

IDAHO BUSINESS EDUCATION COURSE & STANDARDS CROSSWALK PROJECT

Phase I: Spring 2008 and Phase II: Spring 2009

In the summer of 2007, a group of Idaho teachers in cooperation with the Idaho Division of Professional-Technical Education engaged in the process of updating and revising Idaho's Business Education Courses *Titles, Codes and Descriptions*.

In April of 2008, a project funded by the Idaho Division of Professional-Technical Education began to crosswalk these new *Titles, Codes and Descriptions* with existing Idaho Business Education Standards. The intent of this project was to establish a common curricular framework and provide guidance in terms of the goals and objectives for each state approved secondary business course. "Phase I" represents and encompasses the work accomplished during the spring of 2008.

Twenty-three teachers from around the state and from various academic levels met in different groups in Coeur d'Alene, Moscow, and Boise in order to accomplish the goals of the Phase I of this project. These groups were charged with the alignment of existing Idaho business standards with the newly approved Business Education course list as described in the Idaho Division of Professional-Technical Education's *Titles, Codes and Descriptions* document. The result of this hard work is the cross-walking of the 2008 Idaho Business Education Standards with the 2008 list of approved courses.

During Phase I of this project some standards, course titles, codes or descriptions were updated to better meet the needs of Idaho's Business Educators and students. The most notable changes were the course titles and descriptions for the following courses: BE 250 Computer Programming and Software Development I, BE 260 Computer Programming and Software Development II, BE 261 AP Computer Science, BE 262 Computer Science: Database + Design, BE 263 Computer Science: Database Programming II, BE 318 Web Design I, and BE 328 Web Design II. Additions to the standards were also made in these areas, as well as to Input Technologies and Multimedia.

The work accomplished in Phase I of this project provides a framework that defines course content and learning objectives. However, Phase I of this project also allowed further needs to be identified for future projects. Specifically, teachers felt further refinement of Idaho's 2008 PTE secondary business courses titles and descriptions needed to occur, programs of study needed further refinement, *Idaho Business Education Standards (2008)* needed to be updated to better align with current national standards, and that this refinement and updating would then require review and updating of the cross-walking work accomplished in Phase I.

In the summer of 2009, a funding proposal for "Phase II" of this project was submitted to the Idaho Division of Professional-Technical Education. The proposal went through several iterations and approval occurred in January of 2009. From February to June of 2009, work has progressed on Phase II.

Phase II involved multiple objectives that centered on better defining the courses identified within the business and marketing education pathways. More specifically, during 2008, the Idaho Division of Professional-Technical Education (IDPTE) produced new/revised “Pathways” (a.k.a. programs of study) for Business and Marketing Education secondary programs within Idaho. A priority of Phase II was the identification and association of essential learning outcomes for the courses included within these pathways. And, to collaborate with the IDPTE Program Manager for Business and Marketing Education to validate and refine the POS as necessary. This process employed panels of experts in the form of business education advisory boards and business educators to review and provide direction for changes (if necessary) to the pathways and their associated courses. The objective of the project being to review the course titles and descriptions in order to ensure clear, concise and relevant descriptions that reflect the goals of the pathway to which they are associated, and to identify essential learning outcomes for these courses.

Business and Marketing Teachers at the 2008 PTE Summer Conference reviewed the work of Phase I of this project and provided suggestions and ideas for refinement. Phase II began with a review and implementation of these suggestions. Through this process the Idaho Business Standards were again reviewed against the most current National NBEA and MBA Research standards and updated and refined. Course descriptions for Idaho’s pathway courses were reviewed for clarity and compared to high quality programs and courses in other states (e.g., Nebraska, Utah, North Carolina, Kentucky, etc.). This review led to revamped and updated course descriptions. The crosswalk work of Phase I was again reviewed taking into account the updated standards and course descriptions.

In March and April of 2009, the updated course descriptions and their associated standards (a.k.a. essential learning outcomes) were shared with Idaho teachers through a website where teachers could provide comment and engage with each other and the project coordinator through discussion boards. Through this process, additional suggestions were provided. During April and May of 2009, efforts were made to integrate the most current suggestions into the revision of Idaho’s Business Standards, PTE Business and Marketing Course descriptions, and the standards that were associated with each course. By the end of June a website was developed to share the work of Phase II with Idaho teachers, see <http://www.educ.uidaho.edu/standards/>.

Within the “standards” website are the 2009 Idaho Professional-Technical Education Business Standards. Idaho’s Professional-Technical Education (PTE) Business Standards were originally established in the late 1990s, and derived, and adapted from the National Business Education Standards produced by the National Business Education Association (NBEA). Additional national standards development/revision occurred during 2007 and 2008 by NBEA and MBA Research that lead to the publications of two distinct sets of national standards, one being the NBEA’s 2007 National Standards for Business Education, and the other being MBA Research’s 2008 Standards for Marketing, Finance, and Management and Administration. The new and updated national standards served as a catalyst to update and revise Idaho’s PTE Business Standards. Idaho teachers reviewed and revised Idaho’s original standards using the national standards to inform the revision. The standards are organized by the primary subject areas identified by

NBEA, they are Accounting, Business Law, Career Development, Communication, Computation, Economics & Personal Finance, Entrepreneurship, International Business, Information Technology, Management, and Marketing.

Also within the “standards” website are the PTE Business and Marketing courses and their essential learning outcomes (i.e., standards). The courses and their standards are presented in both “short” and “long” form. The short form includes the courses and their essential learning outcomes. The long form includes the courses, their essential learning outcomes along with “learning indicators” for each essential learning outcome. Teachers looking for a framework of the course may find the short form simplest to review, however, those looking for more detail about the learning outcomes and what is involved with each will find the long form of particular value.

Phase I and Phase II of this project was made possible due to funding provided by the Idaho State Division of Professional-Technical Education, the direction provided by Ms. Angie Neal, State Manager for Business and Office Technology Education, and the hard work and commitment of a very special group of educators who gave of their time and energy. We would like to thank all of Idaho Business and Marketing Educators and supporters who contributed to the work of this project. This is a special group of people committed to their profession.

The following individuals were substantive contributors to the work of this project and we would like to recognize their efforts and good work. Special thanks to the following educators:

First Name	Last Name	Association
Dan	Armstrong	Coeur d’Alene High School
Rick	Aubrey	Soda Springs High School
Mary Lou	Aubrey	Soda Springs High School
Gayle	Bean	Robert Stuart Jr. High School
Bryan	Chase	St. Maries High School
Pete	Crowley	Genesee Jr/Sr High School
Kevin	Driskill	Kendrick High School
Shelly	Edmunson	New Plymouth High School
Tanya	Gabrielson	Centennial High School
Christian	Godfrey	Eastern Idaho Technical College
Susan	Gudmunson	Lewis-Clark State College
Sarah	Hatfield	Notus High School
Debbie	Huffman	University of Idaho
Leslie	Jernberg	Eastern Idaho Technical College
Tacey	Keylon	Coeur d’Alene High School
Gabe	Lawson	Post Falls High School
Jennifer	Lynn	Moscow Jr. High School
Sindy	Mathewson	Lewiston High School
Angie	Neal	Idaho Division of Prof-Tech Ed.
Melinda	Niemen	Priest River High School

Continued on next page

Continued from previous page

First Name	Last Name	Association
Patti	O'Maley	Glenns Ferry High School
Kathleen	O'Brien	North Idaho College
Mike	O'Donnell	Blackfoot High School
Ronda	Osterberg	Potlatch High School
Bobbie	Peet	St. Maries High School
Jeanne	Paseman	Meridian High School
Chantel	Reddish	Bonneville High School
Cathleen	Sanborn	North Idaho College
Jarrod	Silflow	Deary High School
James	Stoner	Troy High School
Ryan	Vordahl	Post Falls High School
Stephanie	Wheeler	Centennial High School
Dr. Marty	Yopp	University of Idaho

In addition, we want to thank the 120+ Idaho Business and Marketing teachers who participated in the work session at the 2008 Idaho PTE Summer Conference and helped to shape the outcome of this project.

We hope Idaho teachers find value in the outcome of this project and look forward future collaboration.

Respectfully,

Dr. Allen Kitchel

Principle Investigator / Project Director
Assistant Professor of Business & Marketing
Teacher Education
University of Idaho
akitchel@uidaho.edu

Jennifer Stubbers

Phase II Assistant Project Coordinator
University of Idaho

Ryan McNab, M.Ed.

Phase I Assistant Project Coordinator
University of Idaho