

Massachusetts Business Educators Association



2019 Conference – Friday, April 5

- A conference for high school and college business and IT teachers -

Hampton Inn • 319 Speen Street • Natick

Hotel is at Exit 13 off the Mass. Turnpike (Route I-90)

- ✓ Professional opportunities
- ✓ Network with your MBEA colleagues
- ✓ Learn about current and projected trends affecting the business curriculum
- ✓ See the latest textbooks and materials from major business education publishers
- ✓ Hear about developing trends in technology

7:30 – 8:20 ***Registration, Continental Breakfast, and Exhibits***

8:20 – 8:40 ***Welcome and Opening Session***
Cynthia Durkee, MBEA President, and Peter Meggison, Convention Coordinator

8:45 – 9:45 ***Building Your School's Accounting Program***
Zach Donah, Massachusetts Society of Certified Public Accountants and Lori Capra, Haverhill High School
Learn from the accounting teachers at Haverhill High School and the MSCPA about their experiences in the first year of their early college academy which is focused on accounting and will allow high school students to earn up to 12 college credits through UMass Lowell. The academy is the first accounting-focused, early college initiative in Massachusetts. Hear about the successes, struggles, and key components of making this program successful. In addition, the session will provide resources for business educators to teach and promote accounting within their schools and classrooms.

Cyber Security—the Future is NOW!

Kevin Burns, Chief Information Officer, Draper, Cambridge

Career opportunities abound for your students in the cyber-security field today. Learn about the multi-faceted opportunities that exist for your students in the fastest growing field of IT today! The varied categories of cyber-security employment will be presented as well as how your students can prepare themselves for this exciting field.

How to Teach Investing in 2 Hours!

Laura Matchett, Next Gen Personal Finance (NGPF), Palo Alto, California

Investing: from knowing what content to cover to encouraging students to invest even though their retirement is “so far away,” teaching students about investing can be a real challenge! Join NGPF as we share content and resources to teach students about investing practically and successfully for the days ahead.

9:45 – 10:15 ***Break and Visits to Exhibits***

10:15 – 11:15 ***Brands Need Social Media to Survive***
Maria Serraino, Suffolk University, Boston

Social Media Marketing is a necessity for brands who want to stay connected to their consumers. In order to stay connected with their audience, brands must increase engagement and brand loyalty through their social media platforms. This session will provide key ways to increase engagement, inspire brand loyalty, and create the perfect online persona.

Pursing a New Technology License in Massachusetts

Jacqueline Prester, Mansfield High School

With the approval of the 2016 Digital Learning and Computer Science Curriculum Framework, DLCS became a core subject area. The Department of Secondary and Elementary Education then made changes to the technology licenses available to educators in Massachusetts. This session will review the new Digital Learning and Computer Science license and its three pathways to licensure, along with the IT Specialist License that replaces the former IT Teacher License. Business educators are an integral part of delivering these important technology courses. Will you pursue one of these new licenses?

Using Open Education Resources (OERs) in Your Classes

Dr. Jesse Schreier, Massasoit Community College, Brockton

This session will focus on how business teachers can find and use free Open Educational Resources to enhance their business classes. We will discuss how teachers can enrich the business courses they currently teach by using the wide variety of resources the Internet provides. Specific examples of OERs in business courses such as management, personal finance, computing, and others will illustrate the presentation.

11:15 – 1:00 ***Luncheon, Teacher-of-the-Year Award, Exhibits, Round-Tables***

New for 2019: an extended period of time has been allocated for you to network with colleagues, visit the exhibitors, and participate in round-table discussions on a variety of topics. These will include financial literacy; teaching coding and related technologies; and using field trips, guest speakers, and grants effectively.

1:00 – 2:00

The Soft Skills Dilemma

Jennifer Connolly, Junior Achievement of Western Massachusetts, Springfield

This session will help attendees find common ground in the definition of "soft skills." Using data collected from Massachusetts employers, issues related to soft skills will be examined with solutions offered to enable teachers to help prepare students to enter the workforce. The session will highlight the soft skills most employers find lacking in new hires today and provide resources and activities to use with the students to help strengthen their soft skills including verbal and written communication, problem-solving, teamwork, decision making, cell-phone use, and attendance.

What's New in Office 2019?

John Nguyen, Microsoft Learning Consultant, Boston

Come and explore some of the brand new features available with Office 2019. Some of the features you can look forward to include Focus Mode, Expressive Linking, Customizable Ribbon, Microsoft Translator, Immersive Reader, Edge, and Video Conferencing in TEAMS.

The Entrepreneur Explores the Product Development Process

Troy Lefebvre, Hudson High School

This session will explore the business applications of the product development process and its associated costs. Using Code.org's App Lab to illustrate the various stages of development, participants will examine the skills students will develop as they study the five stages of product development. Ample ready-to-use classroom material will be provided to session participants.

2:00 – 2:40

Dessert and Coffee Bar/Closing and Raffle

\$125 Registration – Deadline is Wednesday, March 20 – No purchase orders will be accepted.

(Registration fee includes 2019 MBEA dues. Registrations postmarked after March 20 will be charged \$140.)

Sleeping rooms at the Hampton Inn: the rate is \$149. If you would like a room, please register at <https://tinyurl.com/yc7djta7>. The cut off for this rate is March 4.

Registration for the conference may be completed online through Event Brite by March 20 at:

<https://mbea2019.eventbrite.com>

- OR -

For persons preferring to register by check, please complete the registration form below. Mail it by March 20 with your \$125 check made payable to MBEA to:

**Jacqueline Prester
Mansfield High School
250 East Street
Mansfield, MA 02048**

Last Name _____ First Name _____ MI _____

Street Address _____

City _____ State _____ ZIP _____

E-mail Address _____ Phone _____

School _____ Check one: High School _____ College _____

For questions about the conference registration, contact Jacqueline Prester at jprester@mbea-ma.org.

**Dr. Peter F. Meggison – Massachusetts Business Educators Association
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