Marketing Program Update

Virginia Department of Education
Office of Career, Technical, and Adult Education
November 15, 2021
4:00 – 5:30 p.m.
Teacher Resources
Presenters

• CTE Resource Center for Planning: Dee Strauss, King George High School, King George County

• Marketing Resource Website: Kim Radford, Blacksburg High School, Montgomery County
How’s It Going This Year?

ME TRYING TO MAKE IT

THROUGH THIS WEEK

@whattheflicka

Why yes, I am a bit stressed

Why do you ask?
CTE Resource Center for Planning

- **Start Here** for All About the CTE Resource Center
- It’s your FIRST STOP for class planning!
- All Marketing Course Task Lists can be found [here](#)
- Don’t forget to add **WRS**!
- Look for the instructional link helpers on each task list – lots of resources!

**LESSON PLANNING**

What are the **Required Components**
You’ve Got Your Plans…..Now Let’s
Marketing Program Resources

Click [THIS LINK](#) to access the site!
Where To Get Help!

- New Teacher Building Mentors
- Reach out to your VA DECA BOT Region Rep!
- Questions for Us?

Q & A
STATE LEADERSHIP CONFERENCE

- March 4 - 6
- We are planning for in person
- Updates will come after the Board of Trustees meeting

ADDITIONAL INFORMATION IS FORTHCOMING

December – SLC Packet will go out
Registration will open by Jan. 7
Registration will close Jan. 25

HTTPS://WWW.VADECA.ORG/STATE-LEADERSHIP-CONFERENCE
WHERE DO I FIND?

- Forms – Google Drive
- SBE Status – email Debbie@deca.org
- Testing login – comes from your DA
- Practice Test login – member id# & password is VAWins

HOW DO I?

- Fix a mistake on student name in membership
  - on membership site – column on right Request Change – click the icon & enter requested information
- Register for DLC? Get my DLC testing tickets?
  - Refer to the DLC Information Packet
    - Where is the DLC Information Packet?
    - Google Drive DAIL.VADECA@GMAIL.COM
NEW VIDEO CHALLENGES

- Advisor News 11/8 has links to challenges information
- Each challenge has unique processes
- VA DECA does not have any involvement with these

https://www.deca.org/high-school-programs/challenges/
<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>SPONSOR</th>
<th>OVERVIEW</th>
<th>START</th>
<th>END</th>
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</thead>
<tbody>
<tr>
<td>Digital Presentation Skills Challenge</td>
<td>Knowledge Matters</td>
<td>Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The top finalists will deliver a live, digital presentation.</td>
<td>January 3</td>
<td>February 11</td>
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<tr>
<td>Diversity, Equity &amp; Inclusion Challenge</td>
<td>MDA</td>
<td>Create a focused Diversity, Equity &amp; Inclusion (DE&amp;I) strategy, as well as a marketing and communications plan, that the Muscular Dystrophy Association can use to promote DE&amp;I to the high school and college-age demographic.</td>
<td>November 1</td>
<td>February 7</td>
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<td>Entrepreneur of Tomorrow Challenge</td>
<td>FIDM</td>
<td>Demonstrate your entrepreneurial spirit by proposing a new product idea. Pitch your new clothing, beauty, home, health, food or entertainment concept in a video presentation that describes your target market, product offering and benefits, market potential and marketing and distribution strategy.</td>
<td>September 1</td>
<td>February 7</td>
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<tr>
<td>Challenge</td>
<td>Details</td>
<td>November</td>
<td>December</td>
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<td>Ethical Leadership Challenge</td>
<td>Develop a 60-second (or less) public service announcement (PSA) video describing the nature of ethics. The PSA should be designed to educate your local community and those afar through social media about the importance of ethics.</td>
<td></td>
<td>November 1 Social media voting from December 1-15</td>
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<td>Lead4Change Challenge</td>
<td>Demonstrate your leadership skills by being involved with your community and submitting a community service project once you finish the six-lesson or 12-lesson track that aligns with 21st Century Skills. Work in teams and do a project as you go through the lessons.</td>
<td>September</td>
<td>February 11</td>
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<td>Social Impact Leader of Tomorrow</td>
<td>Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. DECA chapters can participate by developing a creative and unique fundraising campaign with NPCF branding.</td>
<td>September</td>
<td>February 7</td>
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<tr>
<td>Social Innovation Challenge</td>
<td><strong>Intuit</strong></td>
<td>Intuit and DECA are proud to team up and share an exciting opportunity to compete with other high school groups to make entrepreneurship and business ownership accessible for all.</td>
<td><strong>November 15</strong>&lt;br&gt;Teams must register by November 11</td>
<td><strong>January 14</strong></td>
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<tr>
<td>Social Media Marketing Challenge</td>
<td><strong>Stuent</strong></td>
<td>The challenge is your chance to compete using the social media marketing simulation, Mimic Social. You will be tasked with managing a fictitious company’s $5,000 weekly social media ad budget. You will schedule and promote content to post on each platform, target specific audiences, and analyze your success through multiple rounds of the simulation.</td>
<td><strong>February 1</strong></td>
<td><strong>March 1</strong></td>
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COMPETITION PREP RESOURCES & TIPS

- Google Drive > Competition Prep Files
- Advisor News 11/14 – link to new role play training video
- Links to key items – vadeca.org/conferences

VADECA.ORG/ADVISORS
MEMBERSHIP WHERE ARE WE?

The Good

- As of 11/15 membership = 8661
- Increase over 2020-21 of 1517!

The Not so Good

- Decrease from 2019-20 of 5571
- ICDC Allocations
  - We will lose slots if membership does not go back up to 13,000 minimum (need 4771 more)
  - At current membership level
    - VA allocations = 6 & 5
    - Drop from 9 & 8
- Budgeting for VA DECA events and activities will be reduced in 2021-22
MEMBERSHIP BOTTOM LINE

- We have time to get membership up!
- Increasing your chapter membership = increasing opportunities for students!
- Currently have 206 affiliated chapters
- We have 18 chapters under 10 students
- 48 chapters that historically are affiliated have NOT yet IF
  - Total chapters becomes 254 (this is our “normal”)
  - Each chapter adds 15 alumni or professional members
- WE CAN HIT 13,000 = NO LOST OPPORTUNITIES FOR STUDENTS
DONNA DAIL
804-291-8497
DAIL.VADECA@GMAIL.COM

#MAXMOMENTUM
#VADECAFiredUp
About VAME

A non-profit organization that provides Virginia’s marketing educators with resources to assist in their daily job duties.

PROGRAM OF WORK 2021-2022

- Enhance the career clusters and pathways instruction in the classroom by providing professional development activities at the VAME annual conference.
- Provide activities for industry certification at the VAME annual conference for marketing educators through online certification and workshops.
- Support DECA co-curricular activities by providing updates and training to marketing educators at the VAME annual conference and throughout the school year.
- Maintain the VAME website and our member only VAME Shared Lesson site, to provide vital information to marketing educators.
- Maintain professional connection with the Virginia Association of Career and Technical Education (Virginia ACTE) in support of their legislative initiatives.
- Sponsor annual student scholarship through the Virginia DECA Foundation.
VAME Board of Directors

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President-Elect
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Hanover High School
rtotten@hanover.k12.va.us

We encourage you to nominate yourself or someone you know for the board. Check vame.org for details
VAME Teacher of the Year recognizes and acknowledges VAME members for their dedication to marketing education, as well as their community, school and students.

Nominee Criteria

• All marketing teachers in Virginia are eligible, even if you have been nominated in the past for the award, if they meet the following criteria:
  • Involved in some capacity in Virginia Association of Marketing Educators’ activities at the local and/or state level
  • Must be a paid member for the current nomination year
  • Must not have been previously selected as VAME Teacher of the Year

We encourage you to nominate yourself or someone you know for the board. Check vame.org for details
ON DEMAND VIRTUAL CONFERENCE

If you need professional development our 2021 Summer Conference is available On-Demand!

Up to 16 PD and recertification points available.

Check [www.vame.org](http://www.vame.org) and click Annual Conference.
2022 Summer Conference

INFORMATIVE

Guest speakers and workshops that will provide information to help guide us in both education and industry trends

ENLIGHTENING

See some new ways of executing your daily lessons

INTERACTIVE

Opportunity to network with other Marketing Educators as well as share and develop lessons.
The upcoming summer conference

VAME LESSON SHARE

Member Only Benefit
Does anyone have any questions?
Email Us:  VAME.org@gmail.com

THANK YOU

Follow Us On Instagram:  @vame_1

Follow Us On Facebook:  VAME
High-Quality Work-Based Learning (WBL) Fall 2021 Update
WBL Regional Assignments

- **Work-Based Learning Coordinator**
  Sharon Acuff - Regions 3, 4, and 5

- **Current Regional Assignments**
  Nikki Finley - Regions 1, 2, and 8
  Erika Temple - Regions 6 and 7

Region assignments will shift as new team members come on board.

- 4 specialists will be hired this year to support Regions 4, 5, 6 and 7
- 2 additional specialists will be hired in 2022 to support Regions 3 and 8
- A WBL Specialist will be assigned to each Superintendent’s Region, to dedicate 100% work effort to achieving High-Quality WBL goals in each region.
Session Overview

- What is High-Quality Work-Based Learning (WBL)?
- Why is High-Quality Work-Based Learning important now?
- How does COVID-19 impact the implementation of High-Quality Work-Based Learning?
- How are we working with school divisions and business partners to mitigate these challenges?
- What can be done to assist with achieving High-Quality Work-Based Learning?
What is High-Quality Work-Based Learning?
What is High-Quality Work-Based Learning?

High-Quality WBL is school-coordinated experiences that are:
- related to students’ career goals and/or interests
- integrated with instruction
- performed in partnership with local businesses and organizations

Virginia’s Career and Technical Education (CTE) programs include:
- High-Quality Work-Based Learning opportunities
- Classroom instruction related to the WBL experience
- Participation in Career and Technical Student Organizations (CTSOs)
12 High-Quality WBL Experiences

- Job Shadowing
- Service Learning
- Internship
- Entrepreneurship
- Externship
- Mentorship
- Cooperative Education
- Clinical Experience
- Supervised Agricultural Experience*
- Registered Apprenticeship
- Youth Registered Apprenticeship
- School-Based Enterprise

*Added July 1, 2021

Grades 6-12
Grades 9-12
Why is High-Quality Work-Based Learning (WBL) important now?
High-Quality WBL Supports Equity and Access in Virginia

What is equity and access?
Is the process of reforming practices, policies, and procedures at the school and divisional levels to support academic fairness and inclusion and ensure that every child has the resources, teachers, interventions, and supports they need to be successful.
High-Quality WBL: Advancing Equity and Access

- Increased student engagement
- Relevant work experience
- Employability and technical skills
- Social capital
- Positive relationships with adults
- Academic excellence and opportunities for advancement
- Pathways to careers
Equitable and Accessible WBL Programs provide:

- all students have an opportunity to participate in High-Quality WBL experiences
- resources and support to all stakeholders that participate in High-Quality WBL
- networking that includes community partners to ensure all students get support outside of the classroom
- data tracking that allows for the reliable, valid, and complete collection and evaluation of High-Quality WBL data
Profile of a Virginia Graduate

- Align knowledge, skills, and personal interests with career opportunities
- Build connections and value interactions with diverse communities
- Achieve and apply appropriate academic and technical knowledge
- Attain and demonstrate productive workplace skills, qualities, and behaviors
- Align knowledge, skills, and personal interests with career opportunities
- Build connections and value interactions with diverse communities
- Achieve and apply appropriate academic and technical knowledge
- Attain and demonstrate productive workplace skills, qualities, and behaviors
Graduation Requirements
Per Code of Virginia § 22.1-253.13:4, students are required to
(i) complete an Advanced Placement, honors, International Baccalaureate, or dual enrollment course; or
(ii) complete a high-quality work-based learning experience, as defined by the Board; or
(iii) earn a career and technical education credential that has been approved by the Board

College, Career, and Civic Readiness Index (CCCRI)
Previously scheduled to be part of accreditation ratings starting in the 2022-2023 accreditation year based on data from the 2021-2022 graduating cohort will now be delayed until 2023-2024 based on data from the 2022-2023 school year.

School accreditation will be measured on graduating seniors having completed at least ONE of the following during high school:

- Receive credit for advanced coursework (AP/IB/DE)
- Be a CTE completer and earn a CTE credential
- Complete a work-based learning experience
Business Partner Benefits

- Meet current workforce needs
- Contribute to economic growth
- Increase workforce diversity and inclusion
- Influence educational curriculum
- Develop more robust talent pipelines
- Establish a network with other businesses/employers
- Increase customer awareness, which should lead to an increase in the bottom-line
How does COVID-19 impact the implementation of High-Quality Work-Based Learning?
Major Challenges

- Absence of hands-on activities
- Student/business partners readiness and ability to shift WBL online
  - Did not have virtual platform that business and students could access
  - Needed additional online platform training
  - Lack of student/business access to technology or Wi-Fi
  - Unfamiliar with how to conduct WBL online
- Increased liability for stakeholders
- Prioritization of WBL
Newport News Public Schools’ Cooperative (COOP) Education Coordinators displayed innovation and creativity by providing in person and virtual activities.

Three interactive Canvas modules were developed that focused on Workplace Readiness Skills, Employability Skills and Work-Based Learning.

The workplace readiness/employability skill modules focused on student interest and the needs of employers to better prepare students to enter the workforce and be successful in their chosen career.

These resources were shared with over 11,000 middle and high school CTE students.

As evidenced by completion of learning modules and capstone projects, student employability skills and career preparedness have increased.
Chesterfield County Public Schools

- Offered virtual WBL opportunities
- Use of virtual applications to meet with employers, students and teachers
- Utilized a virtual platform to streamline employer onboarding
- Created a virtual platform for students, teachers and parents to access WBL information
- Provided COVID-19 guidance and forms for students and employers

4,800 WBL Experiences

- Virtual Tours
- Virtual Career Fair
- Guest Speaker videos
- Informational Interviews
How are we working with school divisions and business partners to mitigate these challenges?
Virtual Professional Development & Literature Review

- Virtual Work-Based Learning Professional Development
  - CTE Resource Center: High-Quality WBL Link
  - Virginia Ed. Strategies

- Literature Review:
  - Working to Learn and Learning to Work: A state-by-state analysis of high school work-based learning policies
  - The Goals and Dimensions of Employer Engagement in Workforce Development Programs
(Proposed) High-Quality WBL Specialist Training

- Discuss the alignment of classroom and workplace learning; application of academic, technical, and employability skills in a work setting; and support from classroom or business partner
- Provide guidelines and resources related to creating a divisional WBL strategy, engaging employers, collecting data, and scaling effective programs
- Review High-Quality WBL Specialist Handbook

(Proposed) Virtual Work-Based Learning Network (VWBLN) will:

- establish a virtual connector between students and real world business opportunities.
- provide a statewide platform to share and track WBL experiences in Virginia’s high-skill, high-wage, and in-demand workforce career sectors.
- provide equitable access to virtual WBL opportunities.
- expand opportunities for secondary students to experience WBL throughout the Commonwealth.
What can be done to assist with achieving High-Quality WBL?
Strategies for Supporting High-Quality WBL Initiatives

- Align WBL visions and definitions
- Work with the local WBL point of contact to identify High-Quality WBL experiences
- Share WBL knowledge, resources, ideas and best practices to build collective capacity
- Work collaboratively within your school (school counselors, transition specialists, career coaches) across agencies, divisions, sectors both state and locally
- Use labor market research to prioritize supports aligning with critical, in-demand careers in the Commonwealth
- Keep accurate records of key metrics for WBL experiences
Contact

Sharon Acuff, Work-Based Learning Coordinator - Regions 3, 4 and 5
sharon.acuff@doe.virginia.gov

Dr. Nikki Finley, Work-Based Learning Specialist - Regions 1, 2 and 8
nikki.finley@doe.virginia.gov

Erika Temple
Work-Based Learning Specialist - Regions 6 and 7
erika.temple@doe.virginia.gov
Newly Revised Frameworks Published for 2021-2022

- Sports and Entertainment Marketing, 8175
- Sports and Entertainment Management, 8177
- Digital and Social Media Marketing, 8125
- Marketing Management, 8132
Curricula Reviewers for Sports and Entertainment Marketing and Sport and Entertainment Management

- Susannah Oates, L.C. Bird High School, Chesterfield County
- Kimberly Radford, Blacksburg High School Montgomery County
- Kristina Sanders, King George High School, King George County
- Kellen Scott, South County High School, Fairfax County
- Meredith Shuman, Cave Spring High School, Roanoke County
- Jason Uhry, Sherando High School, Frederick County
- Heather Van Dyke, Briar Woods High School, Loudoun County
- Sarah Voyak, Deep Run High School, Henrico County
Curriculum Reviewers for Digital and Social Media Marketing

- Mallory Cromer, Broadway High School, Rockingham County
- Janai Eley, Booker T. Washington High School, Norfolk City
- Raelyn Hamilton, Sherando High School, Frederick County
- Sarah Hinkhouse, South County High School, Fairfax County
- Melissa Talley, Turner Ashby High School, Rockingham County
- Kimberly Thompson, Varina High School, Henrico County
- Avonda Turner, Meadowbrook High School, Chesterfield County
Curriculum Reviewers for Marketing Management

- Kimberly Beales, Prince George High School, Prince George
- Karen Charney, Clover Hill High School, Chesterfield County
- Kelli Chenault, Riverbend High School, Spotsylvania County
- Terri Palmer, Courtland High School, Spotsylvania County
Frameworks For Revision This Year

• Career Investigations (required course at the middle school)  September 23, 2021
• Career Strategies (9071/9074) - September 23, 2021
• Education for Employment (EFE) - (Exploratory, Preparation and Development) October 7, 2021
• Introduction to Marketing (8110/8111) - November 4, 2021
• Marketing (8120) - November 4, 2021
• Advanced Marketing (8130) - November 4, 2021
• Real Estate (8191) - November 16, 2021
Teaching Workplace Readiness Skills

• Check out the lesson plans, online vocabulary quizzes, assessment rubrics, video resources, and handouts available to enrich teaching Workplace Readiness Skills

• [http://cteresource.org/wrs/index.html](http://cteresource.org/wrs/index.html)
For the 2021 ranking of the 100 Best W!se High Schools teaching Personal Finance, the second place ranking in this year’s national ranking is Hurley High School, Buchanan County Public Schools. Last year when Hurley was first in the nation, Dr. Lane, Virginia’s State Superintendent of Public Instruction, participated virtually in the awards ceremony broadcast from New York City to announce Virginia’s accomplishments.

This year, 12 of the top 30 schools were from Virginia and 57 schools from Virginia are in the top 100 this year, a record for any state and up 5 schools from last year in the top 100!

For 2020-2021, 62% of W!se Blue Star Schools were from Virginia; 3,195 VA students achieved a W!se Scholar status (students who get more than 95% score in the certification test) and 491 achieved the W!se Centurion status (perfect score).
Economics and Personal Finance

- State and National Accomplishments and Recognitions
  - Virginia is one of five states to receive an “A” in a national study of state efforts to produce financially literate high school graduates.
  - Financial Literacy Summit transitioned to virtual professional development for last year and will remain virtual for this year—Save the Date for October 11, 2021
  - Standards of Learning for Economics and Personal Finance 6120 were revised in 2020; course revision for 6120 and 6121 on September 28, 2021.
Creating Excellence Awards 2022 Timeline

- Superintendent’s Memo with applications to be released January 2022.
- Teachers submit applications to the CTE Administrator for local judging in three categories: Advisory Committee, Business Partnership, Program.
- CTE Administrator submits local award winners’ applications to VDOE in March 2022.
- State judging panel evaluates applications April 2022.
- VDOE notifies regional award recipients May 2022.
- State and regional awards announced at Awards Luncheon June 2022
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| **Charles Holloway**  
- Owner, Team Leader, Entrepreneur  
- Holloway Experience Real Estate  
- Heritage High School  
- Newport News Public Schools  

**Marketing - Ch...** |

| Hanna Gardner  
- Account Executive  
- CRC Strategies  
- Riverbend High School  
- Spotsylvania County Public Schools  

**Hanna Gardner...** |

| **Mike Watkins**  
- Director of Business Development & Game Day Experience  
- Norfolk Tides Baseball Team  
- Tabb High School  
- York County High School  

**Mike Wakens, C...** |

| **Aubrey Wilkerson**  
- Customer Category Manager  
- Kraft Heinz Company  
- Tampa, FL  
- Winchester City Public Schools  

**Marketing** |
New Teacher Institute

- Save the date - July 11-15, 2022
- Superintendent’s Memo and application will be released spring 2022
- CTE Curriculum and Instruction course to meet initial teacher licensure requirements
NRF Industry Credentialing

- Continuing Credential: Customer Service and Sales
- New Credential: Business of Retail: Profit & Operations
- Eliminated Credential: Advanced Customer Service and Sales
In order to stay abreast of what is happening in the Marketing program area:

Get added to the Marketing Listserv, and please provide the following information:

- Your name
- Your school name and school division
- If you replaced a teacher, please supply that name.
- sharon.acuff@doe.virginia.gov
Contact Information

Sharon Acuff
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Marketing and Related Clusters Specialist
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