



Teaching Business Technology Education as an Intra-Curricular Program Strategy

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Presentation Goals

Provide an overview of

- California's Economy and Workforce
- Evolving Business Technologies
- Coherent Career Pathways
- Intra-Curricular Program Requirements

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Every Student Succeeds Act (ESSA) of 2015

ESSA sets a new course for the federal role in public education

- Requires every state to have a statewide accountability system take effect in 2017–18 school year
 - Multiple indicators
 - Academic achievement (most weighted indicator)
 - High school graduation rate
 - At least one "valid, reliable, comparable, and Statewide" indicator of school quality (i.e. career and college ready)
 - Meaningful differentiation between schools
 - School supports and interventions

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Every Student Succeeds Act (ESSA) of 2015

ESSA Funding

- > **Title I funding formula remains the same**
 - > Optional 3% set-aside for Direct Student Services (allowable expenditures include academic/CTE coursework)
- > **Title IV Student Support and Academic Enrichment Grants**
 - > Well-rounded educational opportunities activities include:
 - > Career and college counseling/guidance
 - > Community involvement
 - > Effective use of technology
 - > Developing strategies for use of digital learning technologies

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The Golden State!



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Pony E-Mail



6



St. Joseph to Sacramento



7



Floral and Romantic Wealth



8



Climatic and Mineral Wealth



9



Intellectual Wealth Drives 21st Century Economies





Convergence of Technologies



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Business Technologies

➤ A wide range of hardware, software and services that keep companies running and enhance operations.

➤ Plays into every aspect of a business, from accounting to customer communications to product design and development.

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Business Technologies

- Provides more powerful and less expensive options.
- Help small business look bigger than they are and keep them ahead in a competitive marketplace.

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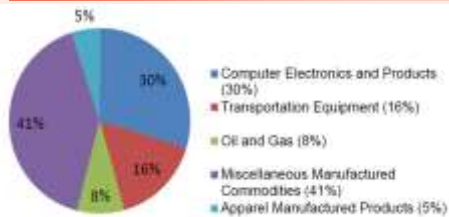
Where Silicon Valley goes, Business follows.

"There's a strong case to be made that Silicon Valley and nearby San Francisco have become the center of the world, displacing even New York and London. That's because the computer industry is centered there, and technology currently is the number one force that is changing the business landscape. Even if a business has nothing to do with technology, it is strongly influenced by the trends that emerge from the Valley. Not only are the tools changing, so are the business processes as a result of new technology such as mobile, cloud computing and wearables." JT Ripton

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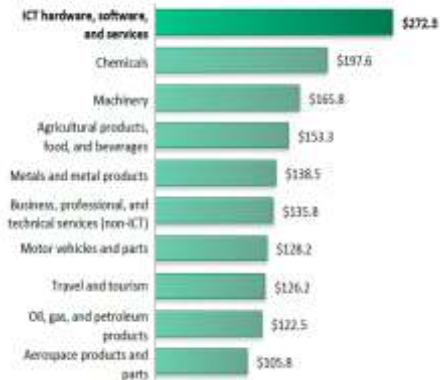
Computers and Electronics products are California's largest export industry (42.4 Billion in 2013)



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Top U.S. Exports by Sector, 2012 (\$B)





California US District 18





Six Technology Trends

Payments: Paypal, Mobile, Internet, Apple and Google Pay...

Security: Critical to business success.

Embedded Communications: 24/7/365 help available.

Wearables: Fit Bit, Watches, Clothing Design.

Cloud and Fog: 93% of businesses use for business software.

Connected devices: Real-time updates, connected cars.

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HS Hacks 1200 Students





Hacking a Drone





Girls Allowed



22



California needs talented people with Business Technology skills.



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Why CTE?

- Instructional Strategy.
- Employment.
- University Acceptance.
- Skills for Personal Success.

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✓ Instructional Strategies

- High-quality curriculum and instruction
- Academic and cognitive reinforced with applied knowledge
- Standards aligned and Integrated

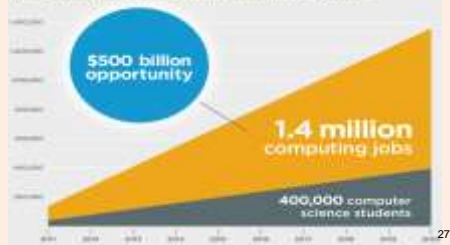
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✓ Employment

1,000,000 more jobs than students by 2020





BLURRING LINES

How Business and Technology Skills Are Merging to Create High Opportunity Hybrid Jobs

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Merging Skill Clusters

- Web Development & Design
- Digital Marketing & Marketing Automation
- Mobile Development
- Data Analytics
- Product Management
- User Interface/User Experience

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✓ University Acceptance



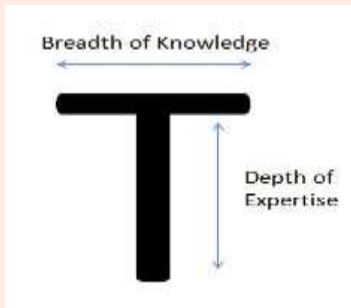
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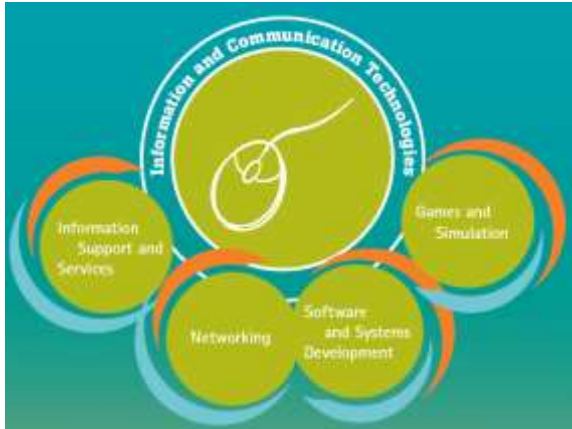
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✓ Skills for Personal Success











What is a Career and Technical Student Organization (CTSO)?

U.S. Code, Title 20, Chapter 44, Section 2302:

“... means an organization for individuals **enrolled in** a career and technical education program that engages in career and technical education activities as an **integral part** of the instructional program.”

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Standards

Knowledge and Performance Anchor Standards.....	2
1.0 Academics.....	2
2.0 Communications.....	3
3.0 Career Planning and Management.....	3
4.0 Technology.....	3
5.0 Problem Solving and Critical Thinking.....	3
6.0 Health and Safety.....	4
7.0 Responsibility and Flexibility.....	4
8.0 Ethics and Legal Responsibilities.....	5
9.0 Leadership and Teamwork.....	5



What Does Intra-Curricular Mean?

- Intra-Curricular refers to the activities, programs and learning experiences that students are learning in the classroom during the day.
- California FBIA intra-Curricular activities are embedded and integrated into classroom instruction and aligned with California's CTE Anchor Standards and Standards for Career Ready Practices.

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How Are FBIA Activities Integrated into Courses?

- Map FBIA activities with California's State Standards with a focus on: Service, Leadership, Responsibility Ethics, Professional Dress, Entrepreneurship, Public Relations, Fundraising.
- Look at CTE Anchor Standards, including alignment to academic standards. See page 6 of the California CTE Model Curriculum Standards for an example of how the eleven CTE Anchor Standards align with California's English Language Arts Standards.

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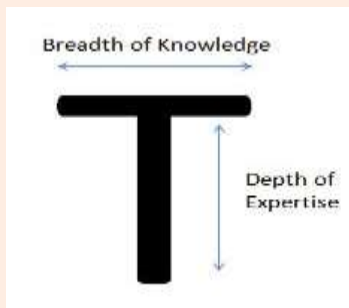
MBA Research Crosswalk

MBA Research shows how FBLA competitive events align with course subjects and national business standards.

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Goal: T-Shaped Individuals!





Thank You!

Please contact me if you would like additional information.

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