

## **DVR Business Committee MINUTES**

December 2, 2022

East Leyden High School

1:00 – 2:30 pm

### **I. Introductions**

*Tony Pecucci (Leyden), Erica Koubas (DVR), Matthew Prebble (OPRF), Marcia Bernas (Elmwood Park), Sam Yeates (Ridgewood)*

### **II. Conference or Webinar Attendance - Past and Future?**

#### **A. [NBEA](#)**

*The group discussed if anyone was attending the NBEA Conference in April. Most districts will not be attending because the conference is the week after Spring Break. This makes it difficult for anyone to attend. There is a virtual option, so some may look into that cost/value.*

#### **B. CABEA (coming in April - Hinsdale South)**

*CABEA will be hosting a local get together (business educators) on April 14 at either Hinsdale Central or Hinsdale South. This will be confirmed by February 1. All agreed that this one day get together is likely the most beneficial to all as to see what other local districts are doing - and also network with other teachers who teach the same classes/content.*

#### **C. Others attended or will attend?**

*Elmwood Park attended the Dig Lit Conference which was organized by the Learning Teaching Center of Illinois.*

### **III. Triton Dual Credit Update/Information (Triton)**

*Unfortunately, Gretchen Reyes was not able to attend the meeting due to sickness. Calvin Washington was also not able to attend, as he was going to discuss the Supply Chain Management Certificate with the group.*

*Along with Erica, the group discussed how to position their classes to be more marketable and line up with Triton, state funding, etc. The group discussed some options to inform students of some of the dual credit options. There is some confusion among the students regarding dual credit, as many believe they are actually getting college credit hours on a transcript. The reality is that many of the options allow students to bypass classes (getting credit for them) but not actual credit hours. The group discussed why this is and some proactive ways to discuss with students.*

*The group also discussed some of the new one year certificates at Triton, including Supply Chain Management and Cannabis Certification.*

#### **IV. Accounting Updates/Ongoings**

##### **A. [Tableau](#) Integration/Introduction to Accounting (Leyden)**

*After much discussion with their advisory groups, Leyden is implementing a small pilot unit of Tableau into their Accounting classes. With data analytics being a fast growing occupation, they are attempting to get students interested in the field with this effort. Tableau is free to educators and each student can have a cloud based version on their Chromebook. While Leyden will not dive too deeply with this pilot - it is important students have an idea of the tool and the field.*

##### **B. Individual School Report**

*OPRF discussed their Finance/Investing course with the group. Many students are now interested in both cryptocurrency and investing in the market. This class addresses both of those interests. Other schools discussed how they use Knowledge Mass (online curriculum/blended learning) for Accounting and/or Entrepreneurship.*

#### **V. Marketing Updates/Ongoings**

##### **A. [Stukent All Access](#)**

*Leyden will be signing up for Stukent All Access as it addresses the need for emerging fields/curriculum and the need for a self-paced option for independent study learners. This curriculum includes Supply Chain Management options, which Leyden is interested in.*

##### **B. Social Media Marketing Efforts - Stukent and Local Digital Marketing (Leyden)**

*Leyden discussed how they are using Stukent as a tool to teach students Digital Marketing. They then use this knowledge to address a local company strategy and possibly provide recommendations to the business owners. This is a pilot program that is occurring with a few students here this semester.*

##### **C. Individual School Report**

*OPRF discussed how they are changing their Sports Marketing class to Principles of Marketing to engage more female students in the course. They will still cover basic principles of marketing, but will also include digital marketing strategies as that is where the field is heading.*

#### **VI. Entrepreneurship/Incubator Ongoings**

##### **A. Academic Pitches Incubator (End of April)**

*Leyden discussed how they moved to a "round table" format so volunteers do not have to come in and "teach" the curriculum. Many volunteers reported feeling uncomfortable in that situation,*

*but were happy to come in and provide feedback to groups on their ideas.*

B. Individual School Report

*Elmwood Park discussed their VEI program. They have had some great success with the program and students are engaged in the curriculum.*

**VII. Leyden Tech Advisory Meeting (Leyden)**

*Leyden quickly discussed that all of their advisory board members will now come directly from their programs (alumni). This provides a unique experience for board members to reflect on their learnings from Leyden - and how it either helped/didn't help them in their current corporate position. Leyden feels this will be a more beneficial way to support their programs and provide direction for their current students.*

**VIII. Structure of Future Meetings/Suggestions and Thoughts?**

*The group agreed the current structure of the meetings met their expectations. In the future, the group will ask for more feedback regarding agenda items so their can be a more fruitful discussion.*

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

X. Other

XI. Adjourn