

MARKETING PROGRAM AREA FALL PROFESSIONAL DEVELOPMENT

November 14, 2022



VIRGINIA DEPARTMENT OF EDUCATION

WELCOME

Karen M. Charney

Marketing and Related Clusters Specialist

Office of Career, Technical, and Adult Education

Virginia Department of Education

VIRGINIA DEPARTMENT OF EDUCATION

AGENDA

- Virginia DECA Update
- DECA SBE Individual Exam
- VAME Update
- Marketing Update

Virginia DECA Update

Ryan Witzig

Virginia DECA Association Advisor

MEMBERSHIP RECRUITMENT

- Members can be added throughout the year
- January 13 is the deadline for SLC eligibility
- February 15 is the deadline for ICDC eligibility

MEMBERSHIP RECOGNITION - VA

- Star Chapter = +5 Members
- Super Star Chapter = +10 members, 5 must be students
- Platinum Chapter = +20 members, 10 must be students
- Diamond Chapter = Platinum + 2 areas of National DECA Membership Campaign

MEMBERSHIP CAMPAIGN – NATIONAL DECA

Earn 3 Thrive Spots at ICDC when you meet 2 of the the membership areas below by December 1:

- 20 More Students
- 20 Alumni
- 20 Professionals

2022-2023 MEMBERSHIP INCENTIVE

- Chapters with 1-50 members in 21/22 earn 1 competitive event spot at SLC for every 5 additional members.
- Chapters with 51+ members in 21/22 earn 1 competitive event spot at SLC for every 10 additional members.

MEMBERSHIP INCENTIVE CONT.

- All member types are included
 - (student, alumni, professional)
- Chapters are not capped at how many spots they can earn
- Chapters may choose any event offered at SLC:
individual, team decision, written events

UPCOMING EVENTS

- District Leadership Conferences – see your DA
- State Leadership Conference March 3-5, 2023 in Virginia Beach, VA
- International Career Development Conference April 22-25, 2023 Orlando, FL

STUDENT/CHAPTER RECOGNITION

- Merit Award
- VA DECA Honor Society
- Scholarship Application
- State Officer Application
- VA DECA Recognition

CHAPTER CAMPAIGNS – NATIONAL DECA

Earn 3 THRIVE LEVEL at ICDC allocations by meeting the requirements in any 2 of the DECA Month Chapter Campaigns by December 1

- Promotional Campaign
- Community Service Campaign
- Ethical Leadership Campaign

DLC REMINDERS

- District Advisors are working hard to set up DLCs across the Commonwealth
- Testing
 - Testing Details
 - Testing Security Agreement
 - Accommodations
- Advancement to SLC

DLC ADVANCEMENT CHART

REVISED

DLC Advancement Revised Chart:

Members	Advancement
1-225	1 st place only
226-375	1 st & 2 nd
376-525	1 st – 3 rd
526+	1 st – 4 th

SLC UPDATES

- March 3-5, 2023 Virginia Beach
- Hotel Lottery
- Judge ICDC Credit - \$40 per SLC Judge a chapter recruits
- Registration Fees
 - Registration \$125
 - Registration + Friday Meal \$155
 - Saturday Meal Add On \$35

SLC UPDATES – TEAM DECISION MAKING

Chapter Size	Total TDM Teams	Chapter Size	Total TDM Teams
≤ 35 members	2	86 – 97 members	7
36 – 47 members	3	98 – 110 members	8
48 – 60 members	4	111 – 135 members	9
61 – 72 members	5	136 – 160 members	10
73 – 85 members	6	161+ members	11

ICDC UPDATE

- April 22 -25, 2023 Orlando, FL
- Rosen Shingle Creek Resort
- Registration \$135 with option of Conference Pack Add-on
- Chapters required to stay a minimum of 4 nights (Saturday Check-In, Wednesday Check-Out)
- More information will be available late December/Early January



QUESTIONS?

RYAN WITZIG

stateadvisor@vadeca.org

SBE Individual Exam

Debbie Taylor

Leadership Specialist

DECA Inc.

SCHOOL-BASED ENTERPRISE



WORK-BASED LEARNING THROUGH SCHOOL-BASED LABS

School-based Enterprises provide realistic, practical learning and work experiences as DECA members practice 21st Century skills, demonstrate key workplace knowledge and reinforce classroom instruction. School-based Enterprises are student-run, hands-on laboratories that reinforce concepts that are taught in the classroom. Some examples are:

- **Traditional: Food, Beverage or School Spirit**
- **Vending Machines**
- **Coffee Shops**
- **Balloon Stores or Flower Shops**
- **Banks or Credit Unions**
- **eCommerce Stores**
- **Print Shops or Engraving**
- **Service-Oriented Businesses**

[DECA.ORG/SBE](https://deca.org/sbe)

SCHOOL-BASED ENTERPRISE



INDIVIDUAL SBE CERTIFICATION EXAM

Through this program, members may pursue individual certification in SBE operations through the successful completion of an online exam that measures knowledge and understanding of business operations concepts.

- **Online Exam**
- **100 multiple choice questions, 9 instructional areas**
- **90-minute time limit**
- **Students must score 70% or higher on the exam to receive certified status**
- **\$15 per student**

[DECA.ORG/SBE](https://deca.org/sbe)

SCHOOL-BASED ENTERPRISE



SBE Individual Exam Certification Standards:

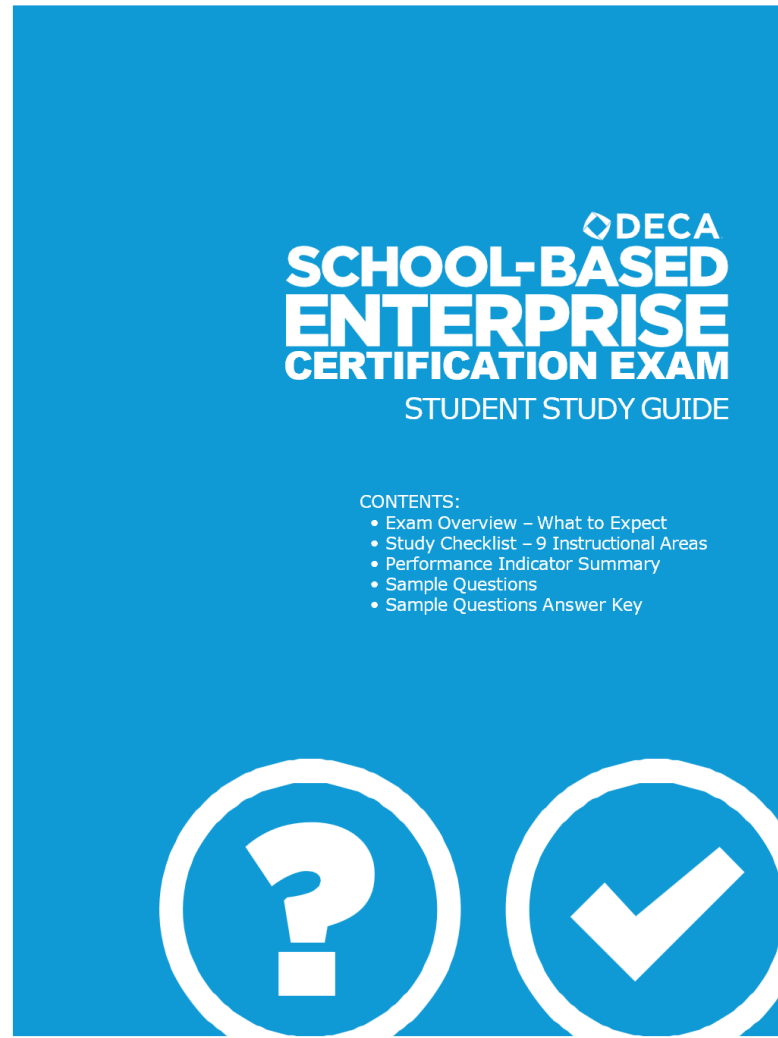
- Financial Analysis
- Operations
- Marketing-Information Management
- Market Planning
- Product/Service Management
- Pricing
- Promotion
- Selling
- Human Resources

Who Can Take the Individual Certification Exam:

- Ideal for DECA members who participate in operating a school-based enterprise but any DECA member may take the exam.

[DECA.ORG/SBE](https://deca.org/sbe)

SCHOOL-BASED ENTERPRISE



INDIVIDUAL SBE CERTIFICATION EXAM RESOURCES

- **SBE individual certification exam study guide**
 - Exam overview + study checklist
 - Performance indicator summary
 - Sample questions
- **2022-2023 SBE individual certification exam guidelines**
- **SBE individual certification exam instructions and FAQs**
- **Resources can be found at [DECA.org/SBE](https://deca.org/sbe)**

[DECA.ORG/SBE](https://deca.org/sbe)

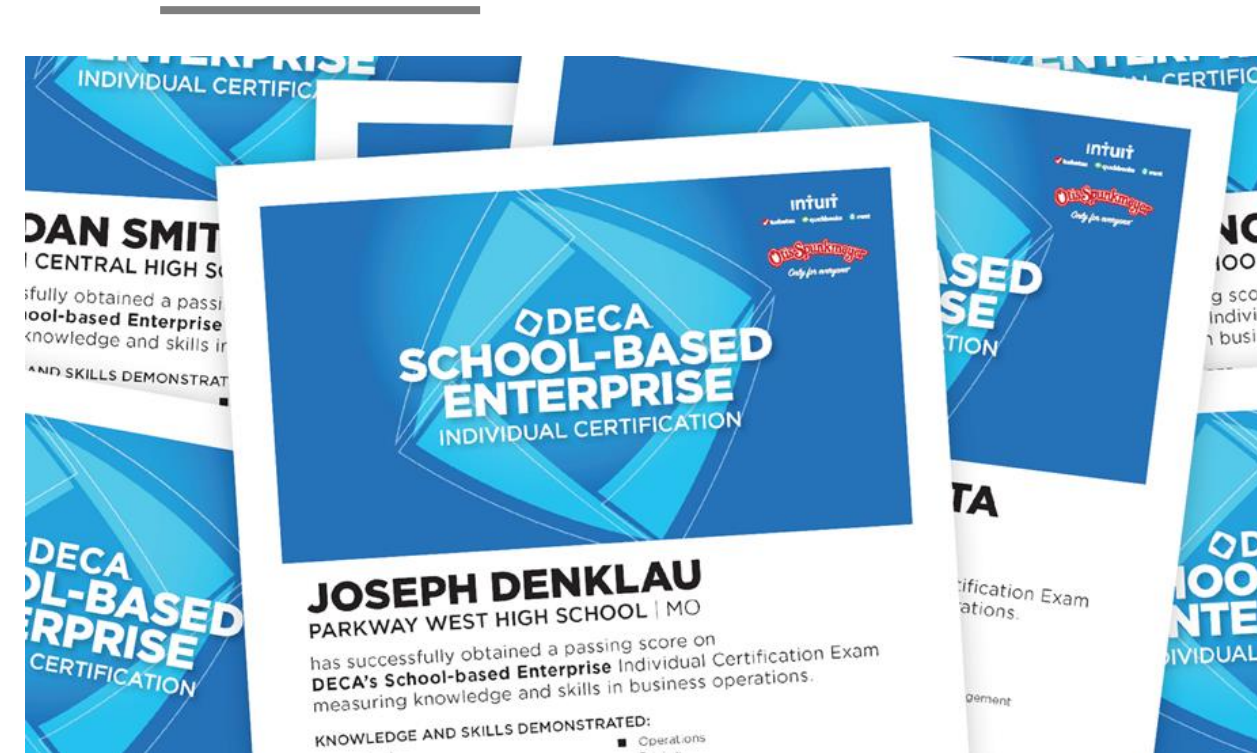
SCHOOL-BASED ENTERPRISE

INDIVIDUAL SBE CERTIFICATION EXAM

Students who take the exam receive individual recognition and show mastery of small business management skills. It solidifies classroom instruction's connection to the SBE and student understanding of real-world business operations concepts.

- Advisors receive detailed transcripts showing individual and group scores
- Broken down by instructional area to see areas of classroom instruction needing improvement
- Students with scores of 70% or higher earn:
 - Certificate of individual certification status
 - Feature on decadirect.org

DECA.ORG/SBE



VISIT - DECA.ORG/SBE



CERTIFICATION PROGRAM

DECA offers SBE certification on two levels: chapter level through a written project and individual level through a comprehensive exam. The certification program reinforces the integration of National Curriculum Standards and 21st century employability skills into the SBE learning lab environment. Standards covered in both the written project and exam include retail, marketing and entrepreneurship concepts, and a range of business operations standards. Earning a chapter or individual certification garners international recognition, provides credibility, validates curriculum efficacy and strengthens the relevancy of the SBE as a valuable teaching tool. Participating in SBE certification is an effective way of preparing students for DECA competitive events and future higher learning and careers.

Chapter Certification

The program provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes for each of the standards will determine the level of certification awarded.

Certification Documentation due by January 12, 2023

[CERTIFICATION GUIDELINES](#)

[RE-CERTIFICATION GUIDELINES](#)

[SAMPLE GOLD-CERTIFIED MANUAL](#)

[SUBMIT YOUR MANUAL ONLINE](#)

Individual Certification

Through this program, members may pursue individual certification in SBE operations through the successful completion of an online exam that measures knowledge and understanding of business operations concepts.

[CERTIFICATION GUIDELINES](#)

[INSTRUCTIONS & FAQ](#)

[TAKE THE INDIVIDUAL CERTIFICATION EXAM](#)

[SBE EXAM STUDY GUIDE](#)

QUESTIONS?

Debbie@deca.org

VAME Update

Mel Barrow

VAME President

Oakton High School



Virginia Association
of Marketing
Educators Update

Fall 2022



Overview

1

Membership

- VAME Board Members
- Current Membership
- How to join?

3

Outsourced Job Postings

- Purpose
- Job descriptions
- Where to find them?



2

Lesson Share Drive

- What is it?
- How can I access the drive?

4

2023 Summer Conference

- Theme
- What's planned so far...

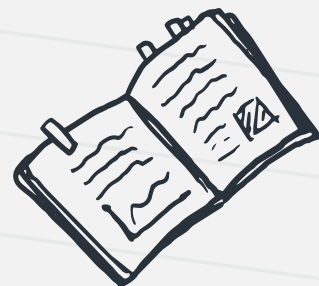
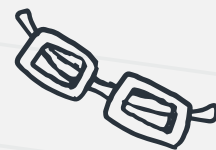




MEMBERSHIP



- 1
- 2
- 3



MEET THE BOARD



VAME
Virginia Association of Marketing Educators



The VAME Board



President



Mel Barrow Jr.

**President
Elect**



Richard Totten

Treasurer



Teresa Chavis



The VAME Board

Secretary



Sarah Hinkhouse

Public Relations



Kim Beales



The VAME Board

Region 1 Director



Cody Smallwood

Region 2 Director



Kelsey Treague

Region 3 Director



Duke Gardner



The VAME Board

**Region 4
Director**



Sarah Preston

**Region 5
Director**



Kellie Wells

**Marketing
Specialist**



Karen Charney





CURRENT MEMBERSHIP

100+

Just over 100 members to date.

Thank you to everyone who has joined thus far.

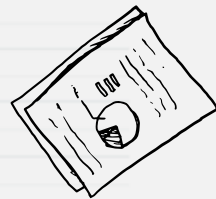
Continue to encourage your fellow Marketing teachers to join!

How to Join VAME?

Join on the VAME website
www.VAME.org

OR

This QR Code





2

VAME
LESSON SHARE
DRIVE



VAME Lesson Share

Paid Member Access

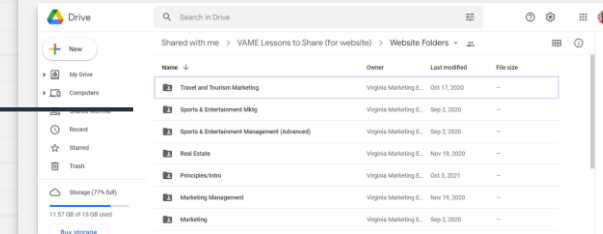
Access for members is updated weekly

Gmail Access

Access granted through your personal Gmail account

Wide Array of Courses

Includes everything from the base Marketing courses to Cyber-Security in Marketing to Real Estate Marketing





3

OUTSOURCED JOB POSTINGS





Conference Coordinator Position

Original Deadline: Nov. 4th 2022



Duties include:

- Presenter Coordination
- Audio/Visual Coordination
- Pre-Conference Planning
- Day of Conference Coordination
- Post Conference Coordination
- Other Professional Responsibilities

Full job posting at www.VAME.org





VAME 2023

Summer Conference

Things You Asked for and What We're Working On...



Hilton Short Pump



- Contracted through the 2023 conference.
- Currently scouting other cities across the state, as well as other hotels in the Richmond, VA area for future conferences
- Great central location for travelers.
- Great food options around the hotel.



RECOMMENDATIONS

DECA Event Workshops

Workshops that highlight tips for DECA events and/or more student involvement.

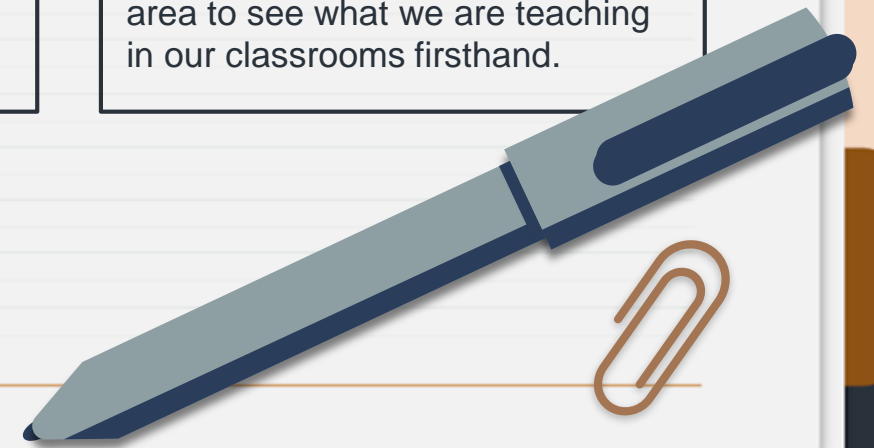
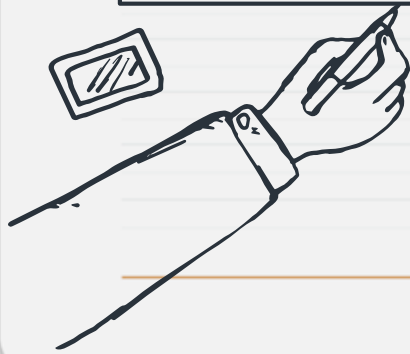
Evening Events - Networking

Scheduled events for teachers to interact/network with other teachers socially in the evenings; Sunday night event.



Industry Tours

Finding industry tours for attendees in the greater Richmond area to see what we are teaching in our classrooms firsthand.





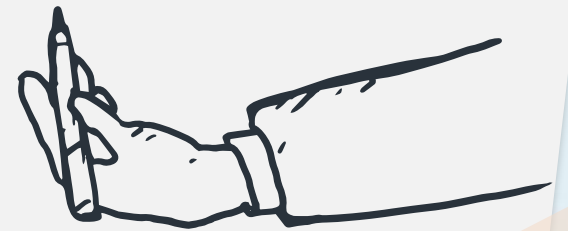
THANK YOU!

Any Questions?

Please reach out to me:

mjbarrow@fcps.edu

Or VAME: vame.org@gmail.com



Marketing Update

Karen M. Charney

Marketing and Related Cluster Specialist

MARKETING UPDATE

- Curriculum Revisions
- CTE Resource Center Website Navigation
- Career Success Stars & Creating Excellence
- HQWBL

RELEASED CURRICULUM REVISIONS

- Marketing 8120
- Marketing Exploration 8110/8111
- Strategic Marketing 8130
- Real Estate 8191
- Cybersecurity in Marketing 8126 –no prerequisite

CURRICULUM REVISIONS SCHEDULED

- Cybersecurity in Marketing 8126
 - November 18, 2022
- Opportunities in Global Trade
 - February 2, 2023
 - Accepting Applications for teachers and business panel participants

CURRICULUM PANEL – HOW TO APPLY

- Web-based application using the CTE Application Processing System ([CTEAPS](#)).
- Procedures for application process available VDOE website



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Technical Education for the

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C



Marketing

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CTE RESOURCE CENTER

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Fashion Marketing
Suggested Grade Level: 10, 11, 12 Duration: 36 Weeks Prerequisite: --

Fashion Marketing, Advanced
Suggested Grade Level: 11, 12 Duration: 36 Weeks Prerequisite: --

Marketing
Suggested Grade Level: 9, 10, 11, 12 Duration: 36 Weeks Prerequisite: --

[Load More](#)

Strategic Marketing (formerly Marketing, Advanced)

SCED Code: 12152 Suggested Grade Level: 10, 11, 12 Duration: 36 Weeks Prerequisite: None OSHA Compliance Required?: No

CTSO: DECA

In this course, students learn to leverage marketing activities to best differentiate themselves and their businesses. They will participate in supervisory and management activities focusing on the marketing mix, purchasing, financing, human resources, global marketing, pricing, distribution, selling, operations research, and promotion. Students will prepare for marketing careers and postsecondary education, continuing to enhance self-presentation, communication, and leadership skills. Contextual instruction and student participation in co-curricular career and technical student organization (CTSO) activities will develop leadership, interpersonal, and career skills. High-quality work-based learning (HQWBL) will provide experiential learning opportunities related to students' career goals and/or interests, integrated with instruction, and performed in partnership with local businesses and organizations.

[View Curriculum in Canvas](#)



[Download Cartridge File](#)



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- 📧 Inbox
- 🕒 History
- 👤 Help

Home

Modules

Marketing (12164)

Copyright 2022

Virginia Assignment Code: 8120

Suggested Grade Level: 9, 10, 11, 12

Duration: 36 weeks

Prerequisites: None

CTSO: DECA

Course Description:

Students will learn how products are developed, branded, and sold. They will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas and be prepared for success in postsecondary

☰ 8120 > Modules

Home

Modules

Collapse All ⋮

- ▼ Demonstrating Personal Qualities and Abilities
 - 📄 Demonstrate creativity and innovation.
 - 📄 Demonstrate critical thinking and problem solving.

Curriculum Modules

(Optional) Explain the concept of channel management.

Explanation should emphasize that channel management includes all the activities necessary to move, store, locate, and transfer ownership of goods and services.

Process/Skill Questions:


- How does the target market of a product affect its transportation?
- What are the differences in distribution for brick-and-mortar and e-commerce companies?
- How do the various aspects of channel management work together?
- How does channel management differ among industries?

◀ Previous


Next ▶

▼ ADDITIONAL COURSE INFORMATION (for instructors only; do not publish for students)

 Student Competency Records

 8120 Standards Correlations.pdf

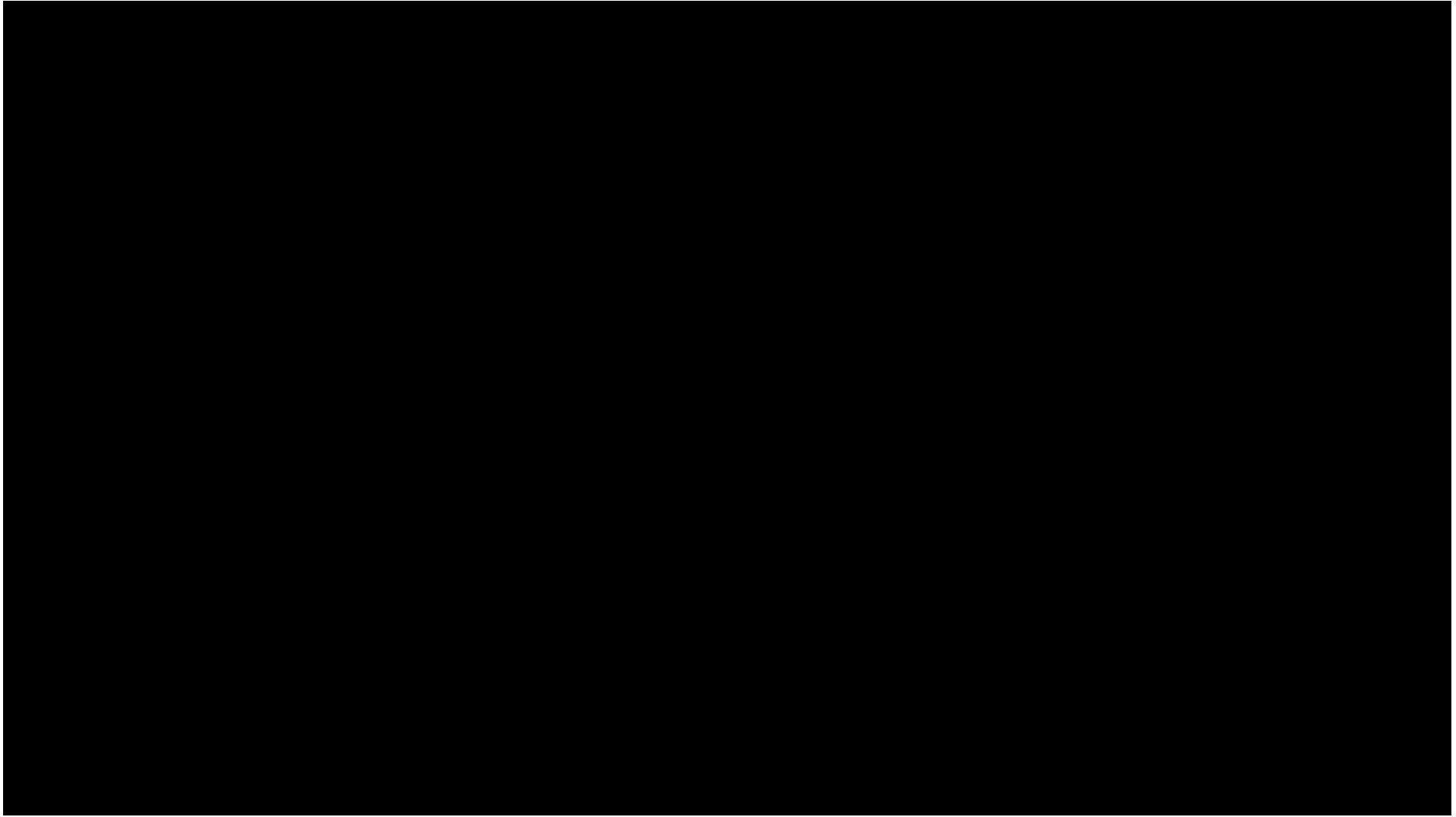
 8120 Credentials-Sequences-Clusters.pdf

 8110 8111 8120 8130 Acknowledgments and Copyright.pdf

Curriculum Resources



- Video profiles of former students who are now in their 20s and 30s.
- Profiles will feature each of the 17 career clusters and one active military personnel.
- [Career Success Stars Video Profiles](#)



Career Success Stars Video

CREATING EXCELLENCE AWARDS

- Creating Excellence Awards promote best practices and recognizes outstanding CTE programs.
- Secondary CTE recognition is awarded in three categories:
 - Advisory Committee Awards
 - Business and Industry Partnership Awards
 - Program Awards

APPROVED INDUSTRY CREDENTIALS

Entrepreneurship (9093)

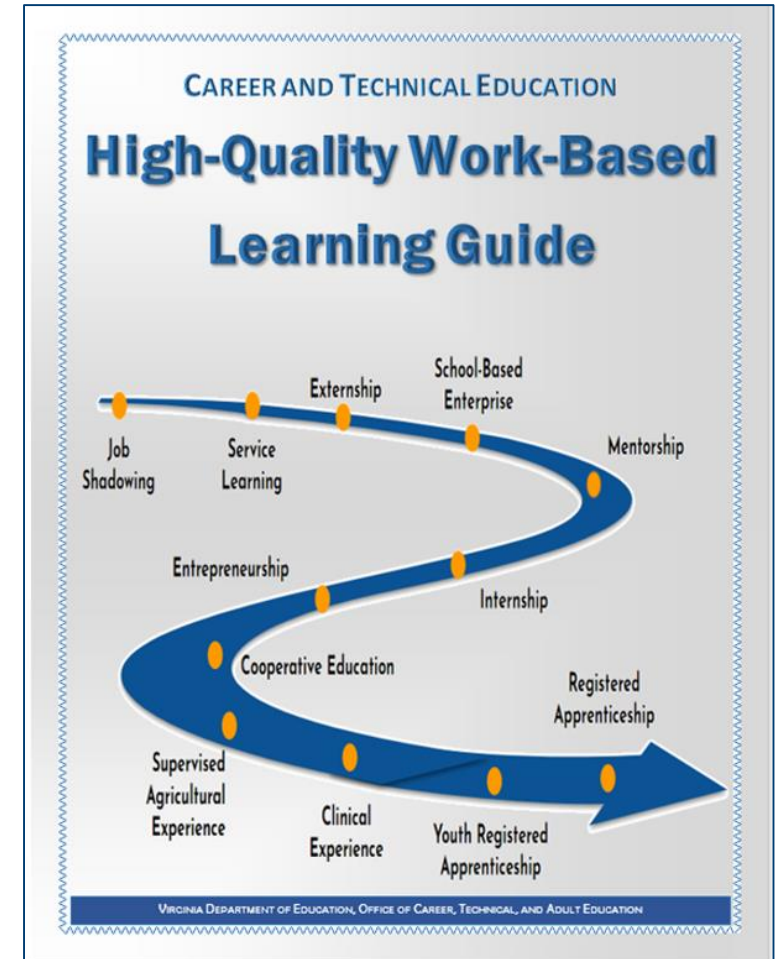
Entrepreneurship, Advanced (9094)

- **Certiport**

- o Intuit Design for Delight Innovator Certification Examination

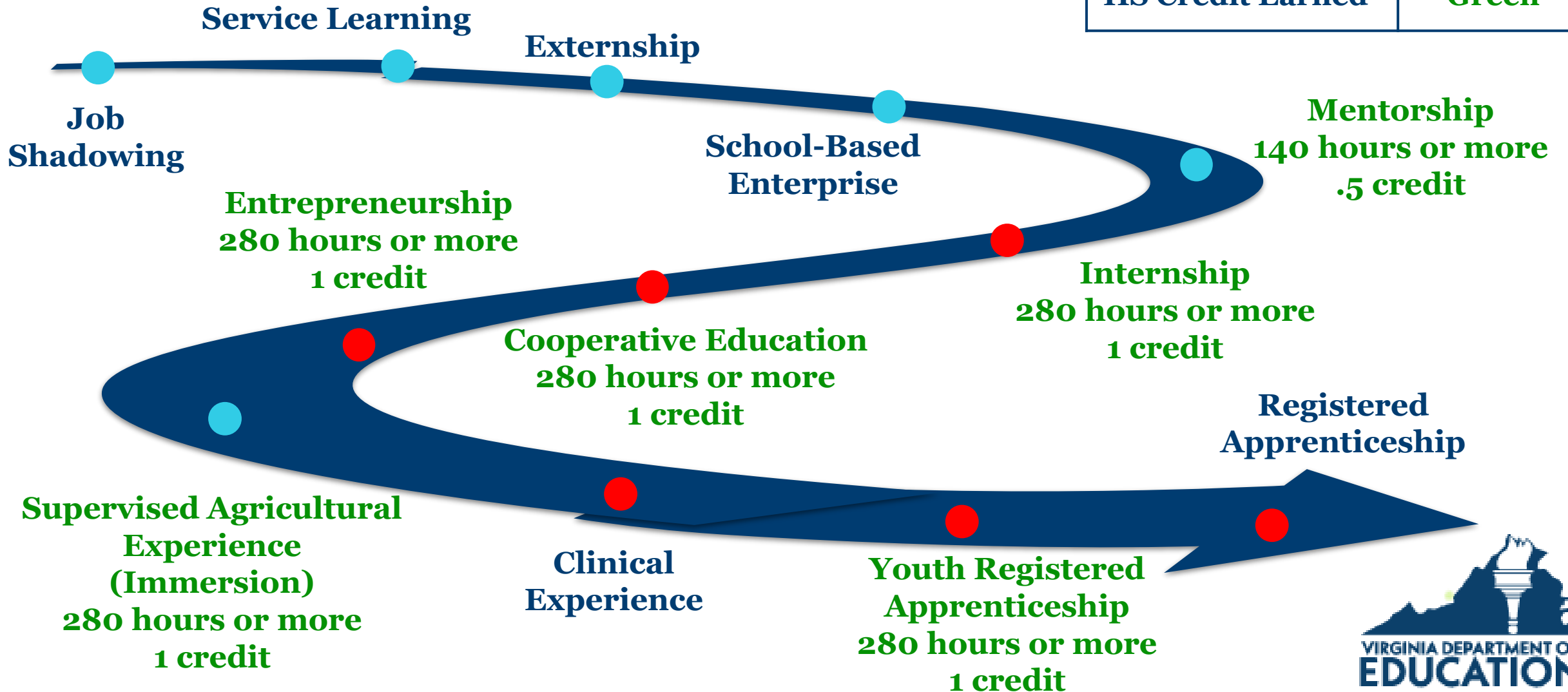
HIGH-QUALITY WORK-BASED LEARNING GUIDE

Career and Technical Education Work-Based Learning Guide (Word) is based on the redesigned methods of instruction effective August 4, 2022.



12 HQWBL EXPERIENCES

Grades 6-12	●
Grades 9-12	●
HS Credit Earned	Green



HQWBL Specialists

Sharon Acuff

Work-Based Learning Coordinator

sharon.acuff@doe.virginia.gov

Erika Temple

Work-Based Learning Specialist - Regions 1 & 3

erika.temple@doe.virginia.gov

Dr. Nikki Finley

Work-Based Learning Specialist - Regions 2

nikki.finley@doe.virginia.gov

Susan McNamara

Work-Based Learning Specialist - Region 4

susan.mcnamara@doe.virginia.gov

Amy Pultz

Work-Based Learning Specialist - Region 5

amy.pultz@doe.virginia.gov

Kim Radford

Work-Based Learning Specialist - Region 6

kimberly.radford@doe.virginia.gov

Dr. Jan Huffman

Work-Based Learning Specialist - Region 7

jan.huffman@doe.virginia.gov

Dr. Tamantha Hurt

Work-Based Learning Specialist - Region 8

tamantha.hurt@doe.virginia.gov

STAY CONNECTED

- Subscribe to the Marketing Educator Newsletter
- Submit your Marketing program highlights to be featured in the [CTE Newsletter](#) to karen.charney@doe.virginia.gov

STAY INFORMED

- [Superintendents Memos](#)
- [CTE Directors Memos](#)

QUESTIONS & ANSWERS

Karen M. Charney

Marketing and Related Clusters Specialist

Office of Career, Technical, and Adult Education

Virginia Department of Education

P. O. Box 2120

Richmond, Virginia 23218-2120

General Questions Regarding Career and Technical Education should be sent to:

cte@doe.virginia.gov; 804-225-3119

CTE Website: http://www.doe.virginia.gov/instruction/career_technical/

CTE Resource Center Website: <http://CTEresource.org>