The curriculum is reviewed annually and revised as necessary to reflect changes occurring in industry, student needs and instructional technology.

### **CRITERIA 3 — INSTRUCTION**

Written curriculum drives classroom instruction.

- Quality Indicator 1 Daily lesson plans and teaching calendars derived from the curriculum guide are used to direct the instructional process.
- Quality Indicator 2 A variety of instructional methods and strategies are used to accommodate learning styles.
- Quality Indicator 3 Effective research-based classroom management techniques facilitate instruction.
- Quality Indicator 4 Program goals, measurable learner objectives, assessment methods and performance expectations are defined and shared with students and parents/guardians prior to instruction.
- Quality Indicator 5 School, community and industry resources are effectively used to achieve curricular and program goals.
- Quality Indicator 6 Appropriate technology, equipment and instructional materials are utilized to support the curriculum and instructional process.
- Quality Indicator 7 Work-based learning supports program objectives, where appropriate.
- Quality Indicator 8 Cooperative education is guided by DESE policies for credit and supervised employment for approved high school cooperative education programs.

**CRITERIA 4 — ASSESSMENT**

A system is in place to measure student progress through appropriate assessments.

- Quality Indicator 1      Effective assessment practices are used to monitor student learning and adjust instruction (Instruction I-2 MSIPV Process Standards)
- Quality Indicator 2      A learning management system exists for reporting student progress and classroom mastery of curriculum competencies.
- Quality Indicator 3      Technical skill attainment demonstrates knowledge and skill of the student, improves transition from secondary to postsecondary programs of study and conveys proof of mastery to potential employers.

**CRITERIA 5 — CAREER AND TECHNICAL STUDENT ORGANIZATIONS (CTSOS)**

The appropriate CTSO is affiliated with the state and national organization and is an intra-curricular element of the program.

- Quality Indicator 1      The CTSO program of work is aligned with the CTSO's goals and objectives and is developed annually by students and instructors.
- Quality Indicator 2      The CTSO program of work includes leadership skills, career competency, community service and school service.
- Quality Indicator 3      Curriculum goals and objectives are achieved through the integration of CTSO programs and activities.
- Quality Indicator 4      All students enrolled have the opportunity to participate in CTSO activities.
- Quality Indicator 5      The local CTSO chapter is recognized for meeting state and/or national organization standards.

**CRITERIA 6 — PROGRAM MANAGEMENT AND PLANNING**

A system of data collection and evaluation provides the information necessary for program review and management so that students are prepared for postsecondary success leading to quality employment opportunities.

- Quality Indicator 1      The program has a written statement of educational mission, goals and objectives which is developed with input from the program advisory committee that will include parents, students, administration and community/business/industry representatives with a relevant background.
- Quality Indicator 2      There is a written plan to annually evaluate the continuous improvement of the effectiveness of the program to include, but not limited to, technical skill attainment results; students, graduate and employer (if applicable) feedback; and trended data, as applicable.
- Quality Indicator 3      An annual program budget is collaboratively developed by the instructor(s) and administrator(s) to provide funding for professional development, Career and Technical Student Organization activities, equipment, maintenance, supplies and materials.
- Quality Indicator 4      The qualified instructor participates in ongoing, high-quality, program specific professional development activities.
- Quality Indicator 5      Written agreements (dual enrollment, articulation, internships, etc.) are developed, implemented and updated regularly.



## CAREER CLUSTERS

Website: <http://dese.mo.gov/college-career-readiness/career-education/career-clusters>

Booklet: <http://dese.mo.gov/sites/default/files/career-clusters-booklet.pdf>

Missouri uses 16 Career Clusters as a way of organizing occupations and careers to assist educators in tailoring rigorous coursework and related activities for all students. Instruction and other learning experiences organized by Career Clusters offer students core academics and other activities that match student skills and interests. All occupations are included in the Career Clusters framework, even those not usually found in career and technical education. Career Clusters may be used beginning in grades 7, 8 or 9 and can continue as a framework for educational planning through postsecondary education.

### Missouri's Seven Core Concepts for Career Clusters

1. Learning should be student-centered.
2. Instruction should integrate academic education, career development and career and technical education.
3. Connections should be enhanced among secondary education, postsecondary education, business and economic development.
4. Rigorous and relevant academics are needed by all students, whatever their educational and career plans.
5. Secondary school instruction should prioritize foundational knowledge and skills for career preparation above job preparation.
6. Industry-verified standards should serve as a benchmark for career and technical education.
7. School reform is needed to prepare students for success in the 21st century workforce.



The BMIT section focuses on four of the sixteen Career Clusters. The Business Path is divided into four Career Clusters:

<b>Business, Management &amp; Administration</b> Cluster #4 CIP Code 52.0101 Program Code 0204		<b>Finance</b> Cluster #6 CIP Code 52.0803 Program Code 0204	
<b>Core Courses</b>		<b>Core Courses</b>	
<b>Course #</b>	<b>Course Title</b>	<b>Course #</b>	<b>Course Title</b>
034320	Business Communication	034310	Accounting I
034321	Business Law	034312	Accounting II
034301	Business Management	156895	AP Macroeconomics
034305	Entrepreneurship	156995	AP Microeconomics
034193	IB Business & Management	034303	Banking & Financial Services
034300	Introduction to Business	034332	Business Economics
034205	Legal Administrative Assistant	156393	IB Economics
034206	Medical Administrative Assistant	996400	Personal Finance
034380	Supervised Business Employment		
<b>Information Technology</b> Cluster #11 CIP Code 11.0103 Program Code 0204		<b>Marketing</b> Cluster #14 CIP Codes vary per course Program Code 0404	
<b>Core Courses</b>		<b>Core Courses</b>	
<b>Course #</b>	<b>Course Title</b>	<b>Course #</b>	<b>Course Title</b>
034330	Business Technology	040002	Advanced Marketing
034352	Computer Applications	040009	Advertising
034355	Computer Programming	040011	Entrepreneurship
034400	Computer Science I	040013	Fashion Merchandising
034401	Computer Science II	040001	Fundamentals of Marketing
034353	Graphic Arts/Desktop Publishing	040018	Hospitality Management
034356	Multimedia	040019	Leadership in the Workplace
034354	Network Administration	040005	Management
034393	Web Design	040021	Marketing Research
		040006	Retailing
		040014	Sports and Entertainment Marketing
		040081	Supervised CCE Employment
		040080	Supervised Marketing Employment
		040017	Travel and Tourism

All courses/programs include classroom/laboratory instruction and leadership training through the appropriate Career and Technical Student Organization – FBLA for an approved business program and DECA for an approved marketing program.

See page 26-27 for assistance in determining a sequence of courses, TSA exams to administer, etc.

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**APPROVED COURSES**

*Note for business and marketing courses: The grade level in which to offer each course, course length (semester versus year-long) and course prerequisites are a local decision.*

**Business Program Code:** 0204

**Complete Course Units:** <http://dese.mo.gov/college-career-readiness/career-education/business-marketing-information-technology-education-14> (Individual course unit titles are listed under each course, where available.)

**Business Management and Administration Standards:**

[http://www.mbaresearch.org/images/PDFs/BMAcluster\\_all\\_12-2014.pdf](http://www.mbaresearch.org/images/PDFs/BMAcluster_all_12-2014.pdf)

**Finance Standards:** [http://www.mbaresearch.org/images/PDFs/FinanceCluster\\_all\\_2-2015.pdf](http://www.mbaresearch.org/images/PDFs/FinanceCluster_all_2-2015.pdf)

### **Accounting I**

This course is designed to build a basic understanding of manual and automated accounting principles, concepts and procedures. Activities include using the accounting equation, completing the accounting cycle, entering transactions to journals, posting to ledgers, preparing end-of-period statements and reports, managing payroll systems, completing banking activities, calculating taxes and performing other related tasks.

Cluster: Finance #6

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-accountingI-objectives.pdf>

### **Accounting II**

This course is designed to help students acquire a more thorough, in-depth knowledge of accounting procedures and techniques utilized in solving business problems and making financial decisions. Students will develop skills in analyzing and interpreting information common to partnerships and corporations, preparing formal statements and supporting schedules and using inventory and budgetary control systems. Computer applications should be integrated in each appropriate instructional unit.

Cluster: Finance #6

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-accountingII-objectives.pdf>

### **AP Macroeconomics**

AP Macroeconomics is an introductory college-level course that focuses on the principles that apply to an economic system as a whole. The course places particular emphasis on the study of national income and price-level determination; it also develops students' familiarity with economic performance measures, the financial sector, stabilization policies, economic growth and international economics.

Cluster: Finance #6

Course Information: [http://apcentral.collegeboard.com/apc/public/courses/teachers\\_corner/2120.html](http://apcentral.collegeboard.com/apc/public/courses/teachers_corner/2120.html)

### **AP Microeconomics**

AP Microeconomics is an introductory college-level course that focuses on the principles of economics that apply to the functions of individual economic decision-makers. The course also develops students' familiarity with the operation of product and factor markets, distributions of income, market failure and the role of government in promoting greater efficiency and equity in the economy.

Cluster: Finance #6

Course Information: <http://www.collegeboard.com/html/apcourseaudit/courses/microeconomics.html>

### **Banking and Financial Services (See Personal Finance Listed Below)**

The finance course applies money and economic concepts to the development of personal financial goals and to the preparation of students for careers in which they plan, manage and analyze the financial and monetary aspects and success of business enterprises. Skills in money management deal with the study of basic concepts of economics, insurance, credit, savings, investments and budgeting—skills needed for productive citizenship. The course may also cover such business financial matters as business cycles, opportunity costs, cost-benefit analysis, methods of financing businesses, stocks and bonds, profit and loss and others.

Cluster: Finance #6

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-banking-financial-objectives.pdf>

### **Business Communication**

This course provides reinforcement of students' basic language arts skills (composition, grammar, spelling, punctuation, etc.) and development of essential competencies for oral and written communication in today's technological workplaces. Emphasis is placed on using the computer to compose and produce accurate and effective documents (including e-mail messages, letters, memos, reports, etc.) for personal and professional purposes. Using technology (presentation software and telecommunications) to develop oral communication skills such as making presentations, giving instructions, interviewing and making reports in an effective manner is reinforced in this course.

Cluster: Business, Management & Administration #4

Course Crosswalk: [http://dese.mo.gov/sites/default/files/BMIT\\_business\\_communication\\_crosswalk.pdf](http://dese.mo.gov/sites/default/files/BMIT_business_communication_crosswalk.pdf)

### **Business Economics**

This course is designed to help students understand economic concepts necessary for their participation in a capitalist system as wage earners, business owners, producers and investors. Basic economic concepts like supply and demand, competition, growth and stability are emphasized. Topics include the government's role in the economy, the sharing of economic risks and the effect of inflation and monetary policies on national and international economics.

Cluster: Finance #6

Course Crosswalk: [http://dese.mo.gov/sites/default/files/BMIT\\_business\\_economics\\_crosswalk.pdf](http://dese.mo.gov/sites/default/files/BMIT_business_economics_crosswalk.pdf)

### **Business Law**

This course is designed to acquaint students with the basic legal principles relevant to their roles as citizens, consumers and employees through a mixture of personal, business and consumer law. The content includes the basic characteristics of the American system of free enterprise, rights of private property, basic elements of contracts, employer-employee relations, landlords and tenants, individual rights, wills and estates, family and juvenile justice law and community property.

Cluster: Business, Management & Administration #4

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-blaw-objectives.pdf>

### **Business Management**

This course is designed to help students develop an understanding of skills and resources needed to manage a business. Instruction includes a general overview of American business, forms of business ownership, personnel management, labor-management relations, public and human relations, taxation and government regulations. The use of computers and software as tools in making business decisions in areas such as accounting, sales analysis and inventory control is also introduced.

Cluster: Business, Management & Administration #4

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-business-mgmt-objectives.pdf>

### **Business Technology**

This course is designed to help students develop the qualities, knowledge and skills necessary for working in a business. Students enhance computer application skills as they develop competencies needed by administrative support professionals. The content includes the use of technology to develop communication skills, the performance of office procedures tasks, the production of quality work using advanced features of business software applications and the production of high quality employment portfolios and job-seeking documents. In addition, this course provides training or skills many employers find deficient such as dealing with other people, using the telephone, organizing work and handling other crucial tasks.

Cluster: Information Technology #11

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-business-tech-objectives.pdf>

### **Computer Applications**

This course is designed to help students master beginning and advanced skills in the areas of word processing, database management, spreadsheet applications, desktop publishing, multimedia, Internet usage and integrated software applications.

Cluster: Information Technology #11

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-computer-apps-objectives.pdf>

### **Computer Programming**

This course focuses on converting problems into detailed plans, writing code into computer language, testing, monitoring, debugging, documenting and maintaining computer programs. Students will also design programs for specific uses.

Cluster: Information Technology #11

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-computer-programming-objectives.pdf>

### **Computer Science I and Computer Science II**

Not available at this time.

### **Entrepreneurship**

This course is designed to provide students with the fundamental knowledge needed for organizing, developing and implementing a business within the private free enterprise system. Topics of study will include learning the advantages and disadvantages of owning a business, preparing a business plan, choosing a location, securing a loan, determining organizational structure and promoting a business. Standards/competencies for Entrepreneurship may be found at [http://www.entreed.org/Standards\\_Toolkit/standards\\_detail.htm](http://www.entreed.org/Standards_Toolkit/standards_detail.htm)).

Cluster: Business, Management & Administration #4

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-entre-objectives.pdf>

### **Graphic Arts/Desktop Publishing**

Students develop proficiency in using graphic arts/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc.

Cluster: Information Technology #11

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-desktop-pub-graphic-arts-objectives.pdf>

### **IB Business & Management**

The course covers the key characteristics of business organization and environment and the business functions of human resource management, finance and accounts, marketing and operations management.

Cluster: Business, Management & Administration #4

Course Information: <http://www.ibo.org/>

### **IB Economics**

The course emphasizes the economic theories of microeconomics, which deal with economic variables affecting individuals, firms and markets and the economic theories of macroeconomics, which deal with economic variables affecting countries, governments and societies.

Cluster: Finance #6

Course Information: <http://www.ibo.org/>

### **Introduction to Business**

This course is designed to introduce students to how business works in today's society and to provide a foundation for other business courses. Content includes business functions such as accounting, management, marketing and other consumer issues regarding money and money management, banking system and services and government's role in business and technology in the business world.

Cluster: Business, Management & Administration #4

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-intro-to%20businss-objectives.pdf>

### **Legal Administrative Assistant**

A program that prepares individuals to serve as legal office managers, special assistants and legal secretaries. It includes instruction in office management, secretarial science, principles of US law, legal terminology and documentation, legal research, legal software application, law office procedures, record-keeping, billing, applicable policies and regulations and professional standards and ethics. It may include preparation for individuals to serve as court reporters, captioners and scopists. Instruction may include machine shorthand theory used in court reporting and broadcast captioning and computer-assisted translation (CAT) software.

Cluster: Business, Management & Administration #4

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-legal-admin-objectives.pdf>

### **Medical Administrative Assistant**

A program that prepares individuals to perform the duties of special assistants and personal secretaries for practicing physicians and nurses, health care facilities and services administrators and other health care professionals. Includes instruction in business and medical communications, medical terminology, principles of health care operations, public relations and interpersonal communications, software application, record-keeping and filing systems, scheduling and meeting planning, applicable policy and regulations and professional standards and ethics. Program may include instruction in medical transcription.

Cluster: Business, Management & Administration #4

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-medical-admin-objectives.pdf>

### **Multimedia**

Students will work with multimedia software to develop electronic presentations. They will learn how to manipulate text, art and graphics, photography, animation, audio and video for presentations in various media formats.

Cluster: Information Technology #11

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-multimedia-objectives.pdf>

### **Network Administration**

Students apply problem-solving skills to business situations exploring computer maintenance activities. Students will analyze software problems, install software applications programs and customize defaults, connect components of a local area network, use basic network protocol and troubleshoot network problems.

Cluster: Information Technology #11

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-network-admin-objectives.pdf>

### **Personal Finance**

Understanding and managing personal finances are key to one's future financial success. This one-semester course is based on the Missouri Personal Finance Competencies and presents essential knowledge and skills to make informed decisions about real world financial issues. Students will learn how choices influence occupational options and future earning potential. Students will also learn to apply decision-making skills to evaluate career choices and set personal goals. The course content is designed to help the learner make wise spending, saving and credit decisions and to make effective use of income to achieve personal financial success.

Cluster: Finance #6

Course Competencies: [http://dese.mo.gov/sites/default/files/personal\\_finance\\_competencies.pdf](http://dese.mo.gov/sites/default/files/personal_finance_competencies.pdf)

Course Competencies (adopted 2017): <https://dese.mo.gov/sites/default/files/curr-mls-personal-finance-cle-sboe.pdf>

Course Curriculum: <http://dese.mo.gov/sites/default/files/bmit-personal-finance-curriculum.pdf>

Website: <https://dese.mo.gov/college-career-readiness/curriculum/missouri-learning-standards#mini-panel-mls-standards5>

### **Supervised Business Employment (SBE)**

Students who have taken business courses in a particular career path are given the opportunity to work in a related occupation while still enrolled in school. The teacher-coordinator works with business and industry to

place students in an occupation that will further develop the competencies acquired by the student through class work.

Cluster: Business, Management & Administration #4

Course Handbook: [http://dese.mo.gov/sites/default/files/BE\\_SBE\\_Handbook\\_0.pdf](http://dese.mo.gov/sites/default/files/BE_SBE_Handbook_0.pdf)

**Web Design**

This course deals with the use of Web programming languages (HTML, JavaScript, etc.), graphics applications and other Web authoring tools to design, edit, launch and maintain websites and pages. Such topics as Internet theory, Web page standards, Web design elements, user interfaces, special effects, navigation and emerging Web technologies will be included.

Cluster: Information Technology #11

Course Objectives: <http://dese.mo.gov/sites/default/files/bmit-webdesign-objectives.pdf>

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**BUSINESS COURSE ENROLLMENT**

<b>2016-2017 Business Course Enrollments</b>		<b>Number</b>	<b>Number</b>
<b>417 Approved Business Programs Statewide</b>		<b>of Districts</b>	<b>of Students</b>
<b>BUSINESS CLUSTER</b>	Business Communications	51	982
	Business Law	103	3,283
	Business Management	123	5,144
	Entrepreneurship	74	1,823
	IB Business & Management	6	75
	Introduction to Business	144	9,058
	Legal Admin. Assistant/Secretary	1	22
	Medical Admin/Exec. Assistant & Medical Secretary	4	147
	Supervised Business Employment	61	1,347
<b>FINANCE CLUSTER</b>	Accounting I	267	4,375
	Accounting II	112	607
	AP Macroeconomics	9	265
	AP Microeconomics	5	108
	Banking and Financial Services	20	489
	Business Economics	20	635
	Personal Finance	280	39,421
<b>IT CLUSTER</b>	Business Technology	197	4,963
	Computer Applications	323	22,289
	Computer Programming	51	2,355
	Graphic Arts/Desktop Publishing	222	5,707
	Multimedia	186	6,305
	Network Administration	29	716
	Web Design	142	4,871

**Marketing Program Code:** 0404

**Cluster:** Marketing #14

**Complete Course Units:** <http://dese.mo.gov/college-career-readiness/career-education/business-marketing-information-technology-education-30> (Individual course unit titles are listed under each course, where available.)

### **Advanced Marketing**

An instructional program for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research and management. The program may utilize the Marketing Education internship to support classroom instruction.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-marketingII-objectives.pdf>

Instructional Framework: <http://dese.mo.gov/sites/default/files/MarketingII-Framework.pdf>

Course Standards: <http://dese.mo.gov/sites/default/files/MarketingII-Standards.pdf>

National Standards: [http://www.mbaresearch.org/images/PDFs/MarketingCluster\\_2.pdf](http://www.mbaresearch.org/images/PDFs/MarketingCluster_2.pdf)

### **Advertising**

An instructional program that describes the creation, execution, transmission and evaluation of commercial messages concerned with the promotion and sales of products and services.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-advertising-objectives.pdf>

### **Cooperative Career Education 1** (Program Code 0304)

An instructional program that provides essential skills for career planning and advancement. It helps students develop occupationally specific skills and career development competencies in a cross-section of career areas. An internship component that matches the student career goals is also provided.

### **Cooperative Career Education 2** (Program Code 0304)

An instructional program offering preparation for employment in a wide range of occupations. Students enrolled in the program will receive classroom training and supervised employment in a variety of occupational areas, including agribusiness, office, marketing, health and trades. Where enrollment in a particular occupational area is sufficient or where more than one teacher-coordinator is employed, instruction should be delivered through occupationally specific programs. CCE programs may operate as either:

- (a) Two consecutive years of enrollment, with the junior year for classroom preparation for employment and the senior year for specialized classroom occupational training with supervised employment. It is recommended that only students with senior standing be placed in supervised employment.
- (b) A senior year only offering, with or without prerequisites to qualify applicants, that has specialized classroom occupational training with supervised employment.

### **Entrepreneurship**

An instructional program that provides a background for the development and operation of a business starting with the role of the entrepreneur in our economy to development of a business plan and the application of specific marketing skills and concepts within the business environment.

Course Objectives: [https://dese.mo.gov/sites/default/files/bmit-entre-objectives\\_0.pdf](https://dese.mo.gov/sites/default/files/bmit-entre-objectives_0.pdf)

### **Fashion Merchandising**

A program that prepares individuals to promote product lines/brands and organize promotional campaigns at the wholesale level to attract retailer interest, wholesale purchasing and supply contracts. This course includes instruction in wholesaling, wholesale advertising, selling and customer relations.

### **Fundamentals of Marketing**

An instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing



processes and an orientation to the American free enterprise system. The program may utilize the Marketing Education internship to support classroom instruction.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-marketing1-objectives.pdf>

Instructional Framework: <http://dese.mo.gov/sites/default/files/MarketingI-Framework.pdf>

Course Standards: <http://dese.mo.gov/sites/default/files/MarketingI-Standards.pdf>

National Standards: [http://www.mbaresearch.org/images/PDFs/MarketingCluster\\_2.pdf](http://www.mbaresearch.org/images/PDFs/MarketingCluster_2.pdf)

### **Hospitality Management**

A program that prepares individuals to serve as general managers and directors of hospitality operations on a system-wide basis, including both travel arrangements and promotion and the provision of traveler facilities. Includes instruction in principles of operations in the travel and tourism, hotel and lodging facilities, food services and recreation facilities industries; hospitality marketing strategies; hospitality planning; management and coordination of franchise and unit operations; business management; accounting and financial management; hospitality transportation and logistics; and hospitality industry policies and regulations.

### **Leadership in the Workplace**

This project-based leadership course develops student understanding and skills in such areas as emotional intelligence, professional development and communication. Students acquire an understanding and appreciation of the need for leadership at school, at home and in the community. The capstone activity of the course is the implementation of a service-learning project. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course. Suggested for 9th and 10th grades.

### **Management**

An instructional program that generally describes the planning, organizing and controlling of a business, including organizational and human aspects, with emphasis on various theories of management, the knowledge and understanding necessary for managing people and functions and decision making.

### **Marketing Research**

An instructional program that prepares individuals to provide analytical descriptions of consumer behavior patterns and market environments to marketing managers and other business decision-makers. Includes instruction in survey research methods, research design, new products test marketing, exploratory marketing, consumer needs and preferences analysis, geographic analysis and applications to specific products and markets.

### **Retailing**

An instructional program that prepares individuals to apply marketing skills in retail establishments. Principles, practices and procedures are taught as related to the field of retailing.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-retailing-objectives.pdf>

### **Sports and Entertainment Marketing**

An instructional program that focuses on marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

Course Objectives: <https://dese.mo.gov/sites/default/files/bmit-sportsandentertainment-objectives.pdf>

### **Supervised Marketing Employment (SME)**

Students are placed in employment that directly contributes to the development of the competencies necessary for successful employment in the field of marketing. The student must be concurrently enrolled in a marketing course. This is a cooperative vocational education program and must follow guidelines established for these programs.

Course Handbook: <http://dese.mo.gov/sites/default/files/MktgInternship.pdf>

### Travel and Tourism

A program that prepares individuals to manage travel related enterprises and related convention and/or tour services. Includes instruction in travel agency management tour arranging and planning, convention and event planning, travel industry operations and procedures, tourism marketing and promotion strategies, travel counseling, travel industry law, international and domestic operations and travel and tourism policy.

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## MARKETING COURSE ENROLLMENT

<b>2016- 2017 Marketing Course Enrollments</b>	<b>Number of</b>	<b>Number of</b>
<b>127 Approved Marketing Programs Statewide</b>	<b>Districts</b>	<b>Students</b>
Advanced Marketing	72	1,684
Advertising	21	450
Entrepreneurship	47	1,508
Fashion Merchandising	6	99
Fundamentals of Marketing	106	7,044
Hospitality Management	2	51
Leadership in the Workplace	10	198
Management	12	278
Marketing Research	0	0
Retailing	11	203
Sports and Entertainment Marketing	49	1,579
Supervised Marketing Education Employment	70	1,699
Travel and Tourism	8	113
Cooperative Career Education 1	11	440
Cooperative Career Education 2	6	128
Supervised CCE Employment	70	676

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## PERKINS AND TECHNICAL SKILLS ATTAINMENT

Website: <http://dese.mo.gov/college-career-readiness/career-education/perkins-act>

### **Carl D. Perkins Career and Technical Education Improvement Act of 2006 (Perkins IV)**

The major purpose of Perkins IV is to more fully develop the academic and career and technical education skills of secondary and postsecondary students who enroll in career and technical education programs by:

- Building on the efforts of states and school districts to develop challenging academic and career and technical education standards and to assist students in meeting the standards.
- Promoting the development of services and activities that integrate rigorous and challenging academic and career and technical education instruction as well as link secondary and postsecondary education for participating students.
- Providing technical assistance and professional development that improves the quality of career and technical education teachers, administrators and counselors.
- Supporting partnerships among secondary schools, postsecondary institutions, bachelor's degree-granting institutions, local workforce investment boards and business and industry.

There are also a number of new provisions in the Perkins IV legislation:

- Require the local eligible recipients to create at least one high school career and technical education program of study that prepares students for high-demand, high-wage occupations that leads to recognized employer credentials, postsecondary certificates and associate's and/or bachelor's degrees.
- Hold states accountable for modifying existing courses and creates new courses designed to advance both academic and career and technical education.
- Require schools to link career and technical education studies with a rigorous academic core curriculum to add meaning and relevance to students' academic studies.
- Encourage schools to use funds to link high-quality career and technical education studies to comprehensive high school reform programs.
- Expose students to career and technical education opportunities early in high school and provide postsecondary goals.
- Provide comprehensive professional development for career and technical education teachers that are not limited to one-day or short-term workshops and that have a lasting impact on classroom instruction by integrating challenging academic content and skills into career and technical education courses and improving teaching skills based on research that includes promising practices.

Every approved career education program has the opportunity to receive an allocation of Perkins funds disseminated by DESE. The district allocation is computed on percentage of vocational students, high number of vocational students, special populations and geographical location (urban vs. rural). To qualify for a minimum allocation of \$15,000, the district's programs must be of sufficient size, scope and quality. This is based on providing training opportunities in four career education program areas out of seven (Agriculture, Business, Industrial, Health Occupations, Marketing & Cooperative Education and Family and Consumer Sciences.) A district may join into a consortium arrangement with another district in order to meet the required \$15,000 distribution amount. An application is submitted to DESE outlining how the funds will be used for career education.

### **Technical Skill Attainment**

Website: <http://dese.mo.gov/college-career-readiness/career-education/technical-skills-attainment-industry-recognized-credential>

The Perkins Act of 2006 (Perkins IV) requires Technical Skill Attainment (TSA) to measure the percentage of Career and Technical Education (CTE) concentrators who pass a skill assessment aligned with industry-recognized standards, if available and appropriate.

Perkins IV outlines specific requirements and guidelines in the type of assessment used to measure CTE skill proficiency. To view the technical assessments currently approved by the division go to <https://dese.mo.gov/sites/default/files/cte-irc-tsa-guidance.pdf>.

TSA is intended to be taken after a student becomes a concentrator and completes a program (at least three (3) credits in a sequence of courses that lead to a career path). It is not intended to be taken after every course. All concentrators who complete a program will be expected to take a technical skill assessment.

### **Business and Marketing Approved IRCS and TSA Assessments**

An IRC is also a TSA. A TSA is not necessarily an IRC. Always refer to the “New IRC and TSA Guidance” for the most current version of approved exams. <https://dese.mo.gov/sites/default/files/cte-irc-tsa-guidance.pdf>

#### **Business, Management and Administration**

<u>IRC</u>	Accredited Legal Professional – NALS: The Association of Legal Professionals
<u>TSA</u>	Entrepreneurship - MBA Research
<u>IRC</u>	Fundamental Business Concepts – ASK
<u>TSA</u>	Missouri Business Management - MBA Research
<u>TSA</u>	Missouri Business Management and Entrepreneurship - MBA Research

#### **Finance**

<u>TSA</u>	Accounting Advanced – NOCTI – <i>Postsecondary only</i>
<u>TSA</u>	Accounting Basic – NOCTI
<u>IRC</u>	ASK
<u>TSA</u>	Finance - End of Program – MBA Research

#### **Information Technology**

<u>IRC</u>	Adobe Certified Associate (ACA)
<u>IRC</u>	C++ Certified Associate Programmer
<u>IRC</u>	Certified Internet Web Professional – CIW
<u>IRC</u>	Cisco Certified Entry level Network Technician (CCENT)
<u>TSA</u>	Cisco Certified Network Association (CCNA) Final Exam – Cisco Networking Academy
<u>IRC</u>	Cisco Certified Networking Associate Security (CCNA Security)
<u>TSA</u>	Cisco CCNA Discovery Final Exam – Cisco Networking Academy
<u>TSA</u>	Cisco CCNA Exploration Final Exam – Cisco Networking Academy
<u>TSA</u>	Cisco CCNP Final Exam – Cisco Networking Academy
<u>TSA</u>	Cisco I.T. Essentials Final Exam – Cisco Networking Academy
<u>IRC</u>	CompTIA A+ Certification
<u>IRC</u>	CompTIA Network+
<u>IRC</u>	CompTIA Security
<u>IRC</u>	CompTIA Strata
<u>TSA</u>	Computer Maintenance and Networking – TestOut
<u>TSA</u>	Computer Maintenance Technology – SkillsUSA
<u>TSA</u>	Computer Networking – NOCTI
<u>TSA</u>	Computer Programming – NOCTI
<u>TSA</u>	Computer Repair Technology – NOCTI
<u>IRC</u>	Final Cut Certified Pro
<u>TSA</u>	Internetworking – SkillsUSA
<u>IRC</u>	Microsoft MTA
<u>IRC</u>	Microsoft Office Specialist
<u>TSA</u>	Missouri IT Sequence 1 (50% Computer Applications; 50% Business Technology) – NOCTI
<u>TSA</u>	Missouri IT Sequence 2 (50% Computer Applications; 25% Desktop Publishing; 25% Multimedia) – NOCTI
<u>TSA</u>	Missouri IT Sequence 3 (50% Computer Applications; 25% Desktop Publishing; 25% Web Design) – NOCTI
<u>TSA</u>	Missouri IT Sequence 4 (50% Computer Applications; 25% Web Design; 25% Multimedia) – NOCTI

TSA	Missouri IT Sequence 5 (25% Computer Applications; 25% Desktop Publishing; 25% Multimedia; 25% Web Design) – NOCTI
<u>IRC</u>	Network Pro (Teacher must have signed proctoring agreements on file.)
<u>IRC</u>	Oracle Database SL Fundamentals I
<u>IRC</u>	Security Pro (Teacher must have signed proctoring agreements on file.)
<u>IRC</u>	TestOut PC Pro (Teacher must have signed proctoring agreements on file.)

### **Marketing**

<u>IRC</u>	ASK - (cut score 70%)
TSA	Cooperative Education Employability Skills- NOCTI - Workplace Readiness (Approved for CCE programs)
TSA	Entrepreneurship - MBA Research
TSA	Marketing End of Program - MBA Research
TSA	Workplace Readiness – NOCTI (CCE programs only)

### **PERKINS/TSA FAQ**

1. What is a TSA?  
A TSA, Technical Skills Attainment, is an exam that is given to a student after he/she earns three credits in a sequence that lead to a career path. If the student plans to take more credits in his/her sequence of courses, postpone the administration of the exam until no further credits in that sequence will be earned. [Example] A student is a concentrator, has earned three credits in the finance cluster, he plans to take IB Economics his senior year, do NOT test him his junior year. He should be tested his senior year after the course is complete. If you know for a fact that a student will not take another course that aligns with his/her sequence of courses, he/she may be tested his junior year.
2. What is the definition of a concentrator?  
A student who has earned three or more sequential credits in any state-approved CTE program grades 9-12.
3. What is the definition of a completer?  
In relation to Perkins, a completer is a concentrator that graduates or earns a GED during the reporting year.
4. Who should take a technical skill assessment and when should it be given?  
A technical skill assessment should be given to students who are concentrators and will complete (graduate or earn GED) the approved CTE program. It is not intended to be taken after every course.
5. What is program completion?  
Program completion is defined locally, but should consist of a combined sequence of courses totaling three or more units of credit.
6. What if our school has no concentrators?  
This is will be handled case-by-case with each school district. DESE staff will follow-up with each district not submitting any concentrators and try to determine, along with the school and Fiscal Agent, the reason for the lack of concentrators.
7. If a secondary institution sends its students to a career center or postsecondary institution for a CTE program, who is responsible for giving the student a skills assessment?  
The institution will administer the technical skill assessment where the secondary student completes the CTE program (i.e. secondary school, area career center or postsecondary institution). The institution will report back to the sending school the result of the assessment and it is the responsibility of the sending school to report that information in MOSIS.
8. Could a secondary student take a technical skill assessment their sophomore or junior year?  
Yes, if a student is a concentrator and completes a program prior to his/her senior year, he/she can take the technical skill assessment and the school will report the results of the assessment in MOSIS June cycle

submission. However, the results from MOSIS will not be compiled until the student leaves the secondary institution (graduated, dropped out, deceased or expelled).

9. How do you determine if the student passes or fails the assessments?
  - 1) Industry provides a pass/fail cut score.
  - 2) If industry does not provide a cut score, use the national norm. Students who meet or exceed the national norm are considered as passing the assessment. Those who are below the national norm are considered as failing the assessment.
  - 3) If the industry does not provide a cut score or national norm, the cut score is 65%. Those students meeting or exceeding 65% pass the assessment, those who don't, fail.
  
10. Why do concentrators have to take a TSA assessment?
 

A TSA demonstrates knowledge and skill of the student(s), improves transition from secondary to post-secondary programs of study and conveys proof of mastery to potential employers. It is required of all states that receive Federal Perkins dollars.
  
11. Which TSA or IRC exam does a student take if he/she is a concentrator in more than one area?
 

You should always refer to the student's Individual Career and Academic Plan (ICAP) in determining which exam he/she will take. They do not need to test in both areas. The choice is ultimately the school district's decision.
  
12. Where can I view the total number of concentrators reported in my program?
 

(Clusters: #4 Business, Management and Administration, #6 Finance, #11 IT, #14 Marketing) You can view statewide data at <http://mcids.dese.mo.gov/guidedinquiry/Perkins/Secondary/Secondary%20Concentrator%20Career%20Clusters.aspx>.
  
13. What are credits in a sequence?
 

A sequence is defined as a series of courses that build upon each other, show a relationship and assist students in developing knowledge and skills leading to postsecondary education or employment.
  
14. Do the three credits earned to be classified as a concentrator have to be in the same cluster?
 

The three credits needed to become a concentrator do not have to be in the same cluster; however, a TSA or IRC exam will best align with the student's coursework when the three credits earned by the student are within the cluster. Remember that the courses must build upon each other, show a relationship and assist students in developing knowledge and skills leading to postsecondary education or employment.
  
15. Can I use credits earned from Project Lead the Way (PLTW) to complete a sequence of 3 credits?
 

Yes, you can but the credits must build upon each other, show a relationship and assist students in developing knowledge and skills leading to postsecondary education and employment.
  
16. Is there a help document on the administration of the Perkins grant?
 

Yes, you can find it at <http://dese.mo.gov/college-career-readiness/career-education/perkins-act/help-documents>.
  
17. Does Personal Finance count as a credit in the sequence?
 

Yes, it counts as a half a credit if taught in an approved CTE program. Personal Finance is in cluster #6, Finance.
  
18. Does a student have to take a TSA exam to be deemed a concentrator?
 

No, a student is deemed a concentrator when they have earned 3 sequential credits in a program area.
  
19. Why does my district's Perkins funds go to the area career center?

The Perkins Act requires two conditions to be met in order for a secondary LEA to directly access Federal career education (Carl D. Perkins) funds. The first condition requires the LEA to have a minimum allocation of \$15,000; and the second requires the LEA's secondary career education program offerings to be of sufficient size, scope and quality to be effective. The Department's definition of sufficient size, scope and quality is a full range of Department-approved career and technical education programs, services and activities provided by an eligible recipient that would provide training opportunities in four of the seven career education program areas; and supportive services that include student assessment, guidance, placement and remedial academic support for all students, including members of special populations who are enrolled in career education provided by the eligible recipient.

20. What is the cut score for each exam?

The cut score is typically the national average. Please refer to the testing vendor for this information.

21. The history teacher teaches Personal Finance. Does that credit count toward the three credits to be a concentrator?

The teacher must be a properly certificated CTE teacher currently teaching in a CTE program area. This applies to all business courses, not just Personal Finance.

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## PROGRAMS OF STUDY

### **Program of Study Purpose**

The primary purpose of Programs of Study is to provide successful student transitions between secondary and postsecondary education. The Carl D. Perkins Career and Technical Education Improvement Act of 2006 called upon states and local education agencies to create secondary-to-postsecondary sequences of academic and career education coursework that lead students to attain a postsecondary degree or industry-recognized certificate or credential.

### **At a minimum, Programs of Study must**

- incorporate and align secondary and postsecondary education elements.
- include academic and CTE content in a coordinated, non-duplicative progression of courses; offer the opportunity, where appropriate, for secondary students to acquire postsecondary credits.
- lead to an industry-recognized credential or certificate at the postsecondary level or an associate or baccalaureate degree.

### **A Program of Study provides**

- smoother transitions for students as they move from secondary to postsecondary education and into the workforce. This helps students avoid pitfalls that tend to derail their career plans, waste tuition money and frustrate their parents.
- opportunities for teachers at all levels and subjects to collaborate on curriculum, methods and desired outcomes of instruction. The process empowers teachers by allowing them to design effective and efficient instruction that helps their students achieve their goals.
- goals and plans to achieve them allowing students to be more invested and motivated in their studies.

### **Program of Study Implementation**

The development of Programs of Study is a collaborative effort among schools and colleges to seamlessly coordinate classroom instruction and support experiences and activities for a particular career cluster or pathway, which includes career and technical student organizations, career development and guidance and community participation. It is built upon a curriculum that addresses cluster/pathway knowledge and skills, as well as national and state academic standards.

Development of Programs of Study can be accomplished by

- contacting your Tech Prep Coordinator for assistance;
- utilizing the 10-Step Process to Implement Programs of Study in Missouri. Visit the following site for complete details, <http://dese.mo.gov/sites/default/files/ProgramsofStudy.pdf>; and
- reviewing and completing the appropriate Programs of Study Implementation Modules.

### **Who is Involved in the Process?**

- District curriculum directors
- Career education directors
- Career education teachers
- High school principals
- Academic teachers
- Guidance counselors
- Community college faculty and administrators

### **Individual Career and Academic Plan (ICAP)**

Every student – not just some – must set educational goals and create a college and career roadmap for success in high school and beyond. This roadmap, ICAP, includes development of a flexible career focus and an education plan that is clearly-defined, rigorous and relevant to assure a successful and efficient transition to postsecondary education and/or the world of work.



An ICAP is a student's scope and sequence of coursework and related activities based upon their chosen Career Path or Career Cluster.

The foundation of the ICAP is the school-approved program of study for the student's Career Cluster. It is a roadmap that includes graduation requirements, approved coursework for the student's educational and career goals and developmentally-appropriate, work-based learning experiences.

An ICAP is developed cooperatively with the student and the student's counselor, teachers and family members. The plan is reviewed at least annually and is revised as needed.

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## CTE CERTIFICATE

Website: <https://dese.mo.gov/college-career-readiness/career-education/career-and-technical-education-certificate>

FAQ: <https://dese.mo.gov/sites/default/files/cte-certificate-frequently-asked-questions.pdf>

The requirements for the CTE Certificate are as follows:

1. Meet all requirements set forth in state and local board of education policies related to earning a high school diploma.
2. Qualify as a career and technical education (CTE) concentrator. A CTE concentrator is defined as a student who has earned three or more credits in a sequence in any department-approved career education program area as defined on the student's individual career and academic plan.
3. Maintain a minimum grade point average of 3.0 on a 4.0 point scale in the CTE area of concentration as defined on the student's individual career and academic plan.
4. Pass an approved Technical Skill Assessment (TSA) and/or earn an approved Industry-Recognized Credential or Certificate (IRC) aligned with the student's CTE area of concentration.
5. Complete a minimum of 50 hours of appropriate work-based learning experiences aligned with the student's CTE area of concentration. Work-based learning experiences may include Registered Apprenticeships, Cooperative Career Education programs, internships, clinical settings, job shadowing, entrepreneurial experiences, school-based enterprises, structured business/industry field trips, service learning or other opportunities that provide students with real-time, authentic work experiences.
6. Maintain at least a 95% attendance record overall for grades 9-12.
7. Demonstrate attainment of soft-skills/business skills. The requirement can be met in one of three ways:
  - Active participation in a Career and Technical Student Organization during the junior or senior year; or
  - Score at proficient or advanced level on a district-developed or adopted softskill/ethics assessment during the junior and/or senior year; or
  - Three or more letters of recommendation, from at least three different business or industry employers or other individuals who have knowledge of the student and can assure that the student has a high level of soft-skill efficacy and is career ready. Letters may not be from a relative or student.
8. Achieve a score at or above the state standard on any department-approved measure(s) of college and career readiness, for example, the ACT®, SAT®, ACT-WorkKeys® or the Armed Services Vocational Aptitude Battery as determined in the most current MSIP performance standards. Schools are to use the .75 weighted measures described in the Assessment Scores Matrix as the standard. This matrix is found in Appendix C of the MSIP 5 Comprehensive Guide to the Missouri School Improvement Program, 2016.

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## PROGRAM ADVISORY COMMITTEES

A **required** advisory committee is a group of persons selected to collectively provide recommendations and advice regarding career education and/or workforce development at the secondary, postsecondary and adult levels. Members are predominantly from outside the field of education and are selected because of their expertise and experience in business, industry and labor. Their purpose is to collectively act as consultants and provide service to schools, students and educators regarding current job skills, employment trends, program delivery needs and the relevancy of the program's curriculum. Because career education programs must be an integral part of the community in which they exist, it is necessary to have close cooperation between the school and those in the workforce. One of the most effective ways of providing this link between the community and school is through the career education advisory committee.

### Importance of Advisory Committees

- Advise on goals of the career education program
- Advise on performance standards for student achievement
- Assist with program evaluation
- Assist with short-term and long-term strategic planning
- Advise on curriculum, equipment and facilities
- Assist with public relations activities
- Assist with student recognition
- Advocate for the program
- Provide work-based learning experiences as well as work-site transition experiences
- Assist with career and technical student organization activities.

### Benefits of Utilizing an Advisory Committee

An advisory committee for business and marketing programs can provide benefits to students, school and the business community. Some benefits include:

- Career and occupational information - providing current occupational information and trends
- Performance measures - focus on the competencies (knowledge and skills) necessary for students to succeed in the workplace and skills needed to compete in the global marketplace (what students should know and be able to do)
- Placement of graduates or students enrolled in Supervised Business Employment (SBE) and Supervised Marketing Employment (SME) - identify job opportunities including internships, worksite observations and visits as well as placements
- Mock interviews - conduct the interview and provide critique and encouragement so the student learns what to improve and how to make the necessary change
- Equipment and technology recommendations - promote constructive and necessary change within programs
- Resources for classroom instruction - members can lead instruction in areas such as team building, leadership and interpersonal skills
- Link to community - members serve as a link with the employment community but they also learn about your program and tell others

### Operational Guidelines

Establishing an advisory committee begins with the business and marketing instructor(s) and school administrator discussing the roles, functions and purposes of an advisory group. They should also discuss the organizational structure and procedure for establishing such a group. As part of the preliminary planning, a written statement of policy regarding the operating guidelines of the partnership should be written to ensure continuity in how the partnership is created and maintained. Formal policies also provide an important foundation if the process is challenged.

Operational guidelines consist of the goals, objectives, rules and procedures of the partnership. The guidelines are developed initially by the local education agency during the planning and organizing for forming the partnership. During the first or second meeting of the advisory committee, the operational guidelines should be finalized and adopted. The operating guidelines should include the following:

- Name and purpose of the partnership
- Number of members
- Manner of selecting members
- Term limitation for membership
- Provision for eliminating inactive members
- School personnel representation at meetings
- Special working groups
- Officers and their duties
- Requirements of meeting minutes
- Number and frequency of meetings
- Length and time of meetings
- Place of meetings
- Preparation of the agenda for meetings
- Method of calling special meetings

### **Selection of Members**

In order for the advisory committee to serve as a means of effective communication between business and marketing programs and the citizens to be served, the membership must be representative of the total school service area. Keep in mind that specific funding sources (Perkins, for example) have requirements as to the make-up of the advisory committee. Be sure to be in compliance with the legislation as members are selected to serve on the advisory committee.

### **Members may be selected to represent:**

- All types of business and industry, particularly those predominant in the area
- Labor and management
- Geographical sections of the school service area
- Parents of career education students
- Current and former career education students
- Career education administrators, educators and researchers
- Guidance and counseling professionals
- Teachers--including elementary and middle school teachers, academic teachers and tech prep instructors
- Various age and education levels
- Special populations--individuals with disabilities, economically disadvantaged families, preparing for nontraditional careers, displaced homemakers, etc.

This representation will enable the advisory committee to reflect the points of view of the various segments of the community being served by career education, business and marketing education. In addition, a career education instructor and representative of the administration should serve as non-voting consulting members. Although the administrative representative need not be present at all meetings, all business and marketing instructors should be in attendance at all meetings to provide information and participate in discussion.

### **Advisory Committee Meetings**

Organized meetings are the key to a successful advisory committee. Considerations should be given to the frequency of meetings, a regularly scheduled meeting date and a well-planned agenda for each meeting. A notification of the meeting date and an agenda should be sent to members well in advance.

Agenda items could include:

- Roll call
- Approval of previous minutes
- Introduction of guests
- Unfinished business summarization
- New business and reports of special interest
- Miscellaneous discussion
- Adjournment

As the official record of the advisory committee's activities, minutes should be provided to all members. Minutes generally include a listing of those who attended the meeting, a summary of each issue that was discussed and any decisions or recommendations that were made.

A well-organized advisory committee will develop goals to address issues or concerns identified by the members. Once the goals are identified, the discussion can be more specific in terms of exactly what it is the group will accomplish. The activities on the plan of work can then be incorporated into the agendas for each meeting.

### **Recognize Advisory Committee Members**

Since members of the advisory committee are not paid, it is essential to recognize members for their efforts. The best types of rewards or recognition are those that can increase productivity, improve the group's interaction and increase member satisfaction. One of the best rewards is to ask for advice and respond to it. It is also important to make the public aware of the activities of the advisory committee and their efforts to improve the career education business and marketing programs.

### **Sample Meeting Agenda**

Business and Marketing Education Advisory Meeting

November 17, 20\_\_

7:00-8:00 p.m.

Business Classroom 402

- Call to order
- Introduction of members
- Purpose of meeting/role of members
- Overview of business education program
  - Courses offered
  - Curriculum content
  - Equipment/facilities
  - DECA/FBLA
  - SBE/SME (supervised marketing employment)
- Discuss employment needs in the community region
- Discuss skills of employees in various business occupations
- Discuss agenda topics for next meeting (promotion of business and marketing education, recruitment of students, identify possible field trips, develop a speaker resource list, etc.)
- Adjourn

### **Sample Invitation Letter (Body)**

Your experience and demonstrated competence has led to your recommendation for membership on the Career Education Business and Marketing Advisory Committee. The committee is composed of outstanding business, industry and civic representatives from our community. It works to forge closer cooperation between business and education by continually improving the career preparation of students. Your insight into training needs and competencies would be of great value.

(The middle paragraph should include information about number of meetings per year, types of items on the agenda, etc.)

You are invited to become a member of the Committee. Your three-year term would begin on July 15. Please consider this invitation and inform me of your decision by May 15. I look forward to working with you. Please contact me at (direct phone number) or (e-mail address) to let me know whether or not you are available to serve on the committee.

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## PLANNING AND CONDUCTING A STUDENT FOLLOW-UP STUDY

The focus on most program improvement efforts should be on the product or the outcomes of the business or marketing education program. This emphasis demands that we look at the former students of the program to help us determine its effects. One excellent way of securing information about former students is to conduct a follow-up study.

### **What is a Follow-Up Study?**

A follow-up study is a procedure for collecting pertinent data from or about individuals after they have had similar or comparable experiences. It is important to remember that “follow-up” implies the collection of data about something which has already taken place. In other words, students are asked to look back and consider how the business or marketing education program either prepared them or failed to prepare them for their future work or educational endeavors.

It should be noted that follow-up studies do not provide all the answers needed for evaluating programs. They are, however, one important component of a larger design for evaluating the total educational endeavor.

### **Why Conduct a Follow-Up Study?**

Generally, a follow-up study is used to obtain information about the extent to which the objectives of the business or marketing Education program are being met. Follow-up studies serve a very useful purpose in eliciting reactions from former students about how well the program prepared them for career-sustaining employment and further education.

Some of the major reasons for conducting follow-up studies are as follows:

- To determine the number and types of employment which former students entered locally and regionally on a part-time or full-time basis.
- To learn the extent to which former students have made use of their career education.
- To discover the extent of the mobility among former students.
- To determine how the business or marketing Education program or teacher could be of further assistance to the former students relative to counseling, placement and/or education.
- To discover the extent to which former students are taking advantage of available postsecondary and adult educational opportunities.

It should be remembered that information obtained from follow-up studies has some limitations because the respondents generally have a limited knowledge of alternatives and each respondent reacts from a different frame of reference. One important factor to keep in mind is that respondents will be reacting to the program as they knew it. If changes have been made since the former students left the program, they may be unaware of them. Hence, the interpretation of data and comments from students must take these changes into account.

### **Determining the Follow-Up Procedure**

Online and mailed questionnaires are the most frequently used approaches. The problem of non-respondents, however, is a major shortcoming of this questionnaire procedure. Several research studies have revealed that students in the lower percentile of their class tend to return a lower percentage of questionnaires than students in the top percentile of their class.

If the evaluation effort is to be successful and valid, feedback must be secured from all who participated in the program and not just the successful graduates. Therefore, it is very important that all former students be made to feel that they are valuable members of the group.

One approach to conducting follow-up studies which has proven successful is the interview, conducted either in person or by phone. Personal interviews are probably the most desirable kind of follow-up. They can, however, be expensive and require a great amount of the teacher's time.

The telephone interview can be used effectively. You are more limited in the amount of information which can be obtained, but the telephone interview may be the only workable procedure for some segments of the population. Often, a combination of mail questionnaires and personal interviews with a sample of non-respondents is used.

### **Determining the Group to Follow-Up**

Former students being surveyed should have been out of school a sufficient length of time to be able to reflect on the relevance and helpfulness of their previous educational experience. The student who graduates in the spring of the school year should be surveyed during the early part of the following fall semester. This provides the graduate time to become established in either employment or further education.

It must be remembered, however, that the longer former students have been out of school, the greater problem they will have in separating the value of their formal education experience from the influence of other educational activities. Also, the longer they are away from school, the less valid their judgments about the current business or marketing education program are likely to be.

### **Procedures for Conducting the Follow-Up**

A technique which is gaining popularity is to send a card or letter to the former student prior to mailing a follow-up questionnaire or putting it online. The purpose of this card or letter is to alert the former students that they will soon be receiving an important questionnaire which they are urged to complete and return as soon as possible or complete online.

The following mailing pattern is suggested at two-week intervals:

- First mailing—"alert" card
- Second mailing—follow-up questionnaire, cover letter and return envelope— stamped and addressed
- Third mailing—second request follow-up questionnaire, second cover letter and return envelope—stamped and addressed

The cover letter should be printed on school letterhead and should be signed by the teacher. It is harder to resist a letter that has been personally addressed and signed than it is to resist a greeting from a computer. A stamped, self-addressed envelope should always accompany the follow-up instrument and cover letter.

Timing is important in conducting a follow-up study. There is a slight preference for the early part of the week; mailings should arrive on Monday or Tuesday. Avoid periods of "stress" such as middle of April, vacation times, holidays, etc.

When using a multiple mailing approach, it makes sense to use a different strategy on the first and second mailings. Some people are early-in-the-week performers, others late-in-the-week performers. If you tried to reach them early in the week on the first mailing, try for an end of the week arrival on the subsequent mailing so the letter arrives on Friday or Saturday. Remind respondents of the date by which the questionnaire should be returned. It is recommended that the respondents be given a two-week period in which to return the follow-up questionnaire.

Cover letters should be printed on letterhead and envelopes should have a return address with which the former students can easily identify. The physical appearance of the materials sent to former students should be of professional quality and should be designed to arouse interest.

Another option would be to collect information using online forms, such as Google Forms.

**Locating Former Students**

One of the most difficult problems often faced in conducting a follow-up study is locating the former students. One of the best methods of maximizing returns is the advance orientation of students who will be asked to respond to questionnaires at a later date. Before students leave your program, tell them that they will be receiving a follow-up questionnaire through the mail during the fall of the year. If at all possible, review the questionnaire and its purpose with them so they can raise any questions they may have.

**Sample Alert Letter (Body)**

In the near future, you will receive a questionnaire concerning your experiences since leaving our school. I would appreciate your cooperation in completing and returning the questionnaire. The questionnaire is designed to aid in improving our Business/Marketing Education program for the future. Your responses to the questions will be of tremendous aid to us and to the students now enrolled in the program. Your answers will be kept in strictest confidence.

I look forward to getting your response!

**Sample Cover Letter (Body)**

Each year the faculty and administration of \_\_\_\_\_ (High School or Career Center) ask our graduates to evaluate the Business/Marketing Education program.

As a graduate of the Business/Marketing Education program, you are being asked to participate in a follow-up study. A summary of where our graduates are currently employed or enrolled in post-secondary education is necessary for continued funding of our program. We also need your suggestions as to how we can make the Business/ Marketing Education program better.

You will make a tremendous contribution to the future improvement of the program by completing and returning the enclosed survey. The information you supply will be treated in strict confidentiality. Please take a few minutes to complete this form and return it in the enclosed envelope by \_\_\_\_\_.

Thank you for your help. If I can be of any assistance to you, please contact me.

**Sample Second Request Cover Letter (Body)**

The response to our request for information from former students of the Business/Marketing Education program has been most gratifying. The returned questionnaires are being analyzed and I hope to have the report completed in a few weeks.

Perhaps the first questionnaire we sent to you has been misplaced, so I have enclosed another for your convenience. I hope to have all of our former students respond so that the results will be as accurate as possible.

Please use the enclosed envelope to return the completed questionnaire today. Thank you for your cooperation!



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SAMPLE FOLLOW-UP SURVEY OF CAREER EDUCATION BUSINESS/MARKETING EDUCATION GRADUATES

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(Last Name) (First Name) (Middle Name) (Maiden Name)

(Address) (City) (State) (Zip)

Type of career education instruction you received at your high school, career center or community college:

- Business Management and Administration
  Information Technology  
 Finance
  Marketing

Present employment status (check one):

- Employed full-time in field (or related field) of study
  Employed part-time in field (or related field) of study  
 Other unrelated full-time employment

Field of employment (check one):

- Unemployed (check one)  
 Seeking employment
  Not Seeking employment  
 Unavailable (check one)  
 Attending school
  Military Service  
 Homemaker
  Other \_\_\_\_\_

If you checked "Other unrelated full-time employment" for number 1, which of the following reasons best answers why you took a job outside the field of study? (check one)

- Could not find job in area of study  
 Location of available job in area of study not convenient  
 Lacked the skill levels required for available jobs in area of study  
 Type of work undesirable  
 Better salary in job outside of field  
 Other (explain) \_\_\_\_\_

Did you receive job placement assistance from your high school, career center or community college?

- High School  
 Career Center  
 Community College

Present job title \_\_\_\_\_

How long have you been employed at this job? \_\_\_\_\_

What duties do you find most difficult? \_\_\_\_\_

What software packages do you use most frequently at your current employer(s) (i.e., Word, WordPerfect, Excel, etc.)?

- Word
  Access  
 Excel
  Other: \_\_\_\_\_  
 PowerPoint

What units of study in your career education study were most helpful? \_\_\_\_\_

What units of study in your career education study were least helpful? \_\_\_\_\_

For business students: Did your career education courses/program prepare you in the following areas to meet your employer's requirements? If so, what was employer's requirement? \_\_\_\_\_

Place a checkmark in the appropriate column beside each area:

	YES	NO	N/A		YES	NO	N/A
Cable Wiring/Installing				Keyboarding*			
Calculators				Loading Software			
Chart and Graph Preparation				Machine Transcription*			
Composition (letters, etc.)				Network Management			
Computations/Verifications				Presentational Software			
Computer Programming				Problem-Solving			
Configuration Routers				Processing Mail			
Copy/Fax Machine				Proofreading			
Database Software				Records/Reports Compilation			
Decision-Making				Spreadsheet Software			
Desktop Publishing				Stress Management			
Editing/Revising				Tasks Prioritization			
Electronic File Management				Telephone			
Electronic Forms				Text/Graphics Scanning			
Electronic Mail				Time Management			
Filing (Manual)				Website Development			
Grammar and Punctuation				Word Processing			
Human Relations				Work Habits			
Internet							

What suggestions or recommendations would you make to improve the effectiveness of career education at your local high school, career center or community college?

\_\_\_\_\_

Other Comments: \_\_\_\_\_

## MISSOURI SCHOOL IMPROVEMENT PROGRAM (MSIP)

The Missouri School Improvement Program has the responsibility of reviewing and accrediting the 522 school districts in Missouri. The process of accrediting school districts is mandated by state law and by State Board of Education regulation.

The Department believes high expectations, a clear vision and a few very focused, high impact goals will be critical to drive the improvement efforts necessary to bring about positive results.

Refer to the MSIP 5 Guidance Document for the latest information. <http://dese.mo.gov/sites/default/files/MSIP-5-comprehensive-guide.pdf>

### MSIP 5 Policy Goals

- Articulate the state's expectations for student achievement with the ultimate goal of all students graduating ready for success in college and careers;
- Distinguish performance of schools and districts in valid, accurate and meaningful ways so that districts in need of improvement can receive appropriate support and interventions and high-performing districts can be recognized as models of excellence;
- Empower all stakeholders through regular communication and transparent reporting results; and
- Promote continuous improvement and innovation within each district.

### MSIP Standard Information

MSIP 5 Performance Standard 3: Indicator 4 - College and Career Readiness (CCR) (K-12 LEAs only) — The district provides adequate post-secondary preparation for all students.

- The percent of graduates who earned a qualifying score on an Advanced Placement (AP), International Baccalaureate (IB) or Technical Skills Attainment (TSA) assessments and/or receive college credit through early college, dual enrollment or approved dual credit courses meets or exceeds the state standard or demonstrates required improvement.

### TSA/IRC Comparison Chart

Perkins TSA	MSIP5 IRC
Federal reporting requirement for Perkins recipients	Optional state reporting for districts
Student must be a concentrator that completes an approved CTE program	Student does not have to be a concentrator or complete a CTE program
Reported in MOSIS	Reported in MOSIS
Does not require a certificate from industry after successfully completing the assessment	Requires a certificate from industry after successfully completing the assessment
100% of all students who are concentrators and complete an approved CTE program are required to take a TSA assessment	No requirement on the percentage of student who receive an IRC
Must be a career education student in an approved CTE program	For all students
For all secondary and postsecondary students enrolled in an approved CTE program and a Perkins recipient	Only secondary students

## POSTSECONDARY INTEGRATION

*Jobs that will dominate the U.S. economy require “at least a high school education; more likely, though, they require some level of postsecondary education and/or training, resulting in a two- or four-year degree, an industry-recognized credential, a certification or some other terminal indication of mastery,” according to an affiliate of the U.S. Chamber of Commerce (Institute for a Competitive Workforce, 2008).*

To flourish in a dynamic, global economy, every student deserves an education that culminates in 21st century readiness for college, careers and civic participation. Many students need additional preparation to handle the increasingly higher expectations of postsecondary education, employment or civic responsibility.

Curriculum integration has the potential to enable students to achieve higher levels of both academic and occupational competency. The major thrust of curriculum integration efforts at the high school level typically combines the best curricular and pedagogical processes and practices of both the academic and the business and marketing education curricula. This combining of curricula helps reinforce and ensure that students learn both the theory and the application of the specific content areas involved. This intensified learning strengthens students’ workplace readiness, furthers their postsecondary educational opportunities and ultimately enhances their quality of life.

Page 42 of the Graduation Handbook has additional information pertaining to dual credit, dual enrollment and dual counting for state aid of high school juniors and seniors in college courses.

[http://dese.mo.gov/sites/default/files/Graduation\\_Handbook.pdf](http://dese.mo.gov/sites/default/files/Graduation_Handbook.pdf)

### **Improving Transition**

Students’ high school experiences often do not prepare them adequately for postsecondary education and the world of work. Special attention should be paid to increasing the rigor, relevance and engagement of the high school curriculum, including for students who have traditionally faced barriers to successful postsecondary transitions.

A number of promising approaches are available to improve transitions from high school. Consider each of the following in creating a seamless transition for your students.

- Is your high school curricula aligned with graduation standards and assessments with the expectations of postsecondary educational institutions and employers?
- Is your high school being held accountable for increasing the percentage of graduates who complete a curriculum that prepares them for postsecondary education and do they intervene early, when students are developing their college and career aspirations?
- Do your courses emphasize rigor and high expectations for students, along with appropriate counseling and other support?
- Are you integrating strong academic content in your career-focused classes?

### **Dual Credit Option**

For programs interested in dual credit agreements, be aware that dual credit programs should reflect a commitment to high quality and integrity. The primary purpose of offering dual credit courses is to deliver high-quality introductory college-level courses to high-performing high school students. Each dual credit course should involve the same academic rigor and evaluation criteria as that of its campus-based equivalent.

Dual credit programs are established through an arrangement between a high school with an established need and a Missouri institution of higher education. High schools and institutions providing dual credit courses should work cooperatively to ensure that students enrolled in those courses meet minimum qualifications as outlined in the dual credit agreement(s).

Based on prior academic performance, high school students should demonstrate a high likelihood of success in dual credit courses. In addition, students in dual credit courses should have access to student services and academic support similar to those accorded students on the traditional college campus, i.e., advisors, adequate library services and other resources requisite for college-level academic performance.

### **Articulation of Instruction**

Articulation is achieved through competency-based curriculum at all levels, with instructors agreeing on performance standards. Teachers' at all instructional levels, who teach similar K-16 courses, work together to ensure students move with continuity and without hindrance through all levels of the education process. This is accomplished by developing Programs of Study. Educators should look at similarity of all courses, elementary through postsecondary, to ensure that students achieve a higher competency level with each course.

Articulation agreements should be developed between secondary and postsecondary business instructors to ensure a seamless transition to an associate or bachelor's degree. Such articulation agreements help students. Agreements may include grading methods, content requirements, secondary and postsecondary course listing, grading requirements, postsecondary application procedures, program administration and review, methods of recruitment and student support, portfolios and signature by major stakeholders. (Curriculum Integration: Optimized Learning for High School Students, Jim Mansfield and Lonnie Echternacht, 1999 NBEA Yearbook)

It is vital that your school collaborates with postsecondary institutions, economic development agencies and employers to help create smoother transitions to college and the workforce.

The following links may be useful for students as they prepare for postsecondary options.

- [Missouri Connections](#) – Open the door for career awareness and exploration, search and compare colleges, prepare for transition to postsecondary education and the world of work. Students can use the online system at no charge.
- [Imagine American Foundation](#) – Scholarships and financial aid for education, sector research and honors achievement in career education and promotes the benefits of careers.
- [Mapping your Future](#) – Information on financial strategies, career options and college planning

### **Articulation Agreements vs. Dual Credit**

Articulation agreements are written contracts between a secondary school and a postsecondary institution in which specified high school courses are aligned with corresponding courses at the postsecondary institution. Upon completion of the high school course and the subsequent enrollment of students at the postsecondary institution, students will be awarded college credit as specified within the agreement.

Dual credit courses are courses taught on the high school campus in which the student is concurrently earning both high school and college credit. The student is awarded college credit immediately upon completing the course and the course is placed on the transcript of the college offering the course. Students do not have to enroll in that college after graduation to receive the credit.

Dual enrollment is defined as high school students taking postsecondary classes and who are physically present on the postsecondary education campus for those classes.

Page 42 of the Graduation Handbook has additional information pertaining to dual credit, dual enrollment and dual counting for state aid of high school juniors and seniors in college courses. Graduation Handbook: [http://dese.mo.gov/sites/default/files/Graduation\\_Handbook.pdf](http://dese.mo.gov/sites/default/files/Graduation_Handbook.pdf)

## FUNDING

### 50/50 Reimbursement

50/50 Career Education Grant funds are available for improving Career and Technical Education programs through the purchase of equipment or curriculum enhancement resources. Monies are available on a 50 percent matching basis (50 percent local district reimbursement and 50 percent state reimbursement). The district may NOT use Enhancement Grant funds or Perkins funds to match the funding of the 50/50 reimbursement.

50/50 applications are accepted throughout the school year as long as funding is available.

### Funding Requirements

- Consistently maintain all components of an approved program, as outlined in *Assurances* section found on the *Application for Approval of Career Education Programs* application.  
[http://dese.mo.gov/sites/default/files/MO\\_500\\_2457\\_08\\_11\\_ce-application-secondary-adult-only-programs-of-study-2014-12-30.pdf](http://dese.mo.gov/sites/default/files/MO_500_2457_08_11_ce-application-secondary-adult-only-programs-of-study-2014-12-30.pdf)
- Offer three sequential credits of business or marketing each year. If this is not met, a letter of explanation may be submitted to the BMIT Director ([Lori.Brewer@dese.mo.gov](mailto:Lori.Brewer@dese.mo.gov)).

### Unapproved Items

1. Annual/reoccurring licensing or subscription fees, except curriculum or materials needed to aide in the implementation of the curriculum
  - a. Multi-year subscriptions are typically cheaper than paying for a one year subscription per student. If these subscriptions are to be used ONLY in the classroom stated on the information form, an allowance may be made for this purchase in an effort to ultimately save funding monies. Please contact the 50/50 coordinator directly to answer questions about your specific request of this nature.
2. Facility improvements or repairs (cabinets, flooring, air conditioning, wall removal, interior/exterior construction, etc.
3. Fax or copying machines
4. Furniture – no teacher or student furniture
5. Items requested that will be used by others in your district, i.e. a server, will be approved at a prorated rate.
6. Items under \$200, with the exception of software. Items under \$200, except software, can be purchased as a part of a bundle. The invoice MUST show the bundle price not a unit price showing under \$200 per item.
7. Service contracts/maintenance agreements
8. No consumable items (paper, toner, ink)
9. Items that cannot be used in current year (max amount not to exceed highest average enrollment)
  - a. EXAMPLE: Computer Applications average 3 year enrollment is 25. 50/50 funds can be used to purchase a quantity of 25. If it is cheaper to purchase a quantity of 100, the total expenditure should then be the unit price of each item multiplied by 25.
10. Keyboarding software or materials

### 50/50 Forms

- FV4: An FV4 is a form submitted to apply for funds.
- FV2: An FV2 is a form submitted to receive reimbursement.
- 50/50 Career Education Equipment/Educational Resource(s) Information Form: Referred to as “information form”, this form requests information pertaining to the program, teacher and relevance of the item(s).

### 50/50 Definitions and Clarifications

- All forms must be emailed to [dese.bmit@dese.mo.gov](mailto:dese.bmit@dese.mo.gov) or [tammy.stains@dese.mo.gov](mailto:tammy.stains@dese.mo.gov). Do NOT fax or mail.
- You must submit one FV4 per classroom.
- You must submit one information form per classroom.
- The “school district/LEA contact” listed on the information form is the person who can answer questions relating to the submitted 50/50 paperwork.
- 3 Year Average Enrollment (Example):
  - You taught three credits (3 different classes) of Computer Apps all year long during the past three school years.
    - Enrollment year 1: 20, 23, 25 (AVERAGE: 23 – rounded up)
    - Enrollment year 2: 22, 23, 28 (AVERAGE: 25 – rounded up)
    - Enrollment year 3: 20, 26, 18 (AVERAGE: 22 – rounded up)
      - AVERAGE ENROLLMENT = 24 (rounded up)
- Please email [dese.bmit@dese.mo.gov](mailto:dese.bmit@dese.mo.gov) if you are unable to expend any of or only a portion of the funds approved on the FV4. This will allow us to reallocate those funds.

### QUANTITY

Items requested on a 1:1 basis are based on the previous 3 years’ average course enrollment. There are two exceptions:

- 1) If students in various classes need their own unique login, the teacher may request an online subscription for each student. Please note this on the information form.
- 2) Enrollment in Personal Finance does not factor in the granting of items on a 1:1 basis due to it being a required course for all high school students and not CTE specific.

### TIMELINE

July 1	FV4 and information form due (1 <sup>st</sup> round)
February 1	FV2 and invoice(s) due (1 <sup>st</sup> round approval) <ul style="list-style-type: none"> <li>• <i>Two (2) signed originals of the FV2 found at <a href="http://dese.mo.gov/sites/default/files/MO_500_1303_06_12_FV2.pdf">http://dese.mo.gov/sites/default/files/MO_500_1303_06_12_FV2.pdf</a>.</i></li> <li>• <i>Both FV2s must have the original signature of the appropriate school district official.</i></li> <li>• <i>All invoices for equipment costing over \$1000 per unit, must show the model and serial numbers.</i></li> <li>• <i>Invoices should not contain any breakdown of bundled pricing but should be reflect the same amounts as submitted on the FV-4.</i></li> </ul>
February 1	FV4 and information form due (2 <sup>nd</sup> round)
April 1	FV2 and invoice(s) due (2 <sup>nd</sup> round approval)

\* Equipment in Career Education programs should reflect equipment currently used in business and industry. All equipment purchased for the approved career education program must be located in the approved program for a minimum of three years.

### ENHANCEMENT GRANT

Website: <http://dese.mo.gov/college-career-readiness/career-education/program-management-account-finance/grants>

The purpose of the Vocational-Technical Education Enhancement Grant is to expand and enhance the quality of Missouri's occupational preparatory (long-term) career education programs through improved alignment with business and industry occupational training needs and increased emphasis on training in occupations that have been determined to be in critical shortage.

**HAVE A QUESTION REGARDING THE ENHANCEMENT GRANT? EMAIL [ENHANCEMENT@DESE.MO.GOV](mailto:ENHANCEMENT@DESE.MO.GOV)**

## CAREER AND TECHNICAL STUDENT ORGANIZATIONS (CTSO)

Career and technical student organizations (CTSO) provide essential opportunities for students to develop and refine the skills required in their chosen occupational area. Student conferences, competitions, workshops, community service and other activities make education more enjoyable and effective. CTSOs may be fully integrated into the instructional program as a supplement to regular classroom instruction. When properly planned and conducted, CTSO activities strengthen learning in the classroom. Below are some of the benefits of DECA and FBLA-PBL.

### **DECA Advisor/FBLA Adviser:**

- creates linkages between students and business/industry leaders
- develops leaders who can be of assistance in the classroom
- enriches classroom teaching and motivating students to learn
- establishes rapport with students
- expands professional experience (networking)
- develops personal leadership

### **Student:**

- acquires a healthy, career-oriented competitive spirit
- acquires an appreciation of the responsibilities of citizenship
- acquires an understanding of the free enterprise system
- applies occupational competencies necessary to succeed in business
- develops problem-solving and decision-making competencies
- gains an awareness of social, civic and business responsibility
- gains greater proficiency in communication
- gains leadership characteristics
- gains student-teacher rapport
- becomes goal-orientated
- increases employability skills
- learns first-hand from business leaders
- networking opportunities
- obtains more self-confidence and self-esteem
- receives scholarships
- travels and experiences outside of the classroom

### **Administration and School:**

- alignment of competitive events with national curriculum standards
- enhances student motivation to perform well
- helps students focus on college and careers
- increases student retention
- increases the likelihood of students pursuing post-secondary education
- maintains heightened visibility in the community
- provides relevance between school and the outside world
- supports in part by state and federal career education funds

### **Business and Industry:**

- builds student respect for work
- establishes the opportunity to assist in shaping school curriculum
- provides tax revenues on student earnings
- reduces employee turnover and training costs
- yields public relations benefits



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 DECA

Website: [www.missourideca.org](http://www.missourideca.org)



### What is DECA?

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 215,000 members in all 50 United States, the District of Columbia, Canada, China, Germany, Guam, Mexico, Puerto Rico and Spain. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs. The High School Division includes 200,000 members in 3,500 schools world-wide. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community-oriented, professionally responsible, experienced leaders.

Please visit [https://docs.wixstatic.com/ugd/34f2fa\\_d221acf408e34524b454de06b4745d95.pdf](https://docs.wixstatic.com/ugd/34f2fa_d221acf408e34524b454de06b4745d95.pdf) for more information regarding Missouri DECA.

### What does DECA do?

DECA provides avenues for personal and professional development in the 21<sup>st</sup> Century Skill areas of leadership, social skills, career awareness and community service. For over 70 years, Missouri DECA has provided services yearly to more than 8,000 students enrolled in 120+ Marketing and Cooperative Education programs throughout the state.

DECA, Inc. has 3 purposes: to assist state/provincial associations in the growth and development of DECA; to further develop education in marketing and distribution which will contribute to occupational competence; and to promote understanding and appreciation for the responsibilities of citizenship in our free, competitive, enterprise system.

DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946. Their strong connection with our organization has resonated into a brand that people identify as a remarkable experience in the preparation of emerging leaders and entrepreneurs. DECA's programs and activities have constantly evolved as we use the latest technology and apply cutting edge educational research.

### DECA Conferences

- Fall Leadership and State Officer Election Conference (FLC)
- State Officer Training Conference (SOT)
- Central Region Leadership Conference (CRLC)
- State CDC Planning Meeting
- State Career Development Conference (CDC)
- International Career Development Conference (ICDC)

### DECA Contact Information

Missouri DECA State Office  
 205 Jefferson St.  
 P.O. Box 480  
 Jefferson City, MO 65102  
 573-751-4367

DECA Inc.  
 1908 Association Dr.  
 Reston, VA 20191  
 703-860-5000  
 Fax: 703-860-4013



Website: <http://missourifbla.org/>

### What is FBLA-PBL?

Future Business Leaders of America-Phi Beta Lambda is a national nonprofit 501(c)(3) education association with over 225,000 students preparing for careers in business and business-related fields. The association is based in Reston, Virginia and has four divisions:

- Future Business Leaders of America (FBLA) for high school students;
- FBLA-Middle Level for junior high, middle and intermediate school students;
- Phi Beta Lambda (PBL) for postsecondary students; and
- Professional Division for businesspeople, FBLA-PBL alumni, educators and parents who support the goals of the association.

Missouri FBLA-PBL has nearly 17,000 members in 500 chapters across the state, making it the second largest chapter in the nation. Missouri FBLA members are active at district, state and national levels. The organization is hosted by the Missouri Department of Elementary and Secondary Education in Jefferson City, Missouri, under the direction of the state supervisor of business education.

FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. Intra-curricular activities include career exploration, civic service, economic education and technical skill advancement. FBLA-PBL also works to encourage and support entrepreneurship.

### What does FBLA-PBL do?

FBLA-PBL is an intra-curricular association of students, advisers and business professionals. With a mission to bring business and education together, all activities created by the association promote business. Through conferences, students can engage hands-on with business and industry. Through competitive events, students can create their own work to showcase career and technical education skills. By running for local, district, state or national office, students can learn the value of leadership, teamwork and personal development.

### FBLA Conferences

- Creating Leaders and Unleashing Excellence (CLUE)
- Show Me Leadership Conference (SMLC)
- District Leadership Conferences (DLC)
- State Leadership Conference (SLC)
- NLC Bootcamp
- National Fall Leadership Conference (NFLC)
- National Leadership Conference (NLC)

### FBLA Contact Information

Missouri FBLA State Office  
205 Jefferson St.  
P.O. Box 480  
Jefferson City, MO 65102  
573-751-4367

FBLA-PBL National Center  
1912 Association Dr.  
Reston, VA 20191  
703-860-3334  
Fax: 866-500-5610

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 BMIT FAQ
**50/50**

1. **What are the necessary forms?** The FV4 is the form you submit to request funds. You must also submit the information form. The FV2 is the form you submit for reimbursement. <https://dese.mo.gov/college-career-readiness/career-education/forms>
2. **Who do I direct all my questions to regarding 50/50 money?** Direct your questions to [dese.bmit@dese.mo.gov](mailto:dese.bmit@dese.mo.gov) or [tammy.stains@dese.mo.gov](mailto:tammy.stains@dese.mo.gov).

**CCE**

1. **What's the difference between CCE, SBE and SME?** SBE and SME are programs under the cooperative career education (CCE) umbrella. SBE and SME must follow the guidelines outlined within CCE, but can also have additional guidelines that must be followed. <http://dese.mo.gov/sites/default/files/bmit-cce-handbook.pdf>
2. **Can a student be enrolled in the work experience without being enrolled in the course?** No. Students must be enrolled in a DESE-approved career education program with classes which are concurrent with the off-campus experience. The related instruction may be less frequent than daily but must comply with the approved program standards. <https://dese.mo.gov/sites/default/files/bmit-cce-handbook.pdf>, [https://dese.mo.gov/sites/default/files/bmit-bmit-policies-for-credit-supervised-employment-2013\\_0.pdf](https://dese.mo.gov/sites/default/files/bmit-bmit-policies-for-credit-supervised-employment-2013_0.pdf)
3. **Can students receive a wage when enrolled in a CCE program?** Students may or may not receive pay.

**DATA**

1. **What is my county district code?** Look up your county district code [here](#).
2. **Can I name a course whatever I'd like?** Yes. The course name does not matter. As long as the course contains all the course objectives, you can name it what you would like. The course code is what matters. Competencies: <http://dese.mo.gov/college-career-readiness/career-ed-programs/business-marketing-it-ed/curriculum/business-competencies>
3. **Where can I find information about CTE enrollment numbers?** Program Statistics: <http://dese.mo.gov/college-career-readiness/career-education/program-management-accounting-finance/program-statistics>
4. **Do I have to follow up on every CTE student, even those who only took Personal Finance?** Students who take Personal Finance as a CTE course in grades 9-12 must be followed up on 180 days after graduation.
5. **I taught 6 business courses for a total of 4 credits. Why do you show I taught less?** The person responsible for entering data into Core Data may have missed the following important information. If the information is entered incorrectly, the BMIT section cannot change your data that is the responsibility of your district's Core Data person. All approved business courses must be coded to the program code 0204 (CTE column). All approved marketing courses must be coded to the program code 0404 (CTE column) and Cooperative Education coded to 0304. The credits earned per course (Crdt) must be entered as well. As you can see in the following example, Introduction to Business and Computer Applications, both approved business courses, are not coded to 0204 and the credit earned was 0. Upon review of this data, it is evident that the course had an enrollment as shown under the "Enr" column.

REPORT NO: HQ01  
 RUN DATE: 8/12/2015  
 RUN TIME: 12:27:37 PM

MISSOURI DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION  
 STAFF ASSIGNMENTS REPORT 2015

SELECTIONS : 0204																	8/11/2015					
SSN/Name:																	Class/Org:		Supv:			
Schl	Pos	FTE	CTE	Asgn	Course	Na/Name	Seq	Gr	Pr	DS	CC	S	Min	Crdt	Enr	AC	AC MSG	HQ	HQ MSG	Degree:		
																	Dist	Yrs	Exp:			
1050	60	0.25	0704	1	996400	PERS FIN	0	13	01			1	225	0.50	7	Y						
				2	996400	PERS FIN	0	13	01			1	225	0.50	12	Y						
				3	996400	PERS FIN	0	13	01			2	225	0.50	5	Y						
1050	60	0.33		1	034300	INTRODUCTION	0	13	00			2	225	0.50	8	Y						
				2	034352	M-COMP APP	0	08				0	225	0.00	9	Y						
				3	034352	M-COMP APP	0	08				0	225	0.00	7	Y						
				4	034352	M-COMP APP	0	08				0	225	0.00	7	Y						
				5	034352	M-COMP APP	0	08				0	225	0.00	7	Y						

### PROGRAM SPECIFIC

- Does Personal Finance HAVE to be taught in the 11-12 grade?** It is recommended that the Personal Finance course be completed after the ninth grade because of the specific content and its relevance for persons reaching the age at which they must begin to assume financial responsibilities. However, grade level designations are not included in the Rule, so the grade level at which Personal Finance may be taught is ultimately an individual school district's decision. Although the Graduation Handbook does refer to specific grade levels at which the course is to be offered, that document is meant for technical assistance only.
- How many credits is each course worth?** The granting of credit is a local decision.
- Is my program approved?** Visit <https://apps.dese.mo.gov/CoreData/CareerEdApprovedCourses.aspx> to see if your program is approved. You must know the county district code. See "Data" question 1 for your county district code.
- Who do I talk to about my certification?** Email [Cami.Bowman@dese.mo.gov](mailto:Cami.Bowman@dese.mo.gov).
- Who do I talk to about the Enhancement Grant?** Janice Rehak is the DESE contact. Email [enhancement@dese.mo.gov](mailto:enhancement@dese.mo.gov). Visit <https://dese.mo.gov/college-career-readiness/career-education/program-management-account-finance/grants> for more information.