

Business Career Field Educators Meeting



Tuesday, October 18, 2022

RECORD

Welcome!

The Business Career Field Unit:

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Today's Agenda

Partner Updates

OBEA

OBMEA

Bowling Green State University

Technical Content Standards Revisions

Course Revisions and Pathway Updates

Program Updates

Quality Program Review

Career Technical Student Organizations

CTE Website Changes

Professional Association Updates

Ohio Business Educators Association

- *Rob O'Donnell,
President*

Ohio Business- Marketing Educators Association

- *DJ Kern-Blystone &
Eric Wagner*

Postsecondary Partner Update

Bowling Green State University





Content Standards & Course Revision Updates

Technical Content Standards Revision

The Business & Administrative Services, Finance and Marketing Career Field Technical Content Standards have undergone the Career-Tech Standards Revision Process.

Activity	Timeline
Ohioans reviewed the current Technical Content Standards through an online Public Comment survey.	April-May 2021
Industry advisory committees reviewed survey results and made additional recommendations based on business need.	August 2021
Educator revision committees reviewed industry feedback and provided recommendations for revisions.	September 2021
ODE Business Unit staff drafted new standards based on industry & educator feedback.	Winter 2021
Draft standards were reviewed and validated by industry advisory committees.	February 2022
ODE Business Unit will use validated draft standards to begin revising courses, in partnership with ODHE.	Spring-Summer 2022

Reviewing Competencies



**Relevance &
Rigor**



**Clarity &
Specificity**

Reviewing Competencies

Is this competency relevant to your industry?

Example: Deliver formal and informal presentations.

Does the competency clearly articulate the skill/knowledge to be demonstrated?

Example: Deliver formal and informal presentations.

Do you expect entry-level employees to demonstrate this skill/knowledge?

*Required to Hire/Prepare for Post-Secondary
or Nice to Have?*

Reviewing Competencies



- Examine each Strand, Outcome and Competency statement for **relevance and clarity**
- Review Public Comments
- Identify missing competencies (+)
- Identify inaccurate, inadequate or irrelevant competencies (-)
- Suggest wording changes and revisions for clarity

Standards Revision Highlights

Reduced “compound” competencies

- i.e., separated competencies with multiple parts/skills into multiple competencies

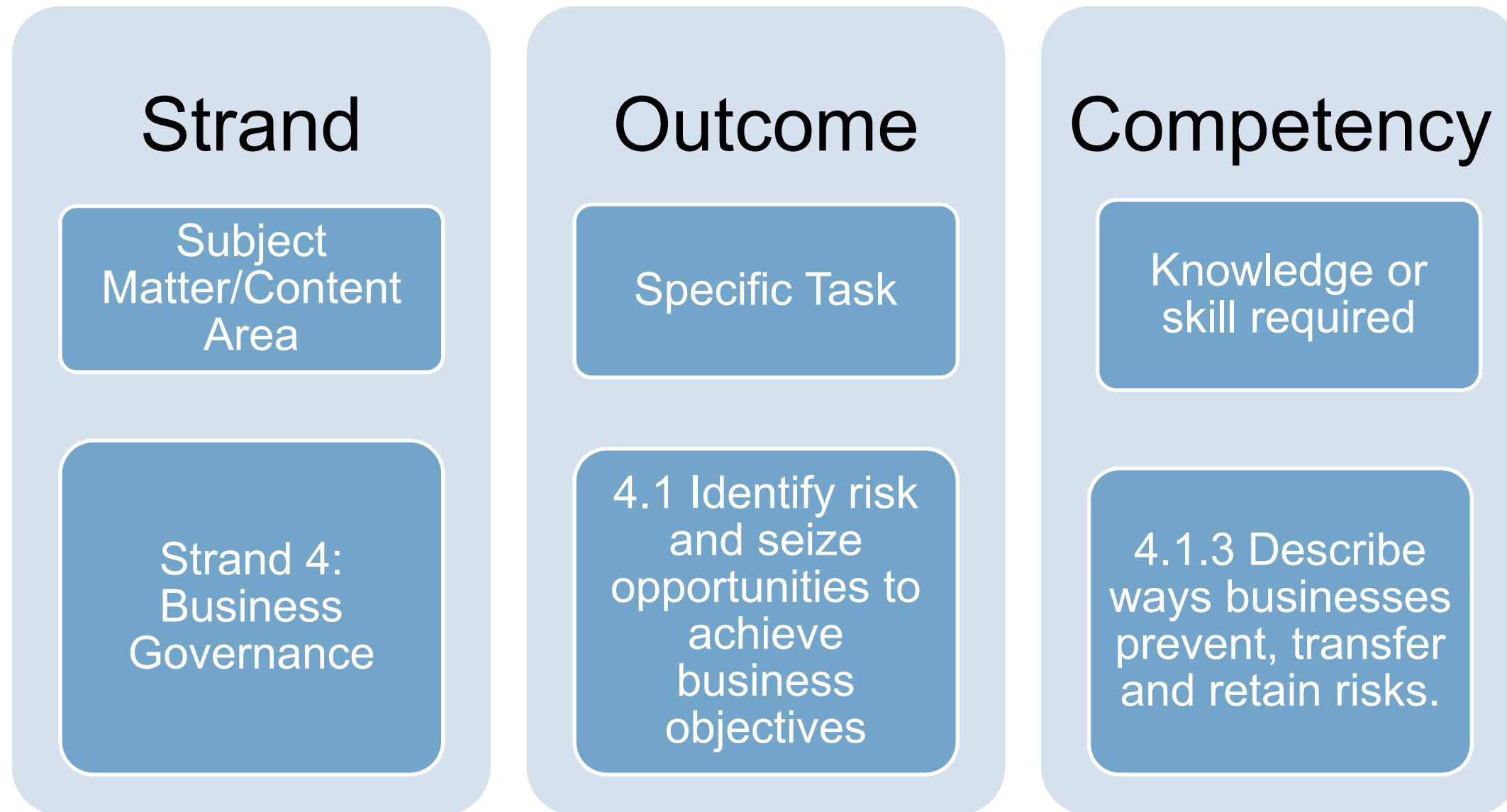
Worked closely with ODHE to add necessary competencies for potential CTAGs

Focused on application in the workplace and ability to assess

Emphasized consistency

- e.g., vocabulary, similarity to other career fields

Content Standard Organization



Strand Reorganization

Original Strands

Strand 1:
Business
Operations/21st
Century Skills

Strand 2:
Business
Foundations

Strand 3:
Business
Relationships

Strand 4:
Business
Governance

Strand 5:
Marketing

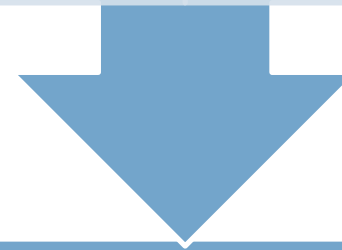
Strand 6:
Resource
Management

Strand 7:
Operations
Management

Strand 8:
Process
Management

Strand 9:
Financial
Analysis &
Evaluation

Strand 10:
Strategic
Management



Revised Strands

Strand 1:
Business
Operations/21st
Century Skills

Strand 2:
Business
Foundations

Strand 3:
Business
Communications

Strand 4:
Business
Governance

Strand 5:
Marketing

Strand 6:
Business
Management

Strand 7:
Operations
Management

Strand 8: Data &
Process
Management

Strand 9:
Financial
Analysis &
Evaluation

Strand Reorganization

No outcomes were removed - most changes were movement to other strands

Some changes were made to better embed competencies throughout courses

Some name changes to better reflect content

Course Revision

The following courses were removed from all pathways:

BA Finance, BA Marketing, BA Strategic Management, Business Applications and Economics

- Courses were developed in 2015 aligned to a paid third-party curriculum.
- Upon review, courses were found to be non-rigorous, potentially redundant with other course offerings, and irrelevant to related occupational pathways.

Medical Terminology for Business

- Course lacked an aligned WebXam and related standards; led to confusion in program design and low course enrollment.
- Redundant to other course offerings; the cross-pathway course Medical Terminology remains available in the C4 pathway.

International Business

- Low course enrollment and use.
- Recommendation from business and industry to better embed global business competencies across courses.

Business Informatics

- Low course enrollment and use.
- Lack of related standards; Database Applications Development will now be available as a cross-pathway course offering in C4, C5 and G2 pathways.

Course Revisions

Business and Administrative Services C4	Logistics and Supply Chain Management C5	Marketing S5	Finance G2
<ul style="list-style-type: none"> • Business and Administrative Services Capstone • Business Foundations • Database Applications Development • Fundamentals of Business and Administrative Services • Human Resource Management • Legal Environment of Business • Management Principles • Medical Office Management • Medical Terminology • Office Management • Operations Management • Professional and Technical Sales • Strategic Entrepreneurship 	<ul style="list-style-type: none"> • Business and Administrative Services Capstone • Business Foundations • Database Applications Development • Fundamentals of Business and Administrative Services • Legal Environment of Business • Logistics Management • Management Principles • Marketing Principles • Merchandising and Buying • Operations Management • Professional and Technical Sales • Strategic Entrepreneurship • Supply Chain Management • Unmanned Aircraft Systems 	<ul style="list-style-type: none"> • Business Foundations • Digital Marketing and Management • Integrated Marketing Communications • Logistics Management • Management Principles • Marketing Applications • Marketing Capstone • Marketing Principles • Marketing Research • Merchandising and Buying • Operations Management • Professional and Technical Sales • Strategic Entrepreneurship • Supply Chain Management 	<ul style="list-style-type: none"> • Business Foundations • Corporate Finance • Database Applications Development • Finance Capstone • Finance Foundations • Financial Accounting • Financial Services Operations • Fundamentals of Financial Services • Management Principles • Managerial Accounting • Professional and Technical Sales • Strategic Entrepreneurship



Model Programs of Study

The CTE-26 Application is open November 1st, 2022-March 1st, 2023.

If you or your district needs assistance with program design or changes, please contact our team.

*****It is not necessary to submit a new CTE-26 if the course changes are available in the currently approved pathway.*****

CTE-26 – No Change Needed

Current

C4 Pathway

- Business Foundations
- BA Marketing
- **BA Finance**
- Strategic Entrepreneurship

Revised

C4 Pathway

- Business Foundations
- Fundamentals of Business and Administrative Services
- **Management Principles**
- Strategic Entrepreneurship

CTE-26 – Change Needed

Current C4 Pathway

- Business Foundations
- **Marketing Principles**
- **BA Marketing**
- Professional and Technical Sales

Revised S5 Pathway

- Business Foundations
- Marketing Principles
- **Integrated Marketing Communications**
- Professional and Technical Sales

Course Outline Updates

Program Specialists updated original course outlines with revised standards and made additional recommendations for changes.

Our team reviewed revised course outlines and recommended changes for final approval/drafting.

We continued to work with ODHE to prepare course outlines for CTAG review and approval.

Final draft course outlines have been sent to CETE to begin the item-writing process.

CTAG Updates

Existing CTAGs

(to be reviewed and re-approved by postsecondary)

- Strategic Entrepreneurship
- Logistics Management
- Operations Management
- Supply Chain Management
- Medical Office Management
- Office Management

Potential CTAGs

(final approval dependent on postsecondary)

- Legal Environment of Business
- Financial Accounting
- Managerial Accounting

WebXam Item- Writing Workshops

Want to familiarize
yourself with the revised
standards and courses?



Want to prepare your
students in alignment
with industry and
postsecondary
expectations?



Want to have a hand in
creating the WebXams
that will be used to
assess Technical Skill
Attainment for your
program?



Sign up to be an
SME in the
WebXam Item-
Writing
Workshops!

WebXam Reminders

The WebXam retake policy has [changed!](#)

WebXam end-of-course assessments may be retaken in the same school year by all students:

- Students may take an end-of-course test no more than twice per academic school year (each school year begins July 1 and ends June 30).
- A retake must be scheduled at least 30 days after the previous assessment was performed to allow for additional instruction and support.
- Field tests may not be retaken due to the length of the tests and earlier closing of the field test window.

WebXam Reminders

WebXams for the Business Career Fields will be in Field Testing in SY2023-2024!

During Field Testing:

- WebXams will have 90 questions as compared to the typical 45
- Schools should plan and schedule additional time for assessment completion
- Assessment performance will still be included as part of the Quality Program Review
- The testing window will be altered; please refer to the [WebXam Calendar](#)
 - WebXams cannot be retaken in the same calendar year during field testing



Other Program Updates

Quality Program Review

Indicators:

Technical Skill Attainment
Post-Program Placement
Work-Based Learning

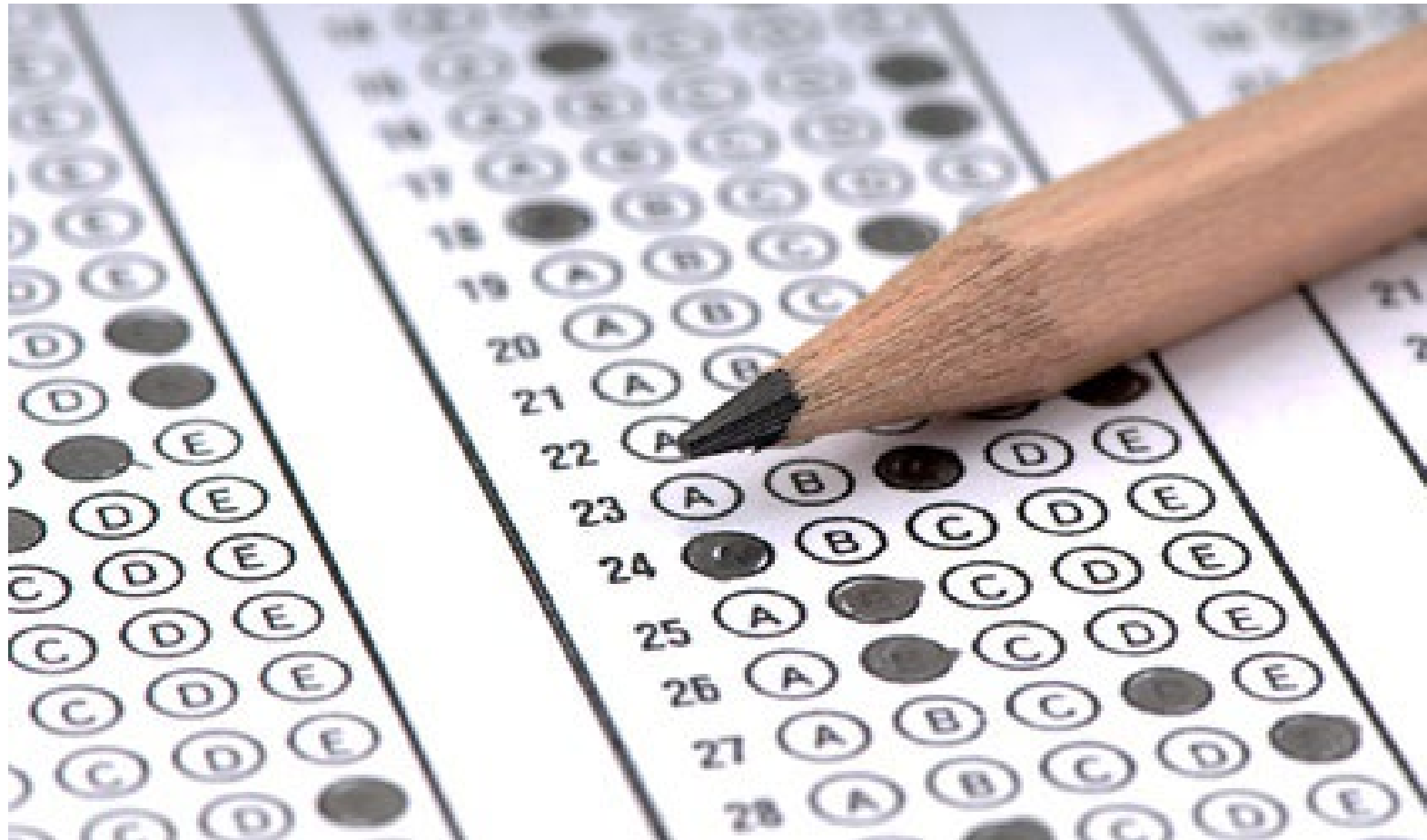
The Quality Program Review is Ohio's continuous improvement process for career-technical education programs.

The Quality Program Review is a 1-5 year process.

The district conducts a self-review and creates and implements identified improvement strategies for non-compliant areas identified in the compliance system.

This work is completed in collaboration with the Career-Technical Planning District and the Ohio Department of Education.

Technical Skill Attainment



Now a current year measure!

Performance threshold will be aligned to CTPD Report Card
– current target is 70% or higher.

Score is impacted by participation.

Post-Program Placement



Measure remains the same.

Performance threshold will be aligned to CTPD Report Card
– current target is 84% or higher.

Score is impacted by status known rate.

Work-Based Learning



New measure – aligned to Grad Requirements & Perkins V.

Based on students who complete
250+ hours of work-based
learning.

Performance threshold (%) is
TBD – measure is Hold Harmless
until 2024 Graduation Cohort.

Quality Program Review

Measure	Performance Levels and Component				
	QPR 2021 Data	QPR 2022 Data	QPR 2023 Data	QPR 2024 Data	QPR 2025 Data
Technical Skill Attainment					
	2020-21 Concentrator	2021-22 Concentrator	2022-23 Concentrator	2023-24 Concentrator	2024-25 Concentrator
Work-Based Learning					
	2020 Graduation Cohort	2021 Graduation Cohort	2022 Graduation Cohort	2023 Graduation Cohort	2024 Graduation Cohort
Post-Program Placement					
	Concentrators who left Secondary Education Academic Year 2019-2020	Concentrators who left Secondary Education Academic Year 2020-2021	Concentrators who left Secondary Education Academic Year 2021-2022	Concentrators who left Secondary Education Academic Year 2022-2023	Concentrators who left Secondary Education Academic Year 2023-2024

NOVEMBER 2022

Indicators: Technical Skill Attainment, Post-Program Placement and Work-Based Learning

Pathways will be determined compliant or non-compliant for **Technical Skill Attainment and Post-Program Placement** (WBL remains Held Harmless).

Quality Program Review

Measure	Performance Levels and Component				
	QPR 2021 Data	QPR 2022 Data	QPR 2023 Data	QPR 2024 Data	QPR 2025 Data
Technical Skill Attainment					
	2020-21 Concentrator	2021-22 Concentrator	2022-23 Concentrator	2023-24 Concentrator	2024-25 Concentrator
Work-Based Learning					
	2020 Graduation Cohort	2021 Graduation Cohort	2022 Graduation Cohort	2023 Graduation Cohort	2024 Graduation Cohort
Post-Program Placement					
	Concentrators who left Secondary Education Academic Year 2019-2020	Concentrators who left Secondary Education Academic Year 2020-2021	Concentrators who left Secondary Education Academic Year 2021-2022	Concentrators who left Secondary Education Academic Year 2022-2023	Concentrators who left Secondary Education Academic Year 2023-2024

Performance data will be available in **early November**.

QPR Workshops will take place **December-February**.

Workshop attendance for the first year of non-compliance is voluntary (*not required by the state*), but non-compliant pathways will be **required to submit a self-assessment survey and (1) one action plan for continuous improvement**.

Career-Technical Student Organizations

- Business Professionals of America:
www.bpa.org/ohio
 - ✓ **Nov 4:** Pin and Shirt Designs Due
 - ✓ **Feb 3:** Officer Screening
 - ✓ **Mar 9-10:** State Leadership Conference
 - ✓ **Apr 26-30:** National Leadership Conference



Career-Technical Student Organizations

- Ohio DECA: www.OhioDECA.org
 - ✓ **November is DECA Month**
 - ✓ **Nov 1: Pin and Shirt Designs Due**
 - ✓ **Dec 9-11: CRCLC**
 - ✓ **Feb 4: Officer Screening**
 - ✓ **Mar 10-11: CDC**
 - ✓ **Apr 22-25: ICDC**



Career-Technical Student Organizations



October 13, 2022

BPA and DECA
State Officers toured
the Ohio Statehouse
and shared their
passion for career-
technical education.

er Tech | Ohio Department

education.ohio.gov/Topics/Career-Tech

marksLawriter - OACMy OhioCareer Tech | Ohio...Work-Based Learni...Tech Prep | Ohio De...Work BookmarksPersonal BookmarksOHIDEMIS Manual | Ohio...Spotify

CAREER TECH

Home > Career Tech

HOW DO I?

» Start a Career-Tech program?

» Determine career-technical education admissions criteria?

» Earn college credit in high school?

» Link my interests to a future career?

» Access Ohio Means Jobs K-12

LATEST NEWS

WorkKeys Contract Renewed for 2022-2023

List of Approved Assessments for 2022-2023 Announced

Restart Readiness Assessments extended through 2024

View All News

#CareerTechOhio

Ready for careers. Ready for college. Skills for a lifetime.

Career Tech inspires students to identify paths to future success and provides students opportunities to demonstrate the knowledge and skills necessary for high school graduation and beyond. Students learn through career exploration, take college courses and earn industry credentials. They receive customized learning that matches their passions and interests with their career aspirations.

Career Fields and Programs

Program Enhancements

Planning, Funding and Accountability

Standards, Assessments and Licensure

OHIO'S OPTIONS
ADULT DIPLOMA PROGRAM

Contacts and Resources

education.ohio.gov/Topics/Career-Tech/Career-Tech-Ohio

Type here to search

60°F Sunny

NEW CTE Website!
education.ohio.gov/topics/career-tech

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Questions?



Thank You!

Please contact us if we can ever be of further assistance!

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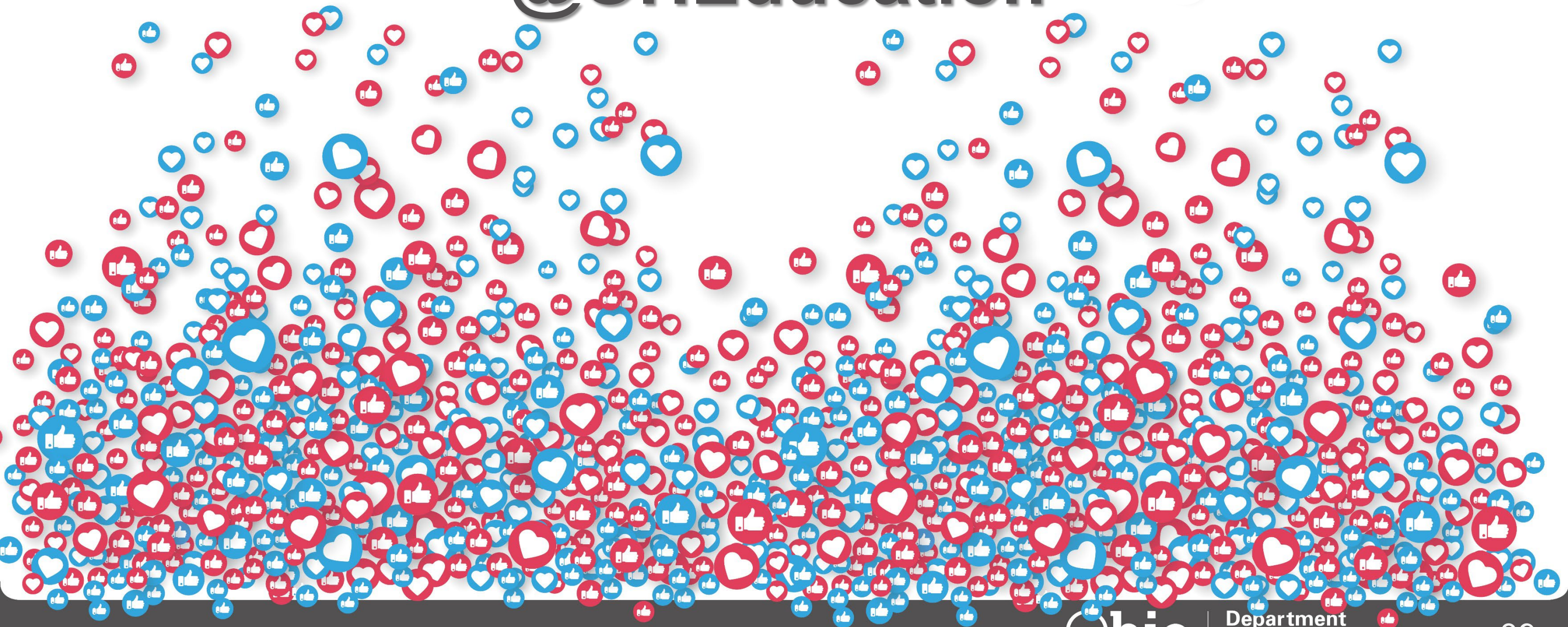
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@OHEducation



**Share your learning
community with us!**

#MyOhioClassroom



Celebrate educators!

#OhioLovesTeachers