

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

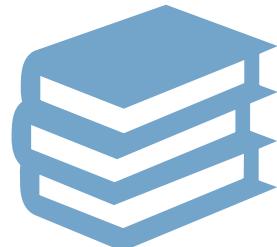
- *Rob O'Donnell,
President*

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

Subject
Matter/Content
Area

Strand 4:
Business
Governance

Outcome

Specific Task

4.1 Identify risk
and seize
opportunities to
achieve
business
objectives

Competency

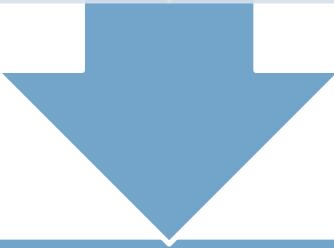
Knowledge or
skill required

4.1.3 Describe
ways businesses
prevent, transfer
and retain risks.

Strand Reorganization

Original Strands

Strand 1: Business Operations/21 st 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
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Revised Strands

Strand 1: Business Operations/21 st 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
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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?

[Sign up to be an
SME in the
WebXam Item-
Writing
Workshops!](#)

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

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

A person is using a laptop to participate in a video conference. The screen shows four participants: a woman with glasses, a woman with dark hair, a man with a beard, and a woman with glasses. The person's hands are visible on the laptop keyboard. In the background, there is a blue cup holding various colored pencils and a large green plant.

Other Program Updates

Quality Program Review

Indicators:

Technical Skill Attainment
Post-Program Placement
Work-Based Learning

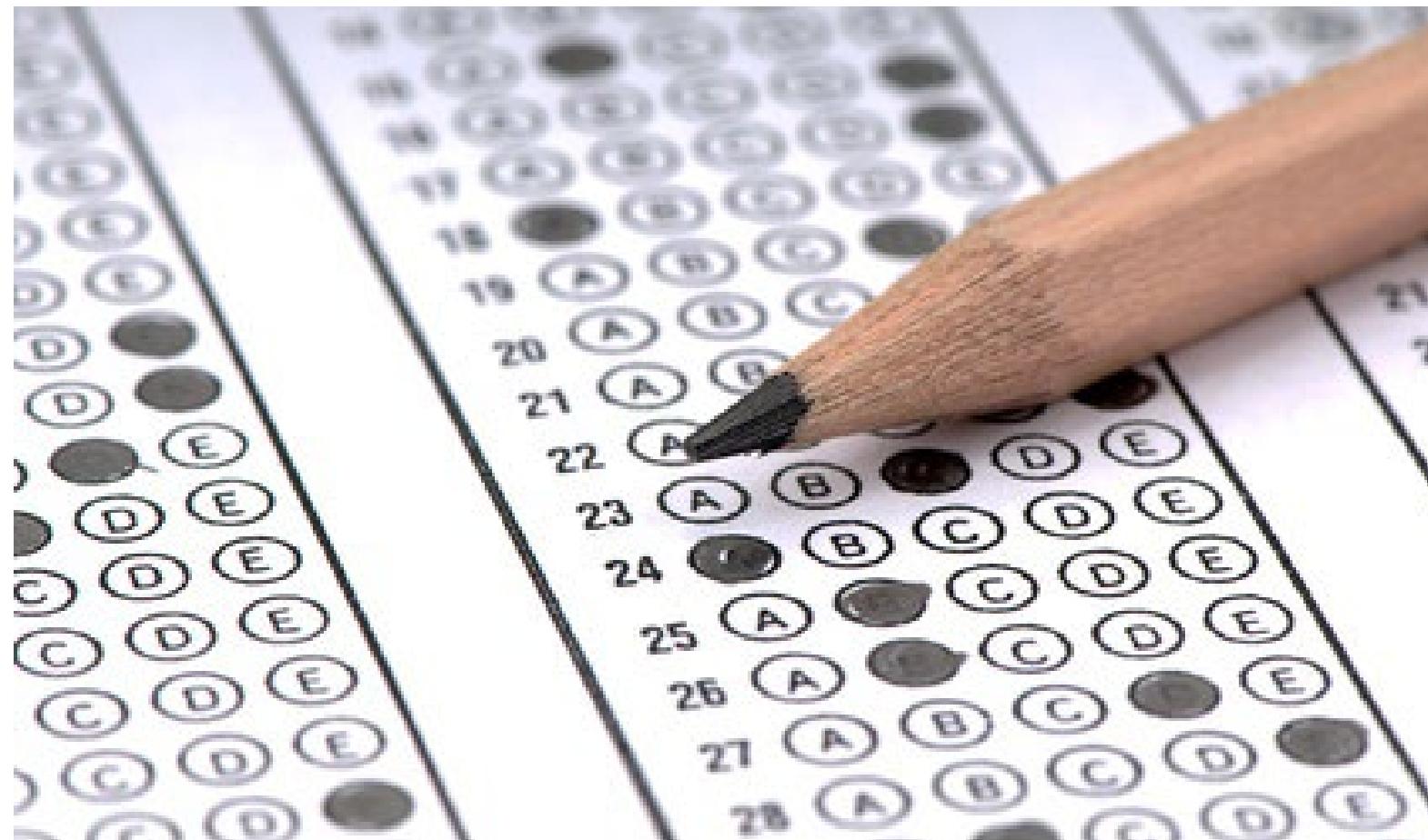
The Quality Program Review is Ohio's continuous improvement process for career-technical education programs.

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

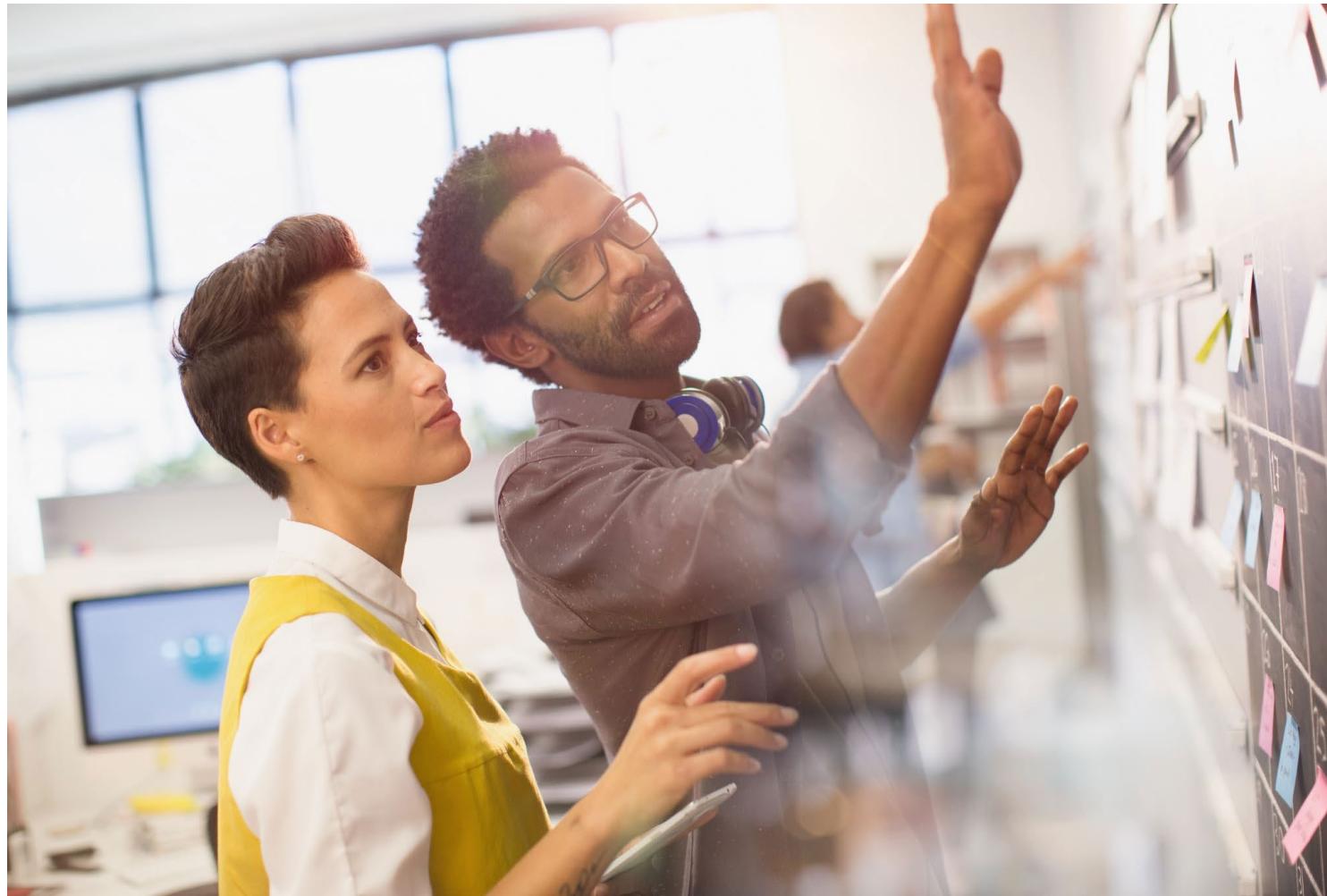


Measure remains the same.

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 2032-2024

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 2032-2024

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**: CRLC
- ✓ **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.

Career Tech | Ohio Department o x +

education.ohio.gov/Topics/Career-Tech

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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

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

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

Type here to search

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 279 280 281 282 283 284 285 286 287 288 289 289 290 291 292 293 294 295 296 297 298 299 299 300 301 302 303 304 305 306 307 308 309 309 310 311 312 313 314 315 316 317 318 319 319 320 321 322 323 324 325 326 327 328 329 329 330 331 332 333 334 335 336 337 338 339 339 340 341 342 343 344 345 346 347 348 349 349 350 351 352 353 354 355 356 357 358 359 359 360 361 362 363 364 365 366 367 368 369 369 370 371 372 373 374 375 376 377 378 379 379 380 381 382 383 384 385 386 387 388 389 389 390 391 392 393 394 395 396 397 398 399 399 400 401 402 403 404 405 406 407 408 409 409 410 411 412 413 414 415 416 417 418 419 419 420 421 422 423 424 425 426 427 428 429 429 430 431 432 433 434 435 436 437 438 439 439 440 441 442 443 444 445 446 447 448 449 449 450 451 452 453 454 455 456 457 458 459 459 460 461 462 463 464 465 466 467 468 469 469 470 471 472 473 474 475 476 477 478 479 479 480 481 482 483 484 485 486 487 488 489 489 490 491 492 493 494 495 496 497 498 498 499 499 500 501 502 503 504 505 506 507 508 509 509 510 511 512 513 514 515 516 517 518 519 519 520 521 522 523 524 525 526 527 528 529 529 530 531 532 533 534 535 536 537 538 539 539 540 541 542 543 544 545 546 547 548 549 549 550 551 552 553 554 555 556 557 558 559 559 560 561 562 563 564 565 566 567 568 569 569 570 571 572 573 574 575 576 577 578 579 579 580 581 582 583 584 585 586 587 588 589 589 590 591 592 593 594 595 596 597 598 598 599 599 600 601 602 603 604 605 606 607 608 609 609 610 611 612 613 614 615 616 617 618 619 619 620 621 622 623 624 625 626 627 628 629 629 630 631 632 633 634 635 636 637 638 639 639 640 641 642 643 644 645 646 647 648 649 649 650 651 652 653 654 655 656 657 658 659 659 660 661 662 663 664 665 666 667 668 669 669 670 671 672 673 674 675 676 677 678 678 679 680 681 682 683 684 685 686 687 688 689 689 690 691 692 693 694 695 696 697 698 698 699 699 700 701 702 703 704 705 706 707 708 709 709 710 711 712 713 714 715 716 717 718 719 719 720 721 722 723 724 725 726 727 728 729 729 730 731 732 733 734 735 736 737 738 739 739 740 741 742 743 744 745 746 747 748 749 749 750 751 752 753 754 755 756 757 758 759 759 760 761 762 763 764 765 766 767 768 769 769 770 771 772 773 774 775 776 777 778 779 779 780 781 782 783 784 785 786 787 788 789 789 790 791 792 793 794 795 796 797 798 798 799 799 800 801 802 803 804 805 806 807 808 809 809 810 811 812 813 814 815 816 817 818 819 819 820 821 822 823 824 825 826 827 828 829 829 830 831 832 833 834 835 836 837 838 839 839 840 841 842 843 844 845 846 847 848 849 849 850 851 852 853 854 855 856 857 858 859 859 860 861 862 863 864 865 866 867 868 869 869 870 871 872 873 874 875 876 877 878 879 879 880 881 882 883 884 885 886 887 888 889 889 890 891 892 893 894 895 896 897 898 898 899 899 900 901 902 903 904 905 906 907 908 909 909 910 911 912 913 914 915 916 917 918 919 919 920 921 922 923 924 925 926 927 928 929 929 930 931 932 933 934 935 936 937 938 939 939 940 941 942 943 944 945 946 947 948 949 949 950 951 952 953 954 955 956 957 958 959 959 960 961 962 963 964 965 966 967 968 969 969 970 971 972 973 974 975 976 977 978 979 979 980 981 982 983 984 985 986 987 988 989 989 990 991 992 993 994 995 996 997 998 999

Questions?



Thank You!

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

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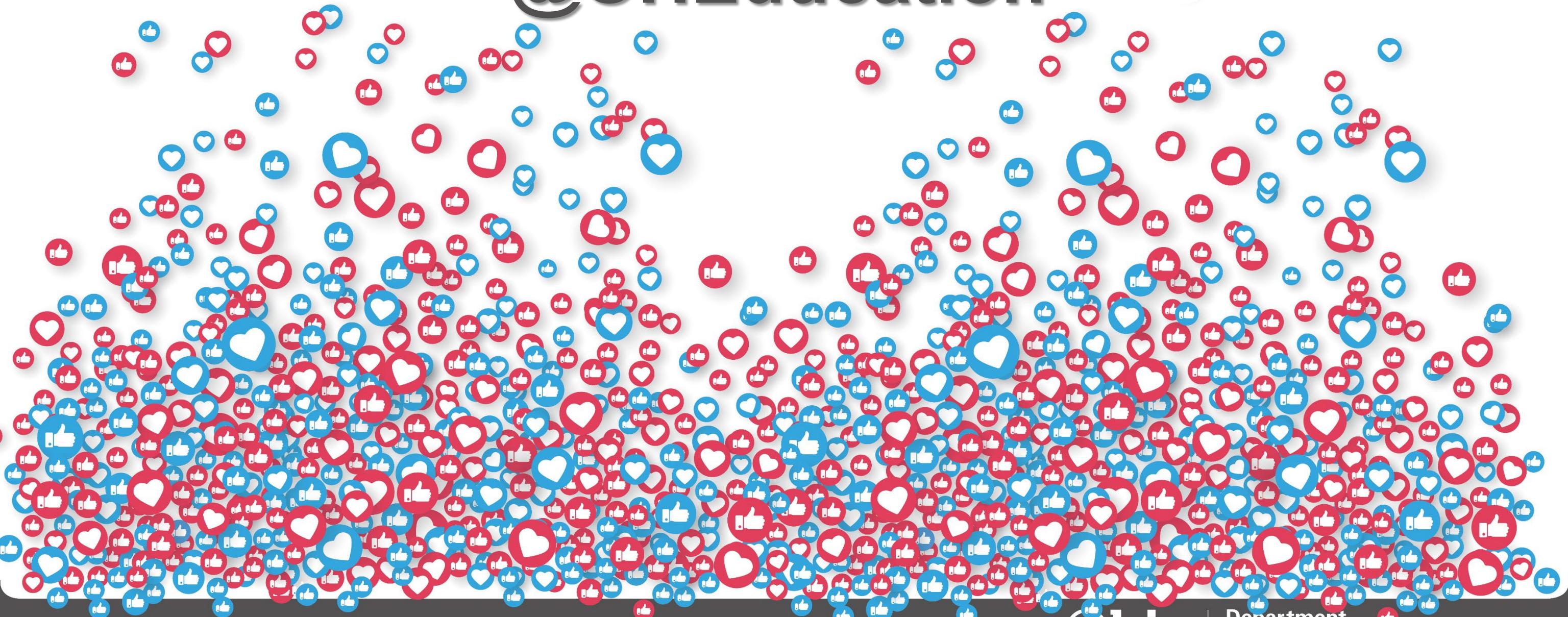
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Celebrate educators!

#OhioLovesTeachers