

**Des Plaines Valley Region
Business Committee
Final Report - 2020-2021**

Please note: The DVR Business Committee met twice in the 20-21 school year. Both of these meetings were virtual due to the pandemic. The first meeting was December 1, 2020 and the second meeting was April 14, 2021.

Conference Discussions and Outcomes

In 20-21, committee members attended the School College Alliance Workshop, the IACTE Conference, and the WSJ Job Summit. All of this attendance was done virtually. Main themes taken away and discussed were relevant teaching given the pandemic and how the job market has changed in the pandemic. Members stressed the need at all schools to pursue essential skill training and work on resume writing to appeal to potential employers. Member schools are excited to hopefully attend conferences physically next year, including IBEA and NBEA.

Further: Members are looking for online webinars and virtual events to attend over the summer months. There are numerous free opportunities to pursue as part of professional development.

Dual Credit and Triton Updates

At our meetings this year, Gretchen Reyes attended both and went through current and potential dual credit opportunities. Programs discussed include:

- Bookkeeping Certification/Programming
- Social Media Certification (Fall 2021)
- Supply Chain Management Certification (Fall 2022)

In addition, many questions were asked about other avenues for dual credit. Triton is committed to trying to provide dual credit - in addition to providing one year certificate programs that get students employable sooner. Member schools were excited to provide these opportunities to their students.

Further: Member schools and Triton discussed Accounting pathways at all meetings. Member schools are looking for avenues for students who would not get a traditional, four-year Accounting degree. There will likely be more discussion moving forward on this subject as member schools try to position their students better for transition to Triton in Bookkeeping or Accounting.

Current Marketplace/Entry Level Business

The committee members discussed the various avenues students can pursue in business without a formal, four-year college degree. Looking at research, marketing has become a profession in which skills are starting to matter more than a degree. Members discussed

Google Ad placement, search engine optimization (SEO) and Digital/Social Media marketing as potential areas to get students the skills they need to become immediately employable. Two member schools have already started teaching these skills in an Independent Study format - but will start integrating these skills into their formal business education classes (along with traditional marketing lessons).

Further: Along with Triton, member schools are looking to gain the skills themselves in digital marketing so those skills can be taught to students. Member schools also discussed partnering with digital marketing agencies to provide some solid feedback on what skills are needed for entry level positions.

Employability Skills/Directing Students

Member schools are constantly looking for the right ways to direct students. In the meetings, the committee went over numerous studies and pieces of information to provide a better direction for students. Several things were discussed:

- Importance of data analytics, and a broad understanding of data
- Importance of eCommerce and digital marketing knowledge (regardless of path)
- Understanding the college enrollment decline - and how high school students are putting more emphasis on career training.
- Understanding how some school districts are embedding classes into community businesses (with a priority on skill training)

Further: This DVR Committee discussed how college cannot be for everyone and how we as educators may be able to provide the training needed to become immediately employable in entry level positions. More discussion will be had in future meetings.

Grant Funding

Outside of traditional grants, member schools discussed how many grant opportunities are left untaken due to lack of participation. There was a committee focus to look at various grant opportunities in the future in an effort to help our students.

Further: This will become a standard item at future meetings for this committee.

Respectfully Submitted,

Tony Pecucci
Business Committee Chairperson