

**Des Plaines Valley Region  
Business Committee  
Mid-Year Report - 2021-2022**

### **Conference Discussions and Outcomes**

Due to the pandemic and limited opportunities to attend professional development, committee members did not have the opportunity to attend many conferences in the first half of the year. Leyden attended the NICE K12 Cybersecurity Conference virtually in late December; registration allowed all attendees to have a recording of all the sessions. As of this writing, many attendees were considering attending NBEA which will be local in Chicago from April 12 to April 15. One of the issues with this conference is that it is scheduled during national and local testing days at most schools. OPRF will be attending ACTE in December and will provide the group with some feedback/learnings in our Spring meeting.

### **Dual Credit and Triton Updates**

Dr. Griffin discussed some of the new initiatives at Triton that high schools can get involved in. The discussion was as follows:

- **Social Media Marketing Certification**, which is a one year program combined of business and art/digital photography courses. There was some discussion on making some strides on dual credit options for students in this area. This certification also includes classes on Business Analytics and Consumer Behavior.
- **Supply Chain Management** which will begin in Fall of 2022. This will include some project management courses and will hopefully be a segway to working in logistics and supply chain.
- Dr. Griffin also mentioned a **Microsoft Excel for Accounting initiative** and a **Cannabis Business Certification** as well. More to come on those in the future.

There was some discussion about how to get dual credit options going at most schools who have some dual credit options or none. Dr. Griffin offered his assistance to all schools to investigate all options. Those schools have since reached out to coordinate efforts.

### **Updates in Accounting**

- Leyden shared that they are looking into **Powerbi and Tableau** as tools to be integrated into Accounting courses in the future. Both of these are data analytic tools that are currently being used by industry. The plan would be to introduce the tools or do a sub-unit to familiarize students with these tools.
- **Color Accounting** is being used by several schools in the Chicago suburbs. The group will take a look into this program to see if there is any validity. This will be discussed at the Spring Meeting.
- Riverside Brookfield shared that they use **GoVenture Accounting** with great success. Although it is only used for 4 (four) weeks, the program is engaging for students and helps them understand the Accounting cycle.

- OPRF shared that they teach an **Accounting/Investment Principles** class that ties accounting fundamentals to investment simulations.

The members discussed how many students are now interested in investing, given the latest in **cryptocurrencies, Reddit advice (GameStop), etc.** Schools will be looking into how to tie in investing to various business classes. This will be discussed at the Spring meeting to see if any headway has been made.

### Marketing Updates/Ongoings

- Leyden shared that they still teach the principles of marketing in their courses, but are starting to focus more heavily on **social media marketing** as well. Leyden is using **Stukent** and **Mimic** to teach scenario based social media marketing. This involves managing social media and creating digital content for campaigns.
- Riverside Brookfield also uses **Stukent**, and has found that students have been enjoying the process and functionality of the program.
- Riverside Brookfield also shared that they have used **ClassCraft** to gamify their marketing lessons. While the focus is on Business Marketing, students have the opportunity to design a food truck, design a showcase and much more. This 3-week unit is “gamified” so there are points, competition, etc. involved. Riverside Brookfield has said this is one of their most successful units in the course.

### Entrepreneurship/Incubator Ongoings

- *OPRF shared that they have been working to “reduce” the curriculum for Incubator so students can have smaller units to digest and execute on. All schools that teach **Incubator** have reported that - since the pandemic - there has been a reduction in students collaborating with each other and lack of public speaking opportunities. All Incubator schools are working to retain those skills. Schools will report out in Spring to see if progress has been made*
- *OPRF does not have a prerequisite for Incubator, while Leyden does have requirements. OPRF does have a **Business Management** course - but it is not required for Incubator.*
- *Ridgewood uses their **school store** as a vehicle to teach entrepreneurship and business management. It was mentioned that **Knowledge Matters** has a **Virtual Business** module that would be accurately placed for students who want to enroll in an Incubator course.*

## [Why Businesses Are Taking On The Role of Educators](#)

The article above was discussed as companies are now reskilling and upskilling (i.e. given specific training) on business functionalities that are specific to the business. This is happening at Amazon, Google and many others. The group discussed how junior colleges are focusing on micro certificates - which get students skills/knowledge more quickly and get them into the workforce. This provides a “win win” for everyone involved as students get employed quicker and companies get skilled workers with knowledge. Members discussed efforts to focus on these microcredentials with students in their schools. Schools will report out in Spring on those efforts.

## [International Business Lesson Plans](#)

The high schools on the committee have not ventured into International Business in any area, but it is something that most are hearing about occurring in other high schools across the nation. Triton does have a focus on International Business and would be willing to partner on possible dual credit opportunities with any school that starts introducing it to their students.

Respectfully Submitted,

Tony Pecucci  
Business Committee Chairperson