



Greetings from South Carolina Career and Technology Education Business, Finance, and Marketing!

I hope all is going well for the 2018-19 school year. I am writing to inform you of upcoming important dates for professional development, standards revisions, and testing windows for this spring. Also included is an update about this year's standards revisions, and great teacher resources.

If there is anything I can do for you, please do not hesitate to contact me at 803-734-2828 or ddew@ed.sc.gov.

Upcoming Professional Development Opportunities and Important Dates:

- ✓ **IT-ology on-going Professional Development:** Check out [IT-ology's programs](#) for workshops and software training opportunities.

- ✓ **SCBEA Conference** February 20 – February 24, 2019 Myrtle Beach, SC
“Where Business and Technology Unite” Professional development for Business/Marketing/Finance teachers. Go to [SCBEA](#) website for more information. This conference is a great opportunity to network with other teachers in your programs, gain new skills, and keep current with South Carolina initiatives and changes with curriculum. (Did you know that SCBEA has a Facebook page and a Twitter feed? Check it out.) I just received the agenda and it is jam packed with meaningful interest sessions and technology workshops.

- ✓ **Education and Business Summit** June 24 – June 27, 2019 Greenville, SC
This conference is very relevant and meaningful for all CATE teachers in South Carolina. Be sure to listen for registration news. Soon, we will be looking for proposals. If you have an innovative idea/approach/success/technology in your teaching endeavors and wish to share with fellow teachers, be sure to submit a proposal. We expect to offer Certification Central again and various other training opportunities. Keep current with technology, techniques, and curriculum. Come to the Summit. [Ebsummit.info](#)

- ✓ **YESCarolina (Youth Entrepreneurship of South Carolina)**
The YESCarolina Teacher Training Program certifies South Carolina public & private school educators to teach entrepreneurship in grades 6-12. Since 2004, YESCarolina has trained over 1,000 teachers throughout the state. YESCarolina offers teacher training at no cost to South Carolina public school educators. The four-day intensive teacher training program focuses on core elements of experiential education and provides tools and methodology for teaching students the principles of entrepreneurship. Upon completion of the program, teachers will receive a certificate recognizing him/her as a Certified Entrepreneurship Teacher (CET). Teachers will also receive lesson plans, activities, videos, and additional resources upon completion of the training. For a fee, teachers can also do online training. Check out the [YESCarolina website](#) for more information.

Computer Science Professional Development Opportunities

[Code.org Teach Computer Science](#)

CS Fundamentals Spring Workshops:

[Saturday, February 2nd, 2019 - The Citadel, Charleston, SC](#)

CS Discoveries Spring Workshops:

[Saturday, January 26th, 2019 - Mauldin High School, Greenville, SC - Q3 - Units 4 & 5](#)

[Saturday, February 23rd, 2019 - The Citadel, Charleston, SC - Q4 – Unit 6](#)

CS Principles Spring Workshops:

[Saturday, January 26th, 2019 - Mauldin High School, Greenville, SC - Q3 - Unit 4 & Explore Task](#)

[Saturday, February 23rd, 2019 - The Citadel, Charleston, SC - Q4 - Unit 5 & Create Task](#)

STEM in Business, Finance, and Marketing

Do you want to bring more inquiry, problem-solving, and collaboration to your classroom? Learn more about the [Breakout EDU boxes](#). Click on the link and read more about the boxes.

Revised Standards from 2017-18 (Update your links!)

Business Administration and Supervision:

Business Principles and Management
%Essential Communications
Digital Multimedia/Multimedia Basics
Google Applications/Google Basics
%Image Editing 1
*Image Editing 2
Digital Multimedia/Multimedia Basics
%Social Media in Business

Finance:

*Financial Math
%Insurance

Marketing:

Digital Media Marketing

IT:

Computer Operating Systems/Advanced Computer Operating Systems
%Exploring Computer Science
Fundamentals/Advanced Animation
Fundamentals/Advanced Webpage Design and Development
Game Design and Development

***Phasing out and deleting within the next two years.**

%Watch for new name next year!

All revised documents (standards, student profile, academic indicators, materials/resources, and equipment listing are found on the [Standards webpage](#), organized by cluster. We also revised Part D to include cyberbullying and Creative Commons!

2018-19 Standards/curriculum resources/equipment Revisions:

The following courses are scheduled to be revised this year:

This past fall:

Business Law 2
Computer Applications
Digital Technologies
Marketing

Spring:

Fundamentals of Project Management
Keyboarding
Personal Finance
Professional Sales
Sports and Entertainment Marketing
Virtual Enterprise 1-4

Innovation in the Classroom

Do you have an idea for a new course to teach at your school but it is not recognized by CATE at this time? There is a way to do so. After talking with your administrators and guidance to determine interest and need, fill out the Innovative Application and return to the Office of Career and Technology. Now is the time to do so because the deadline is January 31. The application is found on the [Programs website](#). At the present time, Charleston County has an innovative application for Real Estate course and Horry County has innovative applications that are articulated at Horry-Georgetown Technical College for Paralegal Systems.

Do you teach Entrepreneurship or Virtual Enterprise? Check out the [FBLA Virtual Business Challenge](#)! The competition begins February 4 runs through March 1.

End-of-Program Testing/Assessments

April 29, 2019 – June 4, 2019 All Business, Finance, Marketing, and IT end-of program assessments (CTECS)

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|-----------|---|
| Site URL: | http://www.techfluency.org/esess/ |
| Org. | South Carolina CATE |
| First | Sample |
| Last | Sample |
| Password: | CATE14 |

Practice tests are available. They are 25 questions in length and give a sample of what the actual questions look like as well as give the students an opportunity to get familiar with the interface. Find the login and password information in the graphic. For more information regarding Technical Skills Assessments, click on [TSA](#).

I have Standards Summary Reports of test results from last year if you are interested in getting a copy to use for planning and testing purposes. Call me and I will send you a copy.

I have found two (2) great resources for teaching Parts D (Employability Skills) and E (Professional Knowledge) of our course standards:



- 1) [Virginia Department of Education Resource Center](#) (Don't worry, Virginia says "Go for it!!")
- 2) [CTECS Work Skills Learning Modules](#) (Don't worry...we are part of the consortium.)

New Credentials in the 2018-19 Student Reporting Guide

| Business | Finance | Marketing |
|--|---|--|
| Entrepreneurship and Small Business certification offered by Certiport | QuickBooks Certified User | Bing Ads |
| | SC Property and Casualty Producer License | Facebook Certified Planning Professional |
| | | Guest Service Professional (CGSP®) |
| | | Google Advertising Fundamentals |
| All: CareerSafe OSHA 10 General | | Google Analytics |
| | | Retail Industry Fundamentals |