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February 14, 2012

MEMORANDUM

TO: State Board of Education

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

SUBJECT: February - Teacher of the Year Report

On Campus at OSTC-SE - America's Marketing High School College Road Trip and Super Bowl Commercial Survey Press Party

Super Bowl Sunday kicked off with high school students from across the United States rating the Super Bowl commercials throughout the game. With companies spending \$3.5 million on a 30-second commercial, it is always interesting to find out what the students rated as the top commercial for the 2012 Super Bowl. Once the game was completed, students entered their ratings online at www.americasmarketinghighschool.org. On "Water Cooler Monday" we hosted a "Pizza, Pop and Pretzel Press Party" and revealed the results indicating what the students thought were the best and worst ads compared to *The USA Today Ad Meter*.

We had over 200 students from across the metro-Detroit area on campus at the University of Detroit Mercy. Students were given a campus tour and listened to professors who provided insight to the schools of engineering, nursing, business, and digital multimedia along with exploring potential career opportunities. Students also participated in a discussion regarding social media. The event was streamed live via the Internet with our partnership with MISTreamnet.org and will be archived for students and teachers to be utilized "on demand." It is always a great opportunity to listen and learn from the high school student demographic regarding what ads worked and what ads did not.

Entrepreneurship Education

Entrepreneurship continues to be a topic of much discussion, not only in Michigan, but across the United States. As a Business, Management, Marketing, and Technology teacher, entrepreneurship is part of my educational curriculum, but as we look to grow

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our number of entrepreneurs, we need to also expand teaching entrepreneurial education to all students. At the 4 technical campuses, we currently have students earning 12 direct college credits which lead to a Certificate in Entrepreneurship from Macomb Community College. Students take the following four online courses leading to their certificate: Accounting for Entrepreneurs, Small Business Marketing, Entrepreneurship Fundamentals, and Entrepreneurship and Small Business Management. Not only do students have 12 college credits on their transcript upon graduation from high school, but they also have met the Michigan Merit Curriculum requirement of an online learning experience.

Currently, we have the pilot stage of a similar program with Northwood University. All of these opportunities provide a seamless program for our Career and Technical students. America's Marketing High School also provides supplemental curriculum through our Entrepreneurship Series. The following vodcasts (video-lecture modules) are empirically based and available at: www.americasmarketinghighschool.org:

- **Social Entrepreneurship**
This module focuses on defining entrepreneurship and social entrepreneurship and exploring the similarities as well as differences. This module also discusses how social entrepreneurship is impacting social changes throughout the world.
- **The State of the Business Environment in the United States**
This module looks at all business firms in America by size, receipts, gender and ethnic/racial composition.
- **Globalized Entrepreneurship, the U.S. and the Rest**
This module focuses on the competitive entrepreneurship environment throughout the world. This module uses World Bank research to evaluate 183 economies and provides insight into the best places to start a business on the globe.
- **The State of Entrepreneurship in America**
This module focuses on what makes America a usually successful entrepreneurial business environment.

At the national level, I will be joined by Professor Mike Bernacchi of the University of Detroit Mercy, co-founder of America's Marketing High School, and David Galbenski, founder of Lumen Legal, and author, past Global Chairman of The Entrepreneurs' Organization (EO), as we present a professional learning session at the National Business Education Association (NBEA) Conference hosted this April in Boston. The session is titled, *Teaching Business and Entrepreneurship in the 21st Century Classroom*. This session will help teachers change the way they deliver business education in their classroom. They will explore ways that business education is changing the lives of students and also be provided with a wealth of FREE business, marketing, and entrepreneurship curriculum materials to immediately implement into their classrooms. The session will conclude with a powerful presentation on developing the Entrepreneurial Mindset in students.

As MTOY - ESEA Flexibility Application Waiver Meetings

In January, I attended two meetings regarding our ESEA Flexibility Application. The first meeting focused on teacher evaluation and the second meeting on accountability. Both meetings were very informative and insightful. I feel that through this whole process all stakeholders are attempting to make sure all voices are heard and provide solutions that will be fair and equitable as there are numerous factors to consider.

National Teacher of the Year Program Conference

In late January, we had our first meeting of all the State Teachers of the Year (STOYs) in Dallas, Texas. This conference brings together the State Teachers of Year and the State Teacher of the Year program coordinators to help us further define what it means to be a Teacher of the Year and how state programs can better support that role. Barb Fardell, MDE Office of Education Improvement and Innovation, was able to attend the conference as the MTOY coordinator.

It was an unbelievable experience and truly just the beginning of a great year of working with and learning from some of the best educators in the United States! SMART Technologies provided teachers with SMART Boards for their classrooms or a SMART Board package. We had an entire day of training from SMART Technologies and this equipment certainly helps to bring classrooms alive as well as really engage students in the learning process. The week included sessions on National and State Education Updates along with Federal Education Legislation and National Education Policies. We also had a seminar on the Common Core State Standards and received training on working with policy makers and the media. The concluding dinner included the introduction of the 2012 National Teacher of the Year Finalists as well as Michelle Shearer, 2011 National Teacher of the Year. What a week of professional learning!!