



STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
LANSING

RICK SNYDER  
GOVERNOR

MICHAEL P. FLANAGAN  
SUPERINTENDENT OF  
PUBLIC INSTRUCTION

April 2, 2012

**MEMORANDUM**

TO: State Board of Education

FROM: Paul Galbenski, 2011-2012 Michigan Teacher of the Year

SUBJECT: April - Teacher of the Year Report

**On Campus at OSTC-SE - Open House**

We all know that educational planning is paramount to student success. On March 8, we hosted our annual Open House at the Oakland Schools Technical Campus Southeast (OSTC-SE). I truly believe there is something for everyone at OSTC thanks to the rigorous curriculum and classes geared to all students by preparing them for their postsecondary education and 21st Century careers. Oakland County high school students are eligible to enroll at any OSTC at no cost to them or to their home school districts because of a countywide millage. Our Open House showcased the many academic and technical offerings and provided information about academies, college credit, and enrichment programs such as the Oakland County Competitive Robotics Association (OCCRA) and FIRST robotics teams. The evening provided an opportunity for parents, students, and community members to learn more about technical training, postsecondary education, and careers in:

- Biotechnology and Environmental Science
- Business, Management, Marketing and Technology
- Construction Technology
- Culinary Arts/Hospitality
- Engineering/Emerging Technologies
- Health Sciences
- Transportation Technology
- Visual Imaging Technology

For more information about the many exciting program offerings at the four Oakland Schools Technical Campuses, please visit [www.ostconline.com](http://www.ostconline.com).

**STATE BOARD OF EDUCATION**

JOHN C. AUSTIN – PRESIDENT • CASANDRA E. ULBRICH – VICE PRESIDENT  
NANCY DANHOF – SECRETARY • MARIANNE YARED MCGUIRE – TREASURER  
RICHARD ZEILE – NASBE DELEGATE • KATHLEEN N. STRAUS  
DANIEL VARNER • EILEEN LAPPIN WEISER

608 WEST ALLEGAN STREET • P.O. BOX 30008 • LANSING, MICHIGAN 48909  
[www.michigan.gov/mde](http://www.michigan.gov/mde) • (517) 373-3324

## **As MTOY - Global Trade Mission**

In early March, several of the Business, Management, Marketing and Technology students from our campus participated in the 14<sup>th</sup> Annual Global Trade Mission. The theme for Oakland School's Global Trade Mission 2012 was *Entrepreneurship and Innovation through Market Diversification*.

Since 1998, Oakland School's Global Trade Mission (GTM) has provided more than 2,000 high school students with the skills and knowledge needed to succeed in today's dynamic world economy. GTM is an intensive, three-day, hands-on virtual learning experience that simulates an international trade mission. Through this extraordinary opportunity, awareness is being created among students about exciting careers in international business, global trade, cultural diversity, entrepreneurship, and technology tools in the following high-tech industries, emerging technologies, and disciplines with the most promising future growth potential overseas:

- Cleantech and Renewable Energy
- Defense and Homeland Security
- IT (Information Technology) and Cyber Security
- Life Sciences and Medical Devices
- Robotics and Automation

With collaboration from business, education, and government working in cross-functional and cross-district teams of four, students are presented with a real-world case study on how to best market and sell a U.S. company's product, service, or technology overseas based on the opportunities, challenges, and unique characteristics of doing business in a particular country. This year's GTM focused on the following five regions with high projected demand for the technologies noted above: Africa, Asia, Australia/North America, Europe, and Latin America.

Numerous decision-making factors come into play which compels students to think critically and learn how to quickly adapt to rapidly changing circumstances in the international marketplace. They include: local market demand; consumer tastes and cultural preferences; modes of entry and trade barriers; cost and quality; protection of intellectual property; trade finance; supply chain management; and legal considerations. Students developed international business plans and strategies on how to overcome these common barriers which companies typically face on a daily basis. At the conclusion of the three-day event, each student team presented its findings to a panel of business executives who judged them on content, quality, originality, and feasibility of their business proposals. Academic, interpersonal, and workplace skills are critical in GTM, as one team is awarded the *Exportsmanship Award* for outstanding teamwork, problem solving, and cooperation to develop a business plan. This year one of our BMMT students, Zilphia Martin IV, a senior from Berkley High School, was on the gold medal winning *Exportsmanship Award* team.

The overall mission of GTM is to create a pipeline of qualified young professionals who are adept at problem solving which local companies can draw on in the future to enhance Michigan's overall global competitiveness. It also aims to stimulate a spirit of

entrepreneurship as Michigan's economy shifts to higher-value added technologies while ensuring that our economy remains at the forefront of innovation. Partners that provide this outstanding experience for our students include: Oakland Schools, Automation Alley, Oakland Community College, and several other local sponsors. I was honored to deliver the closing keynote address focusing on the *Entrepreneurial Mindset* as it relates to the international marketplace. More information regarding the Global Trade Mission is available at [www.myglobeislocal.org](http://www.myglobeislocal.org).

### **Educator Evaluations: Integrating Student Growth Data Conference**

Several of my colleagues from Oakland Schools and I attended the second annual *Educator Evaluations: Integrating Student Growth Data* conference hosted in Lansing. The conference highlighted presentations of successful systems and educator evaluation development and implementation efforts. The presentations emphasized the following aspects of the educator evaluation system: 1) how student growth data are integrated into effectiveness decisions; 2) the observation protocol/observation rubric utilized; and 3) how multiple measures are incorporated into a single outcome of highly effective, effective, minimally effective, or ineffective. The presentations that I attended were from districts that have developed an educator evaluation system that contains a strong student growth data component as well as those that have developed and successfully implemented an observation protocol as part of an evaluation system. There were lots of great ideas shared at the conference, and several presentations helped to validate the evaluation tool that we have assembled and implemented at Oakland Schools.

### **MACUL Conference**

The 2012 Michigan Association for Computer Users in Learning (MACUL) Conference was hosted at DeVos Place in Grand Rapids, Michigan, March 7-9. The focus of this conference was *Empowering Innovation*. Over 4,000 educators attended this year's event. Conference participants learned about innovative, technology-related programs and had access to an extensive exhibit area which highlighted hardware, software, computer-related materials, and other educational technologies to be utilized with classrooms across our state. Professor Mike Bernacchi, of the University of Detroit Mercy, and I presented a session on America's Marketing High School. We focused on our newly created vodcast topics: Corporate Social Responsibility, Global Trade, Social Entrepreneurship, The State of the Business Environment in the U.S., Globalized Entrepreneurship, and The State of Entrepreneurship in America. All of these modules and podcasts are easily utilized in the "flipped classroom" delivery model.