

**MBA*Research* and Curriculum Center**  
Consortium of States  
**2009-2010 Program of Work**  
--Approved 6/09--

Vision: *MBAResearch* shall be the recognized leader in the development of programs, strategies, and curricula to prepare students for career-oriented, leadership positions in business.

Mission: to support educators in the preparation of students for careers in business and marketing.

**Goal 1: Standards Research**

Develop curriculum standards by identifying and documenting business activity, strategy, and success factors likely to advance students' careers.

1. Review and revise five-year plan as appropriate.
- ! 2. Develop national pathway advisory groups
- ! 3. Develop and implement systematic, distance-based validation processes
- ! 4. Review and revise as appropriate, performance indicators for 6 pathways
- !\$ 5. Review and revise entrepreneurship standards and indicators
- !\$ 6. Develop hospitality/tourism standards and indicators

**Goal 2: Assessment**

Develop assessment tools to document student learning for instructional improvement and accountability.

- ^ 1. Develop 20 multiple-choice tests and test items.
- ^ 2. Write 500 multiple-choice test items
3. Review and revise 1,000 multiple-choice items
4. Develop 400 short answer questions and keys for reInforcer series
5. Evaluate/Adopt commercial software to support local testing and remediation
6. Provide operational support of A\*S\*K Institute
- ! 7. Develop "study guide" for A\*S\*K certifications
- ! 8. Initiate pre-test protocol for A\*S\*K

- !\$ 9. Revisions/Reporting enhancements for A\*S\*K
- !\$ 10. Initiate research to establish industry-based cut scores for A\*S\*K
- 11. Assess needs of membership and develop appropriate responses
- \$ 12. Support online testing for DECA competitive events
- ! 13. Develop partnership strategies w/ NOCTI, etc. as appropriate

**Goal 3: Professional Development**

Develop tools and processes to support sustained, focused programs to improve teaching strategies for delivering integrated curriculum and career-technical curriculum.

**Training/Workshop Initiatives**

- 1. Support local and state initiatives as requested and appropriate (e.g., presentations, workshops, or materials)
- ! 2. Organize and deliver 2 workshops focused on developing and implementing the MBA Business Administration curriculum model
- 3. Prepare and deliver 2 presentations at selected national conferences (e.g., ACTE, Career Cluster, DECA ICDC, DECA SAM, FBLA).
- 4. Submit 2 presentation proposals for key national conferences
- !!\$\$ 5. Develop and pilot distance-based professional development initiative.

**Conclave**

- 6 Contract 2010 Conclave venue
- 7. Arrange 2010 logistics, including hotel, transportation, etc.
- 8. Arrange corporate and education presentations, per past practice
- 9. Arrange a social/tourism@ events
- 10. Continue and extend systematic communications plan
- 11. Develop conference budget
- 12. Continue and expand MBA Leadership Academy

### **Communication Initiatives**

- !\$ 13. Substantive web site redesign to support professional development
- ! 14. Publish monthly *Perspectives* (online)

### **Goal 4: Instructional Support**

Develop and disseminate curricula and instructional materials focusing on critical business functions and professional behaviors.

### **Curriculum Implementation**

- !\$ 1. Crosswalk/Customize National Standards relative to states' standards on demand.
- ! 2. Develop 5 abbreviated course profiles
- 3. Develop 7 course profiles to support program-of-study models
- !\$ 4. Develop full course guides:
  - Introduction to management
  - Advance marketing
  - Business/Marketing principles
- 5. Revise competency lists for DECA 2010 competitive events
- ! 6. Develop 4 competency crosswalks for BPA/FBLA competitive events
- ! 7. Establish education advisory group of local/state curriculum specialists

### **Instructional Materials**

- \$ 8. Finalize and disseminate 6 - 10 new LAPs
- \$ 9. Rewrite and disseminate 6 – 10 existing LAPs
- 10. Develop/Release 12 – 20 presentation software packages (1/LAP)
- !\$ 11. Actively move to digital products and digital delivery

**Goal 5: Delivery Strategies**

Support various instructional and learning strategies, including school-based, work-based, and CTSO-based activities.

***High School of Business™***

1. Review and revise projects associated with each course, per feedback
- ! 2. Develop and pilot *Business Strategies* course
3. Provide substantive training via workshops, online, and conferencing support
4. Develop assessments for administering online
5. Develop assessment strategy and supporting tools, processes, and analyses
6. Manage program logistics and day-to-day operations
7. Establish 10 additional sites
8. Develop policies, strategies, and systems to bring model to scale (25 -50/year)
- ! 9. Conceptualize and initiate development of train-the-trainer strategies
- ! 10. Establish substantive steering team

**Goal 6: Clearinghouse**

Select and make available appropriate curriculum materials developed by various external organizations.

1. Source third-party product, ad hoc
2. Review and procure as appropriate third-party product, per availability of new offering appropriate to market

**Goal 7: Advocacy**

Advocate education for and about business and career preparation.

1. Expand awareness of Consortium and of Business/Marketing Education among senior management in state education departments (e.g., participate in State Directors= Consortium, continue specialized communications initiative)
- \$ 2. Expand awareness of and support for Consortium and for Business/Marketing Education among local managers (e.g., NCLA, Career Clusters conferences)
- !\$ 3. Develop business/marketing standards publication(s) for local program promotion and outreach to students, parents, guidance, etc.

4. Continue “repositioning” message via *Perspectives*, web site, workshops, and conference presentations as opportunities warrant.
- !!\$\$? 5. Initiate discussion of nationwide MBA: High School branding initiative

**Goal 8: Operational**

Maintain an effective, efficient, equitable, fiscally responsible, and service-oriented organization.

**Membership/Governance**

1. Maintain continuing communication with membership (e.g., E-mail as per past practice, thematic conference calls)
2. Support Board meetings (2) and ad hoc initiatives
3. Support annual Consortium meeting
4. Publish annual report for general distribution
- !? 5. Support Board communications network.

**Budget/Fiscal**

6. Develop 2011 budget recommendations
7. Plan and facilitate audit and accompanying financial reports
8. Maintain and report ongoing budget activities

**Strategic Planning/Management**

9. Develop 2010-11 Program of Work (PoW)
10. Establish and maintain continuing revision process for 5-year strategic plan
11. Establish continuing data collection initiative relative to plan

**Human Resources/Management**

12. Create and manage project planning support for 2008-2009 PoW
13. Review and revise long-range staffing plan, including succession of key leadership.

## **Technology**

- 14. Maintain one generation removed computer/software technology system wide
- \$ 15. Upgrade server storage capacity to support digital download products

## **Facilities**

- \$ 16. Minor renovation and general building maintenance and upgrades

## **Project Development/Sponsorship**

- 17. Develop and initiate 2 - 3 multi-state project proposals for FY10 and FY11
- 18. Actively pursue contract opportunities with individual states, districts, CTSO's, and others serving marketing/business education

## **Marketing/Promotion**

- !\$ 19, Substantive upgrade of online shopping center
- 20. Develop series of mini-publications to support promotional plan
- \$ 21. Design and staff national exhibit(s) (e.g., BPA, FBLA, DECA, HSTW, NBEA, TechPrep)
- 22. Actively pursue cost-effective, alternate catalog/promo distribution
- 23. Publish ProductNEWS monthly during academic year

### **MBA*Research* and Curriculum Center**

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