

**Des Plaines Valley Region  
Business Committee  
Mid-Year Report - 2020-2021**

**Conference Discussions and Outcomes**

Committee members attended the School College Alliance Workshop virtually in 2020. Many were thankful for the opportunity to meet with their district peers on the PACE framework on the current status - and how to move forward. Members stressed the difficulty of attending conferences (which are all virtual) in this current environment (mostly due to time and work constraints). Leyden attended the NICE K12 Cybersecurity Conference in late December 2020. This conference was unique in that it recorded all sessions, allowing Leyden to go back and view on their own time.

**Dual Credit and Triton Updates**

Gretchen Reyes and Tim Nystrom went through an update of all the current dual credit opportunities at Triton through the lens of DVR schools. There was much discussion on how to expand opportunities at all districts. The committee discussed opportunities to dispel misconceptions regarding credential and degree requirements at local schools so teachers will feel more comfortable investigating the opportunities for their home districts.

There was discussion and plans to focus on the current Bookkeeping and Entrepreneurship programs - as well as future efforts in the areas of Social Media and Data Analytics. In addition, schools were encouraged to look at certificate attainment as a way to provide high school students a path to Triton.

In an effort to add future offerings, schools were encouraged to start with their current class syllabus and schedule a meeting with Triton for consideration of any classes/opportunities.

**Progressive Efforts**

In an effort to stay relevant, the committee members discussed some emerging areas of business for both degree and non-degree consideration. Two efforts discussed at length were search engine optimization and data analytics.

With that, some member schools are using Stukent as a way to introduce students to digital marketing and search engine optimization. This is mostly done in independent study situations, but most are looking to integrate into current class curriculum. Members also had a discussion around Tableau, which is a data analytics program that many companies are looking for individuals with skills. Some member schools are looking at introductory programs in this area.

## **Pandemic Struggles**

Member schools have discussed the current issues in recruiting students for the following school year. Typically, business education professionals build strong relationships with students in an in-seat environment. Due to the virtual classroom, that aspect has brought about some challenges. Some schools have attempted to build an “interest database” among their students to try to pinpoint some class considerations. New strategies are always being attempted in an effort to bring awareness to business programs.

Respectfully Submitted,

Tony Pecucci  
Business Committee Chairperson