

DVR Business Committee Minutes

April 22, 2022

VIRTUAL GOOGLE MEET

12:30 – 1:30 pm

I. Introductions

Tony Pecucci (Leyden), Lauren Giuseffi (Leyden), Matt Prebble (OPRF), Gretchen Reyes (Triton), Shaurae Winfield (Proviso)

II. Conference or Webinar Attendance - Past and Future?

- A. [NBEA](#)
- B. [CABEA \(April 29\)](#)
- C. Others?

There were no attendees at NBEA. A large reason for this is that the conference was scheduled during state testing days, and many districts will not allow professional development during that time. That said, there will be many attending the CABEA Meeting on Friday, April 29th @ East Leyden. The agenda for this meeting will allow business educators to sit at round tables with teachers who teach the same courses to share ideas. In addition, there will be two presentations on cybersecurity and social media marketing in the high school classroom.

III. Triton Dual Credit Update/Information (Gretchen)

Triton was able to share some ongoings with the group. Most of the developments have to do with one year certificates. Triton shared that his development is being driven by not only the school, but the students who attend. One development is the one year Business/Hospitality Certificate which will allow students to get the mix of classes needed to get a job in hospitality. Other developments include Bookkeeping Certification and Project Management Certification. The high schools on the call will look for ways to “pass along” students who have an interest in these areas. Leyden is looking heavily at the one year Supply Chain Management Certificate and trying to integrate this subject into existing courses.

IV. Accounting Updates/Ongoings

- A. [Tableau](#) Introduction/Integration/Summer Curriculum Project (Leyden)
- B. Individual School Report

Based on advisory recommendations, Leyden will be integrating Tableau into their current Business Accounting classes. Tableau has now become the industry standard for data visualization and data analytics. The Leyden Advisory has asked that Leyden start to introduce the tool to students. As a result, Leyden has a summer curriculum project to integrate Tableau

to a minimum of 2 current Accounting units. More to come on this development. OPRF is working to combine investments into their accounting courses with a possible name change and curriculum modification. The group discussed the student interest in investing and talked about the efforts at each school to capitalize on interest.

V. Marketing Updates/Ongoings

- A. Social Media Marketing Efforts - Stukent and Local Digital Marketing (Leyden)
- B. Local Business Feedback/Partnership (Leyden)
- C. Individual School Report

Leyden has continued to use Stukent as a curricular tool to show students how social media marketing works; but has now expanded to include partnership with local businesses and municipalities to build student portfolios. Leyden has worked with the Northlake Library and their local Wingstop on various projects. All schools agreed that social media marketing must be part of the general curriculum in any marketing course given the state of the industry.

VI. Entrepreneurship/Incubator Ongoings

- A. [Pilot - Restart \(Leyden\)](#)
- B. Academic Pitches Incubator (End of April)
- C. Integration of Supply Chain Management (UPS/Leyden)
- D. Individual School Report

Leyden will be piloting the Restart program during the 22-23 school year. The Restart program is designed to help local businesses that are still struggling from the pandemic to get back on their feet. Leyden will be working with this curriculum and identifying a local business to support during this summer.

The schools that have IncubatorEDU discussed their current academic pitches and final year pitches. OPRF shared an audience tool that can be used (<https://www.sli.do/>) for pitches.

As mentioned above, Leyden will be attempting to partner with UPS this summer to develop out some ideas regarding gaining interest in supply chain management among high school students. While no one knows what this looks like quite yet, most high schools understand the importance of introducing quicker paths to careers vs. a 4-year degree.

VII. Open Discussion of Current Efforts/Future in Each Department

VIII. Other

IX. Adjourn