

## Business Educators Community of Practice Agenda

**Date:** Friday, January 30, 2026

**Time:** 9:00 a.m. - 2:00 p.m.

---

### Purpose:

Communities of Practice (CoP) harness the power of collaboration, helping educators connect and foster professional growth.

---

**9:00 - 9:30 a.m.**

### Welcome, Introductions & Agenda Review

- What makes your job challenging?
  - What do you love about your job?
- 

**9:30 - 10:30 a.m.**

### South Central Workforce Council, Sarah Longtin

- Available resources
- [Presentation](#)
- [South Central Workforce Council](#)
  - [Labor Market Data](#)
  - [Career Corner Newsletter](#)
  - [Skills for Success: Video Series](#)
    - For [presentations](#) - email [slongtin@workforcecouncil.org](mailto:slongtin@workforcecouncil.org)
- [DEED Career Pathways](#)
- [Pathway to Success by DEED](#)
  - Serves 9 counties
  - Works with MVAC, Career Force, and MN Employment & Economic Development
  - Provides lots of resources for students: Know Before You Go posters, Career Corner Newsletter, and Career Passport videos (healthcare, agriculture, and manufacturing)
  - Classroom presentations catered toward what the teachers want discussed, video series from local businesses.
  - Job Search Techniques:
    - Local employers want: Decent human beings, expecting a little more experience and education, applicants with soft skills and willing to learn, appropriate attire for virtual interviews, applicants know WHAT they are applying for and cater resume/cover letter to the specific job

- Interview questions are transitioning to experience based questions. “Tell me about a time when...” and about soft skills. Asking about goals, self-improvement, or accomplishments
    - Career Exploration is a popular presentation
      - Where do you want to live after high school?
      - What jobs are available in the area you want to live
      - What jobs are available in MN?
      - High Demand, Average Demand, Not in Demand careers
  - To find data, Department of Employment and Economic Development (MNDEED) Amanda Blaschko at MNDEED works with the region
  - Career Pathways Deed ([mn.gov/deed/careerpathways/](http://mn.gov/deed/careerpathways/))
    - Provide labor market information
    - Job security, efficient use of education and training, and understanding & awareness
    - Region 9 Largest industries are Health care & social assistance and manufacturing
    - **Path To Workforce Success Handout**
      - A few options of careers sorted by education level
- Mock Interviews
- Labor Market data
  - What employers are looking for

**10:30 - 10:45 a.m.**

Break

**10:45 - 11:15 a.m.**

**[Student Executive Team \(SET\)](#), Minnesota State University, Mankato**

- Student Introductions
  - Where did you graduate from?
  - How did you select MSU / College of Business?
  - What do you want to do post graduation?
- Entrepreneurs of the Future
- **Classes in the IBE: Finance 362, Marketing 210, and Management 230 go into Business 397**
  - Program UNRL started under
  - **Entrepreneurs of the future:**

- Students are placed in small groups and they are given a product, target market, and a celebrity endorsement. Students create a product idea and pitch to present to everyone with the SET as judges.
- 30 minutes to generate idea
- And winning team is selected
- April 10, 9:30am-1pm (85 students or so; open to any interest)
- Reach out at [set@mnsu.edu](mailto:set@mnsu.edu)
  - West and Waseca has done this event and/or the project in the classroom
  - Can do the event on campus or have the group come to your classroom
  - Use Instagram to advertise the event. @cobset
  - Reach out at email for poster and more information
- Potential of IBE students partnering with high school students (West students) to actually get the product created or to build their own networking

---

**11:15 - 12:00 p.m.**

**Networking Lunch**

---

**12:00 - 2:00 p.m.**

**Focused Sessions on Finance, DECA/BPA, and SBE**

**Focus Areas:**

- Another emphasis on keyboarding being taught at a younger age
  - Will keyboarding continue to be a required area or will that skill be replaced in the near future?
  - AI becoming better at skills may change what the workforce looks like
- Microsoft vs. Google. Very small businesses may use Google but all industry uses Microsoft
  - Schools using iPads can't even use computer type devices
- Personal Finance
  -
- Accounting
- Business Law
- DECA/BPA
- SBE
  - Time needed to teach the actual machines (embroidery machine, screen press, etc) is outside of our class time

- West has a “peer tutor” to teach other students to use the embroidery machine
    - Externship available?
  - Faribault got School Store approved and plans to partner with SpEd program for some of the basic skills/task
- Technology and Marketing
    - Computer Applications
    - Marketing Classes
      - Faribault has a digital marketing course Stukent Platform
        - Stukent has a digital marketing simulation at the end of the course
      - Faribault also turned Fashion and Design from FACS to Fashion Marketing
    - Web Design
    - Hospitality and Tourism
    - Graphic Design
    - Business and Leadership
    - Intro to Business
    - Careers
    - Business Management
    - Entrepreneurship
    - Leadership

---

**Resources:**

---

**Next Meetings:**

- Friday, May 8, 2026
- Location: TBD