

MCEA – Marketing Division Agenda

Shelli Ray – President

MBEA/MCEA SUMMER CONFERENCE PARTICIPATION PRIZES

As you engage with presenters throughout the conference, you will have the opportunity to enter to win many prizes. These prizes will be awarded at the conclusion of the *DESE Update* on Thursday. Please look for information in your registration packet to learn how to enter.

Prizes include:

- * One Free Adviser Registration to all Missouri FBLA-PBL Conferences
- * Missouri FBLA-PBL Priority Seating for Chapter at SLC Registration - Session of Choice
- * Missouri FBLA-PBL Swag Bag
- * Missouri FBLA-PBL Priority Housing for SLC
- * One Free Advisor Registration to DECA FLC
- * Missouri FBLA-PBL Lightweight Jacket
- * Missouri DECA Priority Seating for FLC Hypnotist Show for 4 Students, Front Row
- * Missouri DECA Swag Bag
- * Missouri DECA Lawn Chair & Umbrella Set
- * Missouri DECA Lightweight Jacket
- * \$25 Visa Gift Card

NOTE: Many of this year's workshops are dedicated to technology in the classroom. It is suggested to bring your fully-charged laptop or other device to the sessions to allow for your full engagement in the various activities being presented. Cords and electricity will not be provided.

MONDAY, JULY 24

9:30 a.m.

Missouri ACTE Board of Directors Meeting

1:00 p.m. - 6:00 p.m.

Missouri ACTE Conference Registration

1:00 p.m. - 6:00 p.m.

Exhibits Open

6:30 p.m.

MCEA Board Meeting – Location: TBA

TUESDAY, JULY 25

7:30 a.m.

All Missouri ACTE Committee Meetings

8:00 a.m. - 2:00 p.m.

Exhibits Open

8:00 a.m. - 5:00 p.m.

Missouri ACTE Conference Registration

8:45 a.m.

New Professional Reception

10:00 a.m.

Missouri ACTE Opening General Session

11:30 a.m. - 1:30 p.m.

Dine-Around Town

Area restaurants, located within walking distance of the Expo, will be open to serve our members. Many of the restaurants will be extending discounts and a few are opening only for our members, so they will require reservations. For a map of the restaurants, go to: <http://j.mp/1yKalEM>

Note: MCEA will be participating in the Missouri ACTE sessions listed below:

General Sessions – MoACTE

Please add MoACTE General Sessions Here

5:00 p.m. - 7:00 p.m.

MCEA/MBEA Opening Session with Full-Plated Dinner and District Summer Meetings

Kansas Room

KEYNOTE: Jeff McCauley, CEO of The Marketing Teacher

Forget Great, Let's Just Be Good!

Description: Mr. McCauley will discuss some key ideas and critical questions educators should pose about their program to determine how they can make their classroom experiences even better for their students.

Following Opening Session, DECA Districts will hold their summer meetings in Illinois with dessert.

Wednesday, JULY 26

8:00 a.m. - 9:00 a.m.

MCEA Business Meeting

Colorado B Room

Light pastries will be served.

CONCURRENT SESSIONS 1

9:10 a.m. - 10:10 a.m.

Projects for Pathways: Enhancing a Sequence of Projects to Articulate in an Interview

Kansas BC Room

Presenter: Marty Sugerik, School Improvement Consultant for Technology Centers that Work

Description: This session will model the SREB Design Process used to enhance a sequence of projects to be used as evidence in a job interview. Articulating skills and knowledge are key in a job interview. Beyond this, employability skills are a primary concern in business and industry. Participants will learn how to modify existing projects as well as design new projects that can be used as evidence of those employability skills. Participants will get a snapshot of project ideas that align to DECA and FBLA pathways.

9:10 a.m. - 10:10 a.m.

Rockonomix and Social Media

Colorado A Room

Presenter: Patricia Palmer, UMKC Office for Financial Literacy

Description: 'Rockonomix', a student-produced music video parody project, helps motivate student learning by using popular media to reinforce basic economic principles. Learn how to implement in this project in your classroom and use the materials, "Economics Rock!" followed by "Social Media and Financial Literacy?" This is a good combination of tech and real world...let's talk about it!

9:10 a.m. - 10:10 a.m.

Solving the Financial Literacy Gap for K-12 Students

Colorado B Room

Presenter: Ben Gwynne, Everfi

Description: The #1 reason students drop out of college is because financial concerns. Join our session to receive access to web-based resources that raise awareness about financial education to elementary, middle and high school students. All of the resources are available at NO COST.

Teachers will receive access to the following:

- EverFi (grades 10-12, 6-8 hours) – Teaches students about credit scores, investing, financing higher education, and more.
- FutureSmart (grades 7-9, 3-4 hours) – Students play the mayor of a town, helping local citizens with decisions such as weighing opportunity costs, budgeting and savings.
- Vault (grades 4-6, 2-3 hours) – Introduces students to concepts like savings and banking to increase knowledge for making sound financial decisions at a young age.

The standards aligned supplemental resources are student-driven and have assessments embedded in them, enabling teachers to become facilitators and see measurable student outcomes. Through partnerships with the Missouri Bankers Association and the MassMutual Foundation, students who complete these resources have opportunities to apply for scholarships.

9:10 a.m. - 10:10 a.m.

Marketing Gets Digital

Illinois Room

Presenter: Jeff McCauley, CEO of the Marketing Teacher

Description: How long before “Marketing 101” is replaced by Digital Marketing? Not as long as you may think. Digital marketing is here to stay, and we have a responsibility to teach these principles, platforms and strategies to our students. Get a brief introduction to digital marketing and some ideas about what to teach and how to teach it.

9:10 a.m. - 10:10 a.m.

Sports and Entertainment Marketing: Trends and Career Opportunities

Oklahoma Room

Presenter: Jack Croghan, Director, Sports & Entertainment Business Management Program, Westminster College; Career history includes: VP, Edward Jones Dome and Director of Mktg, St. Louis Cardinals

Description: S&E marketing is one of the career tracts currently experiencing significant growth! Attend this session with an expert in the field as Mr. Croghan shares his experiences and current S&E marketing trends while telling you how your students can become leaders in the next generation of sports and entertainment creative ventures.

9:10 a.m. - 10:10 a.m.

It’s Never Too Early to Begin Building Your Personal Brand

Kansas A Room

Presenter: Jennifer Davis, Assistant Director, Business Career Services and Avy Kea, Career Specialist - Robert J. Trulaske College of Business, University of Missouri

Description: This presentation will point out the importance of developing a student's personal brand in high school. We will walk through the process of designing a professional resume and building their

personal brand via LinkedIn. Both the resume and LinkedIn profile can be updated as the student's complete high school and move into college or professional careers.

9:10 a.m. - 10:10 a.m.

Recruit Computer Science Students

John Q Room

Presenter: Dr. Tim DeClue, Department of Computer and Information Sciences, Southwest Baptist University

Description: Want to start a computer science program, but are unsure of there are enough students interested? Come to this session to learn how to recruit students to take your computer science classes!

9:10 a.m. – 4:20 p.m.

Variquest Classroom Lab – Free Exploration of Available Equipment

Texas Room

Facilitator: Dane Cockrell, Kansas City Audio-Visual/Variquest

Description: This room will be set up for use by all attendees throughout Wednesday of the conference. Bring along some ideas for posters, displays and other projects for your back to school and create them right in this Lab. Test out all of the equipment available from Variquest like the Design Center 2300 software, the Trifecta 800 3-D Printer, the Perfecta 3600STP Full Color Poster Creator and more!

CONCURRENT SESSION 2

10:20 a.m. - 11:20 a.m.

The Wealth Game

Kansas BC Room

Presenter: Barbara Flowers, Federal Reserve Bank of St. Louis

Description: First, we'll play The Wealth Game – where participants are given an initial set of colored beads with defined values that determine their wealth in one of three categories: poor, middle-class, or rich. Their task is to answer the question: How do personal characteristics and skills affect a person's financial wealth? By trading their beads with other participants, based on certain criteria, the outcome will illustrate the four primary determinants of wealth: natural abilities, effort, motivation, and luck. Next, participants will play The Inventory Game where they will physically move into and out of a "wallet" and note the change in the number of participants in the wallet over time, as well as the inflow and outflow rates. This demonstration is then related to the stock concepts of assets and liabilities and the flow concepts of income and expenses. Participants use this distinction to determine net worth, cash flow, and the relationship between them. The rest of the session will be used to describe more fun and interactive lessons from the 2017 EIFLE Award winner in the Children's Education Program: General category – Making Personal Finance Decisions. This curriculum is free of charge.

10:20 a.m. - 11:20 a.m.

Your Piece of the Pie: Today's Youth, Tomorrow's Entrepreneurs

Colorado A Room

Presenter: Patricia Palmer, UMKC Office for Financial Literacy

Description: Develop 'kidpreneurs' through this free, classroom-ready program. Your Piece of the Pie (YPOP) inspires future entrepreneurs and leaders through literature, multimedia and visits from community professionals.

As the job market evolves, employers look for individuals with entrepreneurial skills such as confidence, creative thinking, relationship building and leadership. YPOP is a four-part lesson that teaches students all of these skills to strike out on their own and to be valued employees. Ideal for 6-8th grade includes project based learning, researching, prototyping and business plans. YPOP has been field tested for 3 semesters and has received great reviews!

10:20 a.m. - 11:20 a.m.

Critical Thinking Lesson Plan

Colorado B Room

Presenter: Gina McLachlan, Educator at Fulton High School

Description: Students love to be engaged. This workshop will be a simulation of using creative thinking. The real topic can't be revealed because it would ruin the workshop but it could be applied to any non-skilled management class or a chapter meeting.

10:20 a.m. - 11:20 a.m.

The Social Classroom

Illinois Room

Presenter: Jeff McCauley, CEO of The Marketing Teacher

Description: Tweets. Post. Likes. Shares. Everywhere we look social media is making an impact. As a teacher, we can either fight it (and lose) or look for ways to embrace the power that is social media. We will explore a variety of ways you can use social media in your classroom.

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10:20 a.m. - 11:20 a.m.

Google Sheets: Not Excel, but Excellent!

Kansas A Room

Presenter: Tonya Skinner, Educator at Jackson High School

Description: With the growing shift to individual devices, such as Chromebooks, and using cloud-based

computing, many schools are moving toward Google as a Microsoft Office replacement. Though it's still not "Excel", this session will go over some of the features of Google Sheets that make it actually better than Excel in some ways and how to complete various spreadsheet functions using this Google substitute. It's actually a quite EXCEL-lent app that can do more than you think!

10:20 a.m. - 11:20 a.m.

EarSketch – Learning Programming with Music

John Q Room

Presenter: Dr. Tim DeClue, Department of Computer and Information Sciences, Southwest Baptist University

Description: EarSketch uses music to teach students how to code! EarSketch uses either a Python compiler or block coding for students to code their own music. It even has a complete curriculum. Come get great ideas about how to use EarSketch in your classroom.

8:00 a.m. – 4:20 p.m.

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CONCURRENT SESSIONS 3

1:00 p.m. - 3:00 p.m.

Missouri Business and Marketing Teacher Educator Meeting

Executive Board Room

Presenter: Lori Brewer, BMIT Director

Description: **For the post-secondary teacher educators** across the state, this two-hour session will serve as the summer meeting. Topics will include certification updates and education program reviews.

1:00 p.m. - 2:00 p.m.

The Wealth Game

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1:00 p.m. - 2:00 p.m.

Building a Global Mindset in Your Classroom

Colorado A Room

Presenter: Jeff Wiese, Assistant Dean of Undergraduate Programs and Student Services, Robert J. Trulaske, Sr. College of Business

Description: How do you help students who are in the middle of the United States, in the middle of Missouri, grow their global awareness and develop a global mindset? And how do you convince students that it is important to develop their global mindset? Those are the questions we at the University of Missouri – Trulaske College of Business struggled with a few years ago. The easy answers are learning a foreign language and traveling abroad. However, both are resource intensive; time and money. Through this interactive program we will share how we use learning maps to first expose our students to why it is important to develop their global mindset, sharing with them what employers expect of their employees and how “typically American” companies have a global presence. After talking about the why, we discuss with students how they can develop their global mindset in their current location. We are excited to share how we prepare our students for their future both in Missouri and around the globe.

1:00 p.m. - 2:00 p.m.

Use Fantasy Football to Strengthen Your Project Based Learning Classroom Experience

Colorado B

Presenter: Gina McLachlan, Educator at Fulton High School

Description: Learn to have students apply the principles of business and marketing with projects. The two projects presented will be Fantasy Football and Business Financial Plan. You will learn how to use these tools to implement the curriculum while have students work in groups and alone to produce real world scenarios.

1:00 p.m. - 2:00 p.m.

Flipping Your Classroom: Engaging Learners with Video

Illinois Room

Presenter: Kimberly Sterne, Educator at Longview Community College

Description: Do you ever wish you had more time to do projects and hands-on learning in the classroom? Do you see your students begin to lose interest when you are presenting notes? What about those students who just do not understand concepts the first time around and need extra support? There is a solution! Flipped instruction is an instructional method that has been around for about ten years. It moves what typically happens inside the classroom out to become homework. It then takes the

traditional homework and puts it in the classroom. Sound crazy?!? It might just be crazy enough to work for you and your students! Come learn what flipped instruction is and why this method has become so popular across all subject areas. Discover the technology tools and tricks to making implementation easier to manage. See an example of a flipped computer concepts unit implemented in a community college level computer applications course. Leave with the resolve to try something new in your classroom!

1:00 p.m. - 2:00 p.m.

Building a Strong Leadership Team

Oklahoma Room

Presenter: Michael Oliva, Educator at Wentzville Timberland High School

Description: Are you struggling to get the right mix of officers for your group? Do you pick all leaders and no workers? There must be worker bees as well as a queen-I will help you find both.

In this session, I will show you some easy to use personality tests and strategies to develop an effective team. Additional strategies will also be discussed about how to build the teamwork component in your organization to make sure everyone is pulling in the same direction.

Bring your laptop to fully participate in this session.

1:00 p.m. - 2:00 p.m.

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CONCURRENT SESSIONS 4

2:10 p.m. - 3:10 p.m.

Keeping Current in Personal Finance

Kansas BC Room

Presenter: Barbara Flowers, Federal Reserve Bank of St. Louis

Description: Personal finance tools, regulations, and individuals' goals are changing and evolving. How do you keep up with the changes to best prepare your students for life after high school? Subscribe to *Page One Focus on Finance* for the latest tools and trends. In this session, participants will work through activities on new or evolving personal finance tools, such as the smart chip, myRA, and peer-to-peer lending. They will also get *Page One Focus on Finance* issues on harder-to-find topics such as insurance, soft skills, and public and private financing with stocks and bonds. *Page One Focus on Finance* is a bi-monthly publication, free and downloadable. It was given the 2017 EIFLE Award for Children's Education Program: General. It's a great resource for keeping your students current in personal finance.

2:10 p.m. - 3:10 p.m.

Economic and Social Change in Literature

Colorado A Room

Presenter: Gena Wolf, Federal Reserve Bank of Kansas City

Description: Discover ways to teach social entrepreneurship and economic development through literature. Fiction and non-fiction stories can be effective instruments for exploring what motivates individuals to make a difference in their community. This session will provide an overview of several literary works that demonstrate these areas of civic engagement, along with a walk-through of classroom-ready lessons that have been developed to accompany them. A model for recognizing sustainable economic development will be shared, as well as additional activities that correlate to curricular standards. As an added bonus, copies of featured books will be drawn as prizes during the session!

2:10 p.m. - 3:10 p.m.

Use Fantasy Football to Strengthen Your Project Based Learning Classroom Experience

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Bring your laptop to fully participate in this session.

2:10 p.m. - 3:10 p.m.

Get CREATIVE with Adobe!

Kansas A Room

Presenter: Tonya Skinner, Educator at Jackson High School

Description: Finally moving to Adobe Creative Cloud? Wonder what you've been missing? This session, from Adobe certified trainer Tonya Skinner, will fill you in on some of the newest features of the Adobe Creative Cloud suite across various applications-- Illustrator, Photoshop, Dreamweaver, and Premiere. If you teach a multimedia or web design course, you'll leave with a multimedia of ways to get your students started creating eye-catching multimedia projects for your technology classroom.

2:10 p.m. - 3:10 p.m.

Have No Computer Science Experience? TEALS Can Help

John Q Room

Presenter: Greg Teschner, Microsoft

Description: TEALS - Technology Education And Literacy in Schools is a program to help you get your computer science program off the ground.

8:00 a.m. – 4:20 p.m.

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3:10 p.m. - 3:30 p.m.

Cake Break (MCEA only)

Kansas BC Room

3:30 p.m.

House of Delegates Meeting

CONCURRENT SESSIONS 5

3:30 p.m. - 4:30 p.m.

Computer Science: Plant the Seed and Let it Grow! (Coding)

Kansas BC Room

Presenter: Cari Cline, Northwest Missouri State University

Description: Why teach computer science or coding? For your Students! In Missouri alone there are over 10,000 computing jobs for a pool of 1,138 computer science graduates.

This workshop will be focused on providing teachers with the tools necessary to return to the classroom ready to embed computer science into their curriculum or expand it into a stand-alone course. The lead presenter has recently entered higher education, but brings recent experience from a middle school classroom providing a unique outlook on the shortage in the area of computer science. Learn about resources at your fingertips which increase student engagement, improve higher order thinking skills, and prepare your students for the future!

3:30 p.m. – 4:30 p.m.

New Resources from Federal Reserve Bank of Kansas City

Colorado A Room

Presenter: Gena Wolf, Federal Reserve Bank of Kansas City

Description: Explore new classroom-ready resources from the Kansas City Fed! This session will provide an overview and walk-through of free resources that highlight behavioral economics, wise use of credit, saving and investing concepts. The resources covered include activities to help students better understand economic principles behind their behavior, an introduction to the car loan process and establishing credit worthiness and a simulation about saving and budgeting during a time of financial crisis. Free copies of the lessons and activities will be shared, along with the correlation to state standards. Additionally, drawings for teacher prizes will take place during the session.

3:30 p.m. - 4:30 p.m.

Industry Demand for Computer Science Jobs in the Ozarks

Colorado B Room

Presenter: Barbie Kolb, Educator at Springfield Public Schools

Description: Demand for careers in technology is on the rise and many of those jobs are going unfilled due to a talent shortage. Discover ways to educate your students about opportunities that exist.

3:30 p.m. – 4:30 p.m.

High School of Business

Illinois Room

Presenter: Rebecca Hudson, Educator at Lebanon Technology and Career Center

Description: *High School of Business™* brings college-inspired business administration courses to high schools across the U.S. An accelerated series of six courses challenges students with hands-on marketing, management, finance, and economics courses. Each course is built around industry-validated

curriculum standards. The courses are positioned for local and national college credit opportunities, as well as weighted scoring. Teachers receive high-quality professional development and ongoing support.

3:30 p.m. - 4:30 p.m.

Implementing FIT

Kansas A Room

Presenter: Amanda Harvey, Educator at Smith-Cotton High School

Description: FIT is a 40-hour internship program developed by Ed Watkins that has been implemented in Sedalia, MO, during the past 18 months. A committee of local leaders in business and industry, education and professional fields have been working together to provide high school students with internship experiences in career fields that match their interests. The program has shown outstanding results! Come find out how to organize and offer the FIT program to your high school students!

3:30 p.m. - 4:30 p.m.

MIT App Inventor 2

John Q Room

Presenter: Maxcy Dimmick, Educator at Springfield Public Schools

Description: MIT App Inventor 2 is a block type event handler programming language that is a good introduction to programming. Students enjoy it because they get to build phone apps.

8:00 a.m. – 4:20 p.m.

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Thursday, JULY 27

CONCURRENT SESSION 6

8:30 a.m. – 9:15 a.m.

DESE Update

Illinois Room

Presenter: Lori Brewer, DESE BMIT Director

Description:

9:15 a.m. - 10:00 a.m.

FBLA-PBL Update

Kansas Room

Presenter: Chris Dzurick Missouri State FBLA-PBL Adviser

Description: Join Chris, as he guides you through updates for 2017-18, including changes at SLC and competitive events.

9:15 a.m. - 10:00 a.m.

DECA Update

Illinois Room

Presenter: Cindy Shannon, Missouri State DECA Advisor

Description: Join Cindy as she guides you through updates for 2017-18, including changes at FLC and DECA competitive events.

12:00 p.m.

Missouri ACTE Board of Directors Meeting