



Greetings from South Carolina Career and Technical Education Business, Finance, and Marketing!

I am writing to inform you of upcoming important dates for professional development, standards revisions, and testing window for this fall. Also included is an update about last year's standards revisions, a technology resource, and financial literacy grant information.

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Upcoming Professional Development Opportunities and Important Dates

- ✓ **SC Virtual Teacher Professional Development: MS Access**, self-paced, free (\$0.00) and registration is at any time. Click to [register](#).
- ✓ **Fall SCDE Virtual Professional Development** is accepting registrations at this time. Window closes September 16. Classes begin October 4. Fees range from \$50 (self-paced) to \$225.00 (graduate credit). Classes include software skills, Read to Succeed endorsement, SCTS 4.0 domains, teaching in the virtual environment, differentiated instruction, for examples.
- ✓ **SCBEA Monthly Professional Development**
Join South Carolina Business Education Association and keep current with technology, curriculum, and best practices for your professional development. As a benefit of your \$21 membership dues, participate in monthly professional development opportunities, earn PD points, and enhance and expand upon your instructional and leadership skills in the Business, Finance, and Marketing classroom. For more information, visit the [SCBEA](#) website. "Like" their Facebook page and join in the twitter feed as well.
- ✓ **WIN Learning Career Readiness K-12 Courseware Training** Fall, 2021
Sessions have been scheduled to provide overview of the WIN CRSystem and hands-on practice in the Ready to Work. Essential Soft Skills, College Readiness and Supplemental Skills courseware, in addition to new features found in WIN Learning. Each session earns 3 CEUS. Go to [WIN Learning](#) to find out more information regarding dates and regions. You can also find video tutorials at this website.
- ✓ **SC DECA Advisor In-service** September 14, Lexington Technology Center
- ✓ **S.C. Economics Personal Finance Free Webinars**
S.C. Economics is offering free webinars to financial literacy teachers beginning September 15, Thursday nights at 6 pm. There is also a financial incentive to attend five or more live webinars. Visit [SC Economics](#) for more information.
- ✓ **"Establishing Goals for Effective Classroom Instruction" Webinar** September 9, 5:00-6:00 pm
All Business, Finance, and Marketing teachers are required to establish goals to demonstrate effective teaching. Join the conversation to brainstorm goals that promote the Profile of the SC Graduate and the High-Quality program indicators, Engaging Instruction and Student Assessments. To join the conversation, click [here](#) to register!
- ✓ **Ride the Wave to Success, SC FBLA!** SC FBLA will be hosting a virtual Fall Rally Saturday, October 17, 9:00 a.m. to 12:00 p.m. Topics include leadership, recruitment, and Business Achievement Award opportunities (BAA). Visit [SCFBLA](#) website for more information.
- ✓ **"How to Prepare Students for Certification", Business, Finance, and Marketing Webinar for High Quality Programs, Student Assessments** October 14, 5:00

This webinar provides a forum to share best practices among BFM teachers on how to prepare students for certifications, an accountability indicator for students to demonstrate career-readiness. Click [here](#) to register!

- ✓ **SC Finance Forum** October 27, Doubletree Hotel, Bush River Road, Columbia, SC
The annual SC Finance Forum will be held face-to-face (as of this posting) October 27, 8:30 – 3:00 pm. Teachers will have the opportunity to meet with financial literacy experts regarding updates, pedagogy, and resources to teaching and/or implementing financial literacy skills in the classroom. In addition, teachers will earn up to four (4) SCDE points and a financial incentive! For more information, go to [SC Economics](#) and follow the links to the SC Finance Forum.
- ✓ **Software Skills in Review (Part 1), Business, Finance, and Marketing Webinar** November 4, 5:00
Business, Finance, and Marketing teachers are constantly renewing, reviewing, and enhancing software skills needed to engage students in the classroom. Click [here](#) to join the conversation!
- ✓ **Business Course Standards Revisions Update** January 13, 5:00
Keep current with course standards revisions. 13 Business and Marketing courses are scheduled to be revised. Join the conversation to review the revised standards and learn of the new materials/resources/software the standards committees recommended for the courses. Click [here](#) to join the conversation!

2020-21 New/ Revised Standards/Curriculum Resources Revisions

This past year, all the courses in the table below were revised. All revised documents (standards, student profile, academic indicators, materials/resources, and equipment listing will be found on the [Standards webpage](#), organized by cluster. Part D, Personal Qualities and Interpersonal Skills, and Part E, Professional Knowledge, have also been updated to reflect 21st Century workplace skills as demanded by business and industry.

Business Administration and Supervision:	Marketing:
Digital Literacy	Marketing Management
Digital Publication Design	Sports and Entertainment Management
Global Business	
Integrated Business Applications 1	

2021-22 Proposed Course Standards Revisions

Business Administration and Supervision:	Marketing:
Computer Applications	Advertising
Digital Multimedia, Multimedia Basics	Digital Media Marketing
Digital Technologies	Fashion Marketing
Fundamentals of Business, Marketing, and Finance	Merchandising
Google Basics, Google Applications	Social Media Marketing
Image Editing	

(If you are interested in participating on standards committees contact ddepew@ed.sc.gov for more information.)

Priority Standards have been established for the high school Business, Finance, and Marketing courses. Please visit the CTE Program webpage for the link.

New Credentials/Certifications in the 2021-22 Student Reporting Guide

SC CTE Business, Finance, Marketing September, 2021 Update

All the Business, Marketing, and Finance certifications/credentials descriptions and links are found at the [CTE Programs Business, Finance, and Marketing](#) webpages. Be sure to vet your program credentials to your Advisory Council and your local business and industry partners.

End-of-Program Testing/Assessments



Mark your calendar! November 29, 2021 – January 31, 2022 is the fall testing window for the Business, Finance, and Marketing end-of-program technical skills assessments. Beginning this school year, each assessment has a PowerSchool code. For more information regarding CTECS and test administration, visit the [CTE Technical Skills Assessment](#) webpage.

Powerschool Code:	Technical Skills Assessment
332	Administrative Services
333	Business Information Management
334	General Management
335	Human Resource Management
336	Operations Management
337	Accounting
338	Business Finance
346	Marketing Communications
347	Marketing Management
348	Merchandising

Practice tests are available. They are 25 questions in length and give a sample of what the actual questions look like as well as give the students an opportunity to get familiar with the interface. Find the login and password information in the graphic. For more information regarding Technical Skills Assessments, click on [TSA](#).

Call for Business, Finance, and Marketing ETV Video Lessons

SC ETV is working to provide lessons to the children in South Carolina using the public broadcasting system. Career and Technical Education is also included amongst the lessons to be aired. Last year, I sent out a call to the Business, Finance, and Marketing teachers to record 1-hour lessons for any course in our programs based on any of the [Priority Standards](#) for their respective course. The call is still out there. If you are interested in creating a lesson to be included in the ETV Library, contact Jakki Wiseman, jwiseman@ed.sc.gov, for more information. In return, you will be reimbursed \$150.00.

Technology in the Classroom



Many teachers are having to record their lessons and share on various learning platforms including mail, social media websites, learning platforms, etc. Check out the app, [ScreenCast Matic](#). This app is designed for short, quick videos demonstrating skills on the computer. Here is a sample one for creating tiny urls shared with permission from Jackie Wiseman, our CTE Social Media expert. [How to Create a Tiny URL](#).

SC Jump\$tart Financial Literacy Grants

Do you have a wonderful financial literacy project that needs funding to get the project in place? [SC Jump\\$tart](#) wants to help you. Funding is available, up to \$500 for each project. Please e-mail ddepew@ed.sc.gov to receive an application. Send the completed application to Brandon Pugh at bpugh@carolinasleague.org.