



## The Professional Development of Champions



Logo design by Allison Simenkiewicz, Union-Endicott High School student

# CONFERENCE SCHEDULE OF EVENTS

## REGIONS 1, 2, 3 SESSION

July 2, 2012

Hofstra University

9:00am- 2:00pm

**Location Address:** Hempstead, NY (please note: you want to be on the side of campus located near Stuart Stadium)

**Room Location:** CV Starr Rooms 104 (computer room) and 109 (lecture hall)

**Map & Parking:** A campus map can be accessed at

[http://bulletin.hofstra.edu/mime/media/view/49/2831/Campus%20Map\\_Legend\\_color.pdf](http://bulletin.hofstra.edu/mime/media/view/49/2831/Campus%20Map_Legend_color.pdf); may park in the lot outside of the CV Starr Building

**Maximum number of attendees:** 83

**Refreshments:** Light breakfast will be served – muffins, bagels, coffee, tea. Lunch will be served as well, selection will include subs/wraps, and soda.

**Materials to bring:** Participants are welcome to bring laptops and extension cords/power strips.

### 8:30 – 9:00

#### Welcome

*BTANYS member business meeting and review of BTANYS web site resources and BizShare wiki.*

### 9:00 – 9:45

#### Xtreme Intern

*XTREME INTERN is an educational and career assessment tool that is designed to assist high school and college bound students in recognizing their interests, natural talents and abilities, while applying them to virtual real-world career experiences. Those who complete the XTREME INTERN Challenge will walk away with new personal insights, along with a Career Strategy Playbook filled with valuable information for being college and career ready. Your virtual career adventure takes place at Global Planet Solutions, a fictitious international conglomerate. Global Planet Solutions (GPS) is an international conglomerate of over 100 corporations representing industries from architecture to zoology. With worldwide branches and six divisions, they are forging ahead as leaders in the global market. Over the last several years, GPS has grown exponentially and is now seeking motivated interns to travel the globe to learn about today's business operations and to determine where they fit in the technological globalization of the 21st Century. To jumpstart the initiative, GPS is offering your students an exclusive XTREME INTERN Challenge!*

### 9:45 – 11:00

#### CTE TAC (web site, Common Core State Standards, and digital matrix)

*Where does business and marketing education "fit" within the common core state standards? Hear from the CTE TAC center staff the vital role that business and marketing education has in the implementation of the common core state standards. Attendees will also be provided with information on how to educate administrators on the importance of business and marketing education programs in relation to the implementation of the common core state standards. Resources on the CTE TAC center web site will be shared including how to use the digital matrix.*

### 11:15 – 11:35

#### Vendor Introduction and Product Overview

*Hear from business education vendors and learn about their new products.*

### 11:35 - 12:30

#### Lunch and Learn

*Lunch will be provided. We'll spend this time networking and sharing.*

**12:30 – 1:45**

How will I be evaluated = APPR + SLOs

*How are non-tested subject areas like business and marketing education going to be evaluated? The answer is through the use of student learning objectives, otherwise known as SLOs. NYSED defines SLOs as, "an academic goal for teacher's students that is set at the start of a course. It represents the most important learning for the year (or semester if applicable). It must be specific and measurable, based on available prior data, and aligned to the Common Core, state, or national standards, as well as any other school or district priorities. Teachers scores are based upon the degree to which goals are attained." Hear from the CTE TAC center staff up-to-date information about SLOs, what must comprise SLOs, and what your responsibilities will be regarding SLOs.*

**1:45 – 2:00**

Wrap-up and Evaluations

**Location Address:** 4245 East Avenue, Rochester, NY 14618

**Room Location:** Library Computer Lab

**Map & Parking:** A campus map can be accessed at <http://www.naz.edu/campus-map/images/nazareth-college-campus-map.png/view?searchterm=campus%20map>; may park in Lot A or F; Library is Bldg. 3

**Maximum number of attendees:** 22

**Refreshments:** Light breakfast will be served – muffins, bagels, coffee, tea. Lunch will be served as well, selection will include subs/wraps, and soda.

**Materials to bring:** Participants are welcome to bring laptops and extension cords/power strips (building is Wi-Fi accessible).

**9:00 – 9:30**

Welcome

*BTANYS member business meeting and review of BTANYS web site resources and BizShare wiki.*

**9:30 – 11:00**

The Creative Imperative – Are Your Students Prepared for the Creative Economy, Part I?

*Learn the forces driving the "Creative Imperative." This two part session will preview best practices for cultivating personal creativity, identify misconceptions and realities associated with creativity, discover a framework to help you better understand and cultivate creativity and walk away with a valuable creativity principle you can apply and share immediately.*

**11:00 – 12:00**

Lunch and Learn

*Lunch will be provided. Use the creativity methodology to engage in discussion on ways to promote your department with colleagues and vendors. You will leave with new ideas that will inspire students and parents to learn more about your program.*

**12:15 – 1:30**

The Creative Imperative – Are Your Students Prepared for the Creative Economy, Part II?

*Learn the forces driving the "Creative Imperative." This two part session will preview best practices for cultivating personal creativity, identify misconceptions and realities associated with creativity, discover a framework to help you better understand and cultivate creativity and walk away with a valuable creativity principle you can apply and share immediately.*

**1:30 – 2:00**

Wrap-up and Evaluations

## REGIONS 5W AND 7 SESSION

August 10, 2012

Bryant and Stratton

9:00am-3:00pm

**Location Address:** 953 James Street, Syracuse, NY 13203

**Room Location:** Classroom 205/207 – second floor; may use the elevator or stairs when you enter the building

**Map & Parking:** The campus is comprised of one building so there is not a map to access. Specific directions are: As you pull in from James Street, there is a front AND back parking lot. There should be enough parking in the back of the building and the main door will be in front of you.

**Maximum number of attendees:** 50

**Refreshments:** Light breakfast will be served – muffins, bagels, coffee, tea. Lunch will be served as well, selection will include subs/wraps, and soda.

**Materials to bring:** Participants are welcome to bring laptops and extension cords/power strips (building is Wi-Fi accessible). Reading materials you use in the classroom would also be helpful.

**9:00 – 9:30**

Welcome

*BTANYS member business meeting and review of BTANYS web site resources and BizShare wiki.*

**9:30 – 10:15**

Bryant and Stratton tour

**10:30 – 11:45**

Literacy Strategies for the Business and Marketing Education Classroom

*Are you looking for ways to incorporate literacy into your lessons but still allow time to teach YOUR course? How can you increase skills in reading, writing, and listening? The techniques learned will help engage your students and NOT turn your class into a "book or lecture" class. The strategies learned can be applied in your business classroom, regardless of the level! Not only will you leave equipped with new strategies, but you will come away with how this is linked to the ELA Common Core State Standards.*

**12:00 – 1:00**

Lunch and Learn

*Lunch will be provided. Participants will choose their lunch table based on the topic being discussed at that table. We'll spend this time networking and sharing.*

**1:15 – 2:15**

Partnership in Business Education

*Learn how to begin the process of partnering with area businesses. Or, if you already partner with area businesses, what are ways to expand the partnerships – perhaps by offering other events and activities and forming partnerships with new businesses. You will leave this session with ideas on how to partner and expand, including those "little things" you can do to ensure the businesses partner with you for years to come while providing students with valuable learning experiences that will be helpful in their future endeavors.*

**2:15 – 3:00**

Wrap-up and Evaluations

**Location Address:** 905 Front Street, Binghamton, NY 13902

**Room Location:** Decker Room 117

**Map & Parking:** A campus map can be accessed at

<http://www.sunybroome.edu/web/www/map>; park in Lot 1 in front of the Decker Building

**Maximum number of attendees:** 40

**Refreshments:** Light breakfast will be served – muffins, bagels, coffee, tea. Lunch will be served as well, selection will include subs/wraps, and soda.

**Materials to bring:** Participants are welcome to bring laptops and extension cords/power strips (building is Wi-Fi accessible). Projects you use in the classroom would also be helpful.

### **9:00 – 9:30**

Welcome

*BTANYS member business meeting and review of BTANYS web site resources and BizShare wiki.*

### **9:30 – 10:45**

CTE TAC Center - Common Core State Standards and Business Education

*Where does business and marketing education "fit" within the common core state standards? Hear from the CTE TAC center staff the vital role that business and marketing education has in the implementation of the common core state standards. Attendees will also be provided with information on how to educate administrators on the importance of business and marketing education programs in relation to the implementation of the common core state standards. If time permits, resources on the CTE TAC center web site will be shared including how to use the digital matrix.*

### **11:00 – 12:15**

Problem-Based Learning: An Interactive Introduction

*Problem-based learning connects classroom learning to real-life contexts, engaging students in collaboration and action. Participants will learn about resources and reflect on problem-based learning and the evidence that it works. Learn how to tap your students' potential to create an atmosphere of team building and innovation.*

### **12:15 – 1:30**

Lunch and Learn - Development of Problem-Based Learning Ideas

*Lunch will be provided. Use the problem-based learning methodologies to engage in an idea generating discussion over lunch with colleagues and vendors. You will leave with new ideas that will inspire you and your students.*

### **1:30 – 2:00**

Wrap-up and Evaluations

**Location Address:** 1259 Central Avenue, Albany, NY 12205

**Room Location:** Enter through the rear entrance. Room numbers will be posted.

**Map & Parking:** A campus map can be accessed at

<http://www.bryantstratton.edu/Locations/New-York/Albany.aspx>; parking is free on campus lot

**Maximum number of attendees:** 30

**Refreshments:** Light breakfast will be served – muffins, bagels, coffee, tea. Lunch will be served as well, selection will include subs/wraps, and soda.

**Materials to bring:** Participants are welcome to bring laptops and extension cords/power strips (building is Wi-Fi accessible). Please bring publications you incorporate within your classroom. Lessons will be created.

### **9:00 – 9:30**

Welcome

*BTANYS member business meeting and review of BTANYS web site resources and BizShare wiki.*

### **9:30 – 10:15**

When Bullying Follows Students Home: Cyber Bullying and Sexting

*Recent headlines have brought forth the need for educating teachers, parents and students about the harmful effects of cyber bullying and sexting. In the past, a student could escape being bullied when they got home; with new technologies, the escape is no longer there. Participants will come out of this session with a better understanding about this horrific problem. We will briefly review the Federal and State laws and policies affecting educators.*

### **10:15 – 10:25**

Break

### **10:25 – 11:30**

Intervention Techniques for Cyber Bullying and Sexting

*Warning signs and providing education are ways to combat cyber bullying and sexting, but what more can you do? This workshop will provide an overview of the issues that surround bullying behavior. Participants will acquire practical prevention and intervention skills.*

### **11:30 – 12:00**

Vendor Introduction and Product Overview

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### Literacy Strategies for the Business and Marketing Education Classroom

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*A substantial reading list will be provided to registrants. Several publications will be provided in order for participants to begin creating a CCSS lesson plan and/or unit while in attendance. One hour will be provided to participants to develop literacy lesson plans. Time at the end will be provided to swap and share lesson plans. Please bring materials to share or literacy lessons that have been used successfully in the classroom. Share successful lessons pertaining to this topic as a hard copy as well as on a flash drive (if willing to share with the group).*

**2:45 – 3:00**

Wrap-up and Evaluations

**Location Address:** 1300 Elmwood Ave., Buffalo, NY 14222

**Room Location:** Bacon Hall, Lecture Hall 117

**Map & Parking:** See next page

**Maximum number of attendees:** 50

**Refreshments:** Light breakfast will be served – muffins, bagels, coffee, tea. Lunch will be served as well, selection will include subs/wraps, and soda.

**Materials to bring:** Participants are welcome to bring laptops and extension cords/power strips (building is Wi-Fi accessible). Reading materials you use in your classroom would also be helpful.

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### **2:30 – 3:00**

Wrap-up and Evaluations



***Space is limited. Registration information and costs will be provided in March. You are encouraged to attend more than one location; don't delay, mark your calendar today!***

**PROGRAM CHANGES**

BTANYS reserves the right to make necessary changes in this program. Every effort will be made to keep presentations as represented. However, unforeseen circumstances may result in the substitution of a presentation.

**QUESTIONS ABOUT THE SUMMER CONFERENCE SESSIONS**

If you have any concerns and/or questions regarding the conference sessions, please contact: Amy Boutet, BTANYS Secretary at [secretary@btanys.org](mailto:secretary@btanys.org).