



North Dakota Career & Technical Education
Wayde Sick, Director
Mark Wagner, Assistant Director

April, 2021

Newsletter

Marketing Education and DECA Spring Update

- Kevin Reisenauer, Supervisor, Marketing Education

Marketing Education programs and students continue to thrive and reach for the Next Level. That was the theme for this past year, Next Level, and North Dakota members didn't let anything stop them from achieving their goals...well...except for some guidelines due to COVID.

Programs and Course Offerings

There are fourteen courses that can be offered in an approved program in Marketing Education. The pathways begin with a "principles course" such as Principles of Marketing or Principles of Entrepreneurship, encouraging a pathway for students to follow through a second- or third-year course. Students in a three- or four-year program typically complete the program of study with School Based Enterprise, Cooperative Work Experience, or Work Based Learning. The newest course offerings added in the last few years are Hospitality and Tourism Marketing and Social Media Marketing. The most popular courses offered are Sports and Entertainment Marketing, Marketing, Management and Principles of Finance (personal finance). All courses are considered part of an approved program and are funded through North Dakota CTE. A complete list of courses and descriptions can be found at: <https://www.nd.gov/dpi/sites/www/files/documents/SAO/Course%20Codes/CTE%20Marketing.pdf>

Professional Development and Curriculum Options

North Dakota is a member of the MBA Research Consortium who develop standards and curriculum for marketing programs. Many curriculum items are free of charge to all teachers in North Dakota, including Ethics Case Studies (provided twice monthly), curriculum guides, work based learning materials, and lots more. All teachers in North Dakota also receive a discount on 'for sale' items, including Learning Activity Packets for each standard. These are all validated by business and industry. In October the MBA Conclave is scheduled to be held in Columbus, Ohio. Marketing teachers are encouraged to attend the North Dakota CTE Professional Development Conference in August.

DECA Conferences were held virtual in October, but in-person in March

Guidelines were in place to provide an in-person DECA Conference and competition in March for high school students. Numbers were limited and determined by the exam scores taken at their home schools. Students attended a two day conference allowing them to compete in-person, following COVID guidelines, and were able to elect new officers while networking with other members. DECA members attended a "Watch Party Celebration" on Tuesday morning to hear the names announced as winners in events. Sponsors provided a Celebration box of snack items for all competitors.

Dates of Interest

April 2, 2021
State Holiday
CTE Office Closed

April 30, 2021
Requests for New CTE
Programs are Due

April 30, 2021
State Plans for 2021-2022
are Due

April 30, 2021
Perkins Plans for 2021-2022
are Due

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Digital tools to Enhance & Engage Student Learning

-Tracy Becker, Supervisor Information Technology

Time, time, time.

It is something we could all use some more of, but we can never gain any extra. As educators, it takes time to research, time to create, and time to reflect on the tools that we use with our students. To help you save some of your time, check out these digital tools as you are looking to bring a new twist to your lessons and those classes that are fully virtual, hybrid, or face-to-face. Most include teacher resources and community support.

Engaging Presentation Tools



Used as an interactive presentation tool, **Pear Deck** actively engages students.

Presentations are created utilizing Google Slides and students interact with questions. Teachers can monitor student's individual process or as an entire group. www.peardeck.com

EdPuzzle is all about videos. Teachers can make any video a lesson by finding (or uploading your own) a video, recording your own voice to personalize the lesson and hold students accountable by embedding questions directly into the video. www.edpuzzle.com.



Interaction & Discussion Tools



Flip Grid allows teachers to create grids to facilitate video discussions. Much like message boards, the teacher can pose a question

or topic and students can post their responses by video in a tiled grid display. www.flipgrid.com

Yo Teach. If you had ever used *Today'sMeet*, you sadly know that it no longer exists... BUT that's OK; **Yo Teach** is here! Yo Teach is simple, it's a discussion tool to allow for teachers to create backchannel spaces to facilitate discussions. Password functions, the ability to remove students, delete room, and view statistics about the usage of the room give teachers total control. www.yoteachapp.com/



We probably have all at least tried it before, but have you checked out **Kahoot** lately? This interaction platform gamifies learning and discussion. New updates allow for teachers to connect with other teachers and also integrate into platforms such as Google Hangouts, Zoom, and Teams. www.kahoot.com

Resources and Miscellaneous



Activities, Games and Ice-breakers... OH MY!

Playmeo is your one stop shop for ideas and resources. The activities list is constantly growing so check back often.



Feeling Creative? **Canva** brings visual learning to the next level with drag-and-drop tools to make designing easy. **Canva** is optimized for Chromebooks; it's a plus for many schools that are one-to-one. www.canva.com/education/

Enhance your skills with online teacher training

Whether you're a "Google" School or a "Teams" School, there are excellent sites to support your continued desire to learn more. Again, paid or free, these site include discussion forums, educator resources, and even webinars for additional support.

www.simplek12.com provides resources and learning opportunities to teachers in variety of categories including Google, Google Chromebooks, differentiated and personalized instruction, blended learning, and even more web tools.

<https://education.microsoft.com> unlocks the power of Teams. Courses and resources are designed to help instructors master new skills in the classroom so that they feel confident to implement them in virtual, hybrid or face-to-face settings.

State Director's Column

-Wayde Sick, Director, North Dakota Career and Technical Education

2021 Legislative Update

This Legislative Update continues from the March issue of the newsletter. All bills must be reported out of committee in the second Chamber no later than April 9th. The North Dakota Constitution allows 80 days for legislative session, which is May 4th.

Below are a few highlights that directly impact North Dakota Career and Technical Education since my last update.

The House Appropriations, Education and Environment (E&E) Division, continues to work on SB2019 or the Department of Career and Technical Education Appropriations bill. Although nothing has been decided as of me writing this, here are the differences between the Senate version and what may be the House version.



- The Senate version held CTE funding whole, with increases of \$1.5 million for cost to continue and \$1 million for new and expanding CTE programs. House Appropriations E&E decreased the cost to continue from \$1.5M to \$1M.
- The Senate also included \$45 million for the expansion of new Career and Technical Education Centers, but House Appropriations E&E will remove this.
- The Senate reduced the Marketplace for Kids program from \$300,000 to \$250,000. The House has discussed restoring the \$50,000 cut.
- The Senate reduced the TrainND program from \$2M to \$1.9M, but the House has discussed restoring the \$100,000 cut.
- The Senate reduced the Farm Management Education program by \$138,111, bringing the line item to \$1,756,138. The House has discussed an additional \$50,000 reduction, bringing the appropriation to \$1,706,138.

Our focus during Conference Committee is to restore CTE Cost to Continue Funds and the Farm Management Education Program back to the Senate levels. The agency is also closely monitoring HB1380 and HB1431. HB1380 is the Legacy Funds Streaming Bill. This bill has been amended by the Senate Finance and Taxation Committee to include 5% of the Legacy Funds earnings for Workforce Enrichment Activities, to be determined by the 2023 Legislative Assembly. HB1431, or the Bonding Bill, was also amended by Senate Finance and Taxation to include \$60M for the upgrade and construction of Career and Technology Centers. Both bills have been re-referred to Senate Appropriations for their review.

The Agency is monitoring a few other bills, too numerous to mention. I will provide a full update in the May Newsletter at the conclusion of the Legislative Session, discussing all bills that impact Career and Technical Education.

To review any bills being acted upon in the 67th Legislative Assembly, including video and submitted testimony, please visit the North Dakota Legislative Branch website, linked below.

[67th Legislative Assembly | North Dakota Legislative Branch \(nd.gov\)](https://www.nd.gov/legislative)

Check out our website at www.cte.nd.gov

Wayde Sick

State Director

North Dakota CTE

CTSO Conferences in North Dakota scheduled the spring of 2021

*April 10-11
PBL, Virtual*

*April 11-12
FCCLA, In Person*

*April 1-16
Skills USA, Virtual Contests*

*April 19
Skills USA, In Person*

*June 7-10
FFA, In Person*

*June 14-16
CTSO Leadership Training
*may be additional training
days for some organization
leaders*

Andy Masters: Keynote at the CTE Professional Development Conference

Andy Masters will be the keynote speaker for the 2021 ND CTE Professional Development Conference.



Andy Masters ignites a cultural transformation to cultivate & empower future leaders, in order to improve performance, advance business growth, and transform customer experience — all within a creative, & high-morale work environment. Andy is an award-winning author and international speaker who has written 5 books, earned 4 degrees, and presented over 1,000+ entertaining and impactful programs for 100,000+ attendees.

Andy's professional career included working for two **high-profile performance improvement and marketing services firms**, where his clients included Lexus, Honda, Nestle-Purina, and Anheuser Busch. Andy escaped the corporate world just in time to preserve his sanity, as he followed his passion for speaking, consulting, and entrepreneurship in 2003.

Andy has earned the prestigious **"CSP" award/designation of the National Speakers Association (NSA)**, the highest international recognition for professional speakers, in which less than 10% of over 5,000+ speakers worldwide have achieved.

CTSO Leadership Perspective

In the past 4 years I have found my true passion through North Dakota Family Career and Community Leaders of America. My involvement provided me with a purpose to make the world a better place. This organization taught me how to work with others, leadership skills, empathy, problem solving, and social skills. Because of this organization I found myself and who I truly want to become. I will forever be thankful for my years in FCCLA.

Logan Blakenbaker is a senior at Bowman County High School where she is a fourth year member of FCCLA. She serves as president of North Dakota FCCLA.



Collegiate DECA Moves From February to March to Compete In-Person

-Kevin Reisenauer, Supervisor, Marketing Education

The Collegiate DECA Conference adjusted their schedule, registration, and conference location from February 8-9 to March 22-23 to hold their competition and conference in-person. Guidelines in place for DECA members, advisors, and judges allowed for students to gain valuable soft skills necessary for meeting with business professionals. Twenty different events were held, and students placing in each event qualified to represent North Dakota at the International Conference, held virtually in April.

COVID restrictions and guidelines were in place, eliminating the shaking of hands with judges and students, everyone wearing masks, and using social distancing.

Teams competing are from 9 different campuses in North Dakota. More than 50 will represent North Dakota at the International Conference in virtual competition.



ACTE Award Nominations to Recognize ND members

North Dakota ACTE administers the ACTE Excellence Awards. State award winners in these categories are eligible for Region V consideration. You can learn more about the Excellence Awards at: <https://acte.secure-platform.com/a/organizations/ND/home>

The award categories are:

- ACTE Teacher of the Year
- ACTE Administrator of the Year
- ACTE Postsecondary Teacher of the Year
- ACTE Counseling & Career Development Professional Award
- ACTE New Teacher of the Year
- ACTE Teacher Educator of the Year
- ACTE Carl Perkins Community Service Award
- ACTE Lifetime Achievement Award

All North Dakota ACTE Awards must be submitted by April 30, 2021. If you have questions contact any of the members of the North Dakota Association of Career and

Technical Education board members or the executive director, Carla Hixon.

If you are not a member of ACTE and need more information or would like to join the professional organization for all Career and Technical Education instructors, administrators or business people you may pay your membership dues at https://web.acteonline.org/ACTE/Join/Join_ACTE.aspx

Membership Categories

- Professional Membership
- International Membership
- Retired Membership
- Student Membership

For more information contact Carla Hixon, North Dakota ACTE Executive Director at NDACTE@outlook.com

North Dakota Career & Technical Education



Mark Wagner, Assistant Director,
North Dakota Career and Technical
Education

Mission of CTE

The mission of the State Board for Career and Technical Education is to work with others to provide all North Dakota citizens with the technical skills, knowledge, and attitudes necessary for successful performance in a globally competitive workplace.

Director's Award Nominations Due May 14

North Dakota Department of Career and Technical Education is seeking nominations for the CTE Director's Award of Excellence. Administrators are encouraged to nominate a worthy program from their institution. This award is an acknowledgement of superior CTE programs in North Dakota. Nominations may be from secondary, postsecondary, or continued education levels that have been operational for at least two years in the areas of:

- Agricultural Education
- Business Education
- Career Development
- Educational Equity/Nontraditional Careers
- Family & Consumer Sciences Education
- Health Sciences Education
- Information Technology Education
- Marketing Education
- Special Populations
- Technology & Engineering Education
- Trade, Industry, & Technical Education

Applications are due May 14th, 2021.

Award winners will be recognized at the Annual CTE Professional Development Conference, which will be on August 9 -11 at the Bismarck Event Center. A previous award winner is not eligible to win again until five years have lapsed. More information and an online application can be found at: <https://www.cte.nd.gov/pdc> Please consider nominating your worthy program.

North Dakota Career and Technical Education Professional Development Conference

August 9-11, 2021
Bismarck, North Dakota