

**Des Plaines Valley Region  
Business Committee  
Final Report - 2021-2022**

*Please note: The DVR Business Committee met twice in the 21-22 school year. Both of these meetings were virtual; but we will return to in-person meetings in the 22-23 school year. The first meeting was December 1, 2021 and the second meeting was April 22, 2022.*

### **Conference Discussions and Outcomes**

In 21-22, committee members attended the School College Alliance Workshop, the ACTE Conference, and the CABEA Conference. Unfortunately, no members were able to attend the NBEA Conference as it was scheduled during state testing. Additionally, most schools have sub teacher issues and professional development was possibly put on hold. Main themes taken away and discussed were adapting curriculum to the changing marketplace (see discussions below) and preparing for the Illinois Computer Literacy requirement. Member schools discussed how curriculum will continue to need to be adapted to match the needs of the evolving business marketplace. There is hope that members will be able to return to a sense of normalcy next year.

*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, Dr. Griffin or 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)
- Microsoft Excel for Accounting (TBD)
- Cannabis Business Certification (TBD)
- Business Hospitality Certification (TBD)
- Project Management Certification (TBD)

As always, member schools were looking for ways to integrate this curriculum into high school courses and figure out the best way to move students into the programs. Additionally, there was some confusion on how dual credit works among some of the high school programs and students (earned college credit vs. credit to bypass course). This will be discussed further as to how to better communicate to students.

*Further: Triton mentioned to member schools that one year certificate programs are being asked for by students who attend. It also gets students into the workplace at a quicker pace. This strategy will continue to be discussed in this group as to how best to leverage these programs.*

## **Accounting, Marketing and Entrepreneurship**

Member schools shared how they are moving their curriculum forward in the above areas. There is always discussion on how the outside market is conducting business and how schools can adapt to best meet those needs. Several things were discussed:

- **Accounting**
  - Schools are looking into introducing Tableau and PowerBi into Accounting courses. These tools are used widely in the corporate world, and it would only benefit high school students to be exposed to them early. This ties in with the need for data analytics as well.
  - Schools are trying to capitalize on student interest in investing. One school is now combining Accounting and Investing into one course.
  - Schools are piloting and moving forward with Color Accounting and GoVenture Accounting programs with some success.
- **Marketing**
  - Schools have moved forward to include Social Media Marketing into their general marketing curriculum. Three schools are using the Stukent curriculum, all using various programs within the offerings.
  - One school is using ClassCraft which allows students to “gamify” the process of running a business along with a food truck. They have had some success as well.
  - One focus for the group moving forward in this area was to provide relevant learning by using outside organizations and becoming the marketing “arm” for a community business. One school had some success with this earlier in the school year.
- **Entrepreneurship**
  - Most member schools teach an “Introduction to Business” or “Entrepreneurship” course. This class is typically the first class a student takes in a Business Education department.
  - One school will be working to pilot a program called Restart, which assists local community companies get back on their feet from the pandemic. This program will be used as an extension to work with communities and provide relevant learning.
  - IncubatorEDU member schools all commented on “reducing” the curriculum this year to ensure students went a bit deeper into the content.

## **Looking Forward**

The group understands that CTE is changing rapidly. There were discussions on how Cooperative Education will eventually be tied more to WBL (Work Based Learning). There will be tighter partnerships with the businesses and skills will be more focused on growth industries and opportunities.

It was stated that DVR is looking into providing smaller, focused conferences for educators. Due to the sub shortage this year, many teachers cannot attend large conferences where many subs are needed.

Other informal discussions in these meetings included:

- Integrating International Business into curriculum
- Integrating Supply Chain Management into curriculum
- How current business is “upskilling” employees due to shortage of skills

Respectfully Submitted,

Tony Pecucci  
Business Committee Chairperson