



Hello!

It is the time of year when we are all excited to start the new school year. This year, things look different for so many of you. I know some are online, hybrid or all face-to-face. There are a lot of new challenges we are all facing, and I want you to remember ACTE and myself are here to help you any way we can!

I'm excited for Virtual VISION this year. We will be having an opening session along with many high-quality sessions. This is going to be something you tune into during a prep period, when students are working on a project or after work. Once you register for VISION, you will have access to all the sessions after it is over. I'm excited about being able to go back and catch all the sessions that interest me. It always seems like there are two or three good ones at the same time, and its hard to decide which one to attend. This year I'll get to see all of them!

Be on the lookout for more communication about what Virtual VISION and the Business (and Marketing) Division will have to offer!



Support Students with Skills-Building Content for Career Success

As a global leader in marketing, Facebook Blueprint is committed to connecting educators with real-world marketing education resources. To support student career-readiness, Facebook Blueprint is offering free, digital skills training resources to the ACTE educator community.

What is Facebook Blueprint?

Demand for digital related marketing jobs is growing 30% faster than overall marketing positions. Blueprint is Facebook's global business education and training program that empowers learners to achieve their marketing career goals. These adaptable resources support business and marketing students with critical digital skills training needed to enter the economy.

Teaching & learning resources for educators

In May 2020, we partnered with ACTE to launch our Educators Portal for CTE and higher education learning communities. The Facebook Blueprint Educators Portal includes everything you need to integrate Facebook's digital marketing tools into your curricula. Lessons include facilitator notes, quizzes, videos, and virtual learning modules that students can complete at their own pace. Interactive classroom activities and case studies provide students with hands-on marketing experience. The portal can prepare students for the Facebook Digital Marketing Associate Certification to offer a sign of proficiency in the field when entering the workforce.

[Register to access your free Educator's Portal Account](#)

Please check out the Facebook Blueprint resources available:

- [Educators Portal](#)
- [Self-paced Blueprint courses](#)
- [Digital Marketing Associate Certification](#)
- [Online Safety and Privacy Module](#)
- [10-week Virtual Learning Course](#)
- [Blueprint Study Guide](#)
- [Blueprint Practice Exam](#)

Want to learn more about the educators portal before signing up? Watch this [Informational Video](#).

Explore our recent ACTE webinar session

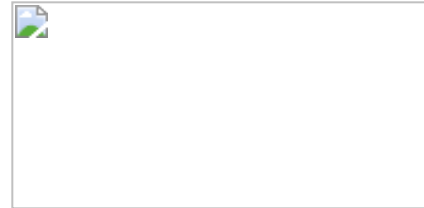
Access our most recent recorded session "[Engage your business & marketing learners with Facebook's Educators Portal for Digital Marketing Skills & Certification](#)" and learn more about our free resources to support educators and the long-term career value of our digital skills training for your students.

We hope you will find these resources helpful. We are grateful to continue to support the ACTE community!

The Facebook Blueprint Team

Resources and Updates from MBA Research & Curriculum Center

MBA Research is a not-for-profit working in partnership with business administration educators.



MBA Learning Center LMS

Save time this school year with one prep that works whether your district decides on in-person or remote learning. The Canvas-based [MBA Learning Center LMS](#) is loaded with lesson modules (LAPs) focused on business, marketing and professional skills. Need to use Schoology or another LMS? Upload the modules into your system. "I was so thankful to have the Learning Center when the shutdown happened. All the other teachers in my building were scrambling, and I just told my kids, 'You know how to do this. See you on Canvas and Zoom!'" -Rebecca Hudson, Lebanon CTC (MO)

Learn from business executives - no travel required.

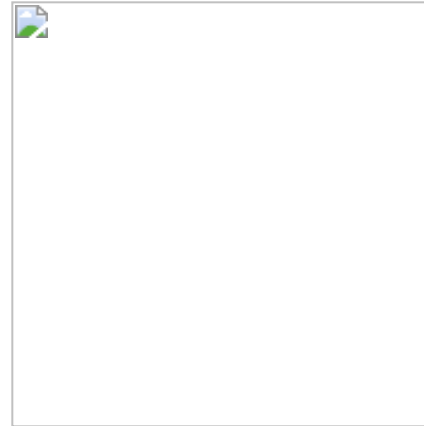
This year, experience [MBA Conclave Teaching & Curriculum Conference](#) without the obstacles travel can sometimes cause. As always, Conclave 2020 will feature presentations from business leaders and stellar educators and provide an opportunity to connect with your peers. Join us from the comfort of your home **Oct. 9-11**.

Introduce ethics with these 3 resources.

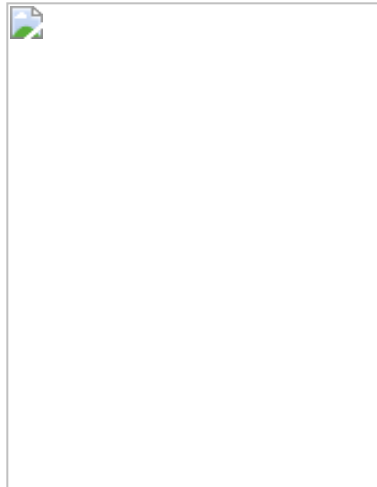
Not sure where to start teaching ethics? We can help! These three instructional modules will introduce your students to the basics of ethical behavior. Each module includes student readings, activities, assessments, discussion guides, and more! Get these [three freshly updated modules](#) at no cost thanks to a grant from the Daniels Fund Ethics Initiative High School Program. Then, explore the many other modules available to help you instill ethical decision-making principles.

VISION Now Virtual — The Show Must Go On!

After thoughtful consideration, ACTE is excited to host, for the first time ever, CareerTech VISION 2020 as a fully online, virtual event, happening **Nov. 30–Dec. 4!** We at ACTE believe this is the safest approach for our attendees and look forward to offering you, from the comfort and convenience of your own home, school or office, an immersive professional development experience that addresses timely topics impacting career and technical education (CTE)!



Learn more and register



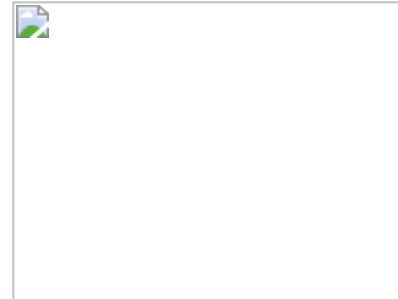
New Guide Covers COVID-19 Implications for CTE Programs

High-quality CTE: Planning for a COVID-19-Impacted School Year is a guide for helping CTE stakeholders identify the key considerations, guiding questions and emerging best practices that should shape future planning. The guide is accompanied by a [webinar series](#) (with archived recordings available to members), exploring issues and sharing ideas from the field about CTE planning for the 2020-21 school year.

[Read the report](#)

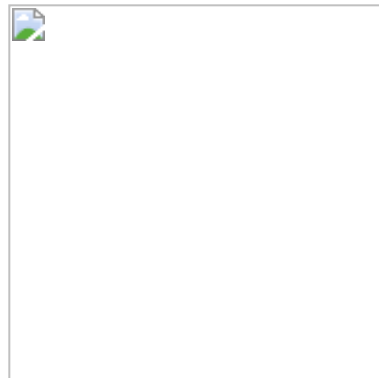
Apply to the New IAED Mentorship Program!

ACTE's new mentorship program, offering professional development opportunities to help cultivate more diverse and inclusive work environments for CTE educators, seeks to support association members interested in inclusion, access, equity and diversity (IAED) — those who want to be leaders in these efforts and those who wish to support existing leadership. Applications are due **Nov. 1**. [Learn more and register](#)



ACTE Seeking IAED Mentors

ACTE's new IAED Mentorship Program is looking for mentors! Applications are due **Sept. 15**. [Learn more](#)



Call for Access & Equity Content

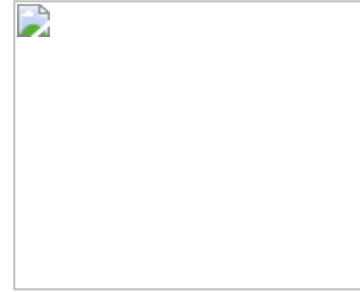
ACTE continues to seek content on IAED in CTE by:

- Recommending ideas for the IAED column that will be included in all future issues of *Techniques*
- Contributing resources to the ACTE IAED website
- Submitting recommended IAED speaker names
- Signing up to be a part of ACTE's IAED Advisory Group

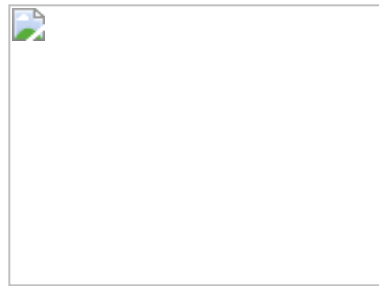
Contribute your ideas

**Signature Event for CTE
Administrators Going Virtual**

The world is asking for change, and it is vital for your CTE programs to be optimized to reach and support a diversified student body. Happening virtually **Oct. 8–9**, the Best Practices and Innovations in CTE Conference will offer content-rich programming and networking to strengthen the field for CTE administrators of both secondary and postsecondary CTE programs and institutions. This year's event is once again hosted by ACTE, the ACTE Administration Division and the National Council of Local Administrators.



[Learn more](#)



Splash into Techniques in 2021

Hold on tight to the final days of summer — but also plan ahead! *Techniques* is now accepting proposal submissions for issues dated January, February and March 2021, on the following themes:

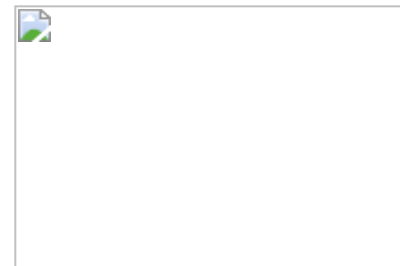
- Techniques Turns 25
- Inspiring Facilities & Innovative Equipment
- It's All Fun & Games

Review the editorial calendar and submit a proposal.

For questions, please contact [Lia Milgram](#).

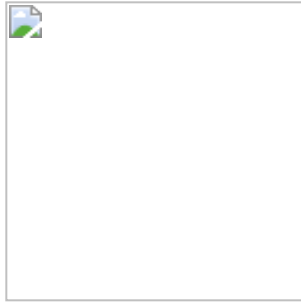
Write for PAGES

The official blog of ACTE's *Techniques* magazine, PAGES seeks to foster a community of collaboration among CTE educators. Let your voice be heard. Share [Member Connected News](#) or get an answer to CTE's most pressing



questions when you ask [Dear Linda](#). Have a better idea?

Contact [Lia Milgram](#).



Salutation
Annika Russell-Manke
VP, ACTE Business Education Division

Association for Career and Technical Education
1410 King Street, Alexandria, VA 22314
703-683-3111



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