Conference Sessions
(As of publication date)

Friday, October 12, 2012

9:00 a.m. – 10:20 a.m.  
Hands-on

Reach New Heights with Adobe InDesign CS6

H. Roger Fulk, Wright State University-Lake Campus, Celina, OH  
roger.fulk@wright.edu

Adobe InDesign is the premiere desktop publishing software package used to create professional-looking brochures, pamphlets, newsletters, business cards, letterheads, and other documents.

This hands-on computer session will focus on the many features of this creative software package.

Adobe® InDesign® CS6 software is a versatile desktop publishing application that gives you pixel-perfect control over design and typography. Create elegant and engaging pages for print, tablets, and other screens. Use new Adaptive Design Tools to easily repurpose layouts to look great on a variety of pages sizes, orientations, or devices.

Session limited to 30 attendees. Fee is $10

9:00 a.m. – 9:50 a.m.

Service Learning 101 – DIRECT to You!

Debra Howard, University of Cincinnati-Blue Ash College, Cincinnati, OH  
debra.howard@uc.edu

Experience learning in a new environment! Service Learning is Experiential Learning. Explore the possibilities of including learning opportunities beyond the boundaries of your classroom. Allow students to discover the needs within their community and provide time for them to fulfill those needs by using skills they have acquired in their education. The impact of this experiential learning can be felt immediately but may not be fully recognized until the future. Students will understand that experiential learning is DIRECT to you!

Disability in the Classroom: Awareness, Sensitivity and Guidance

Dr. Holly Brown-Wright, Sinclair Community College, Dayton, OH  
holly.brown-wright@sinclair.edu

This presentation will address several issues related to disability in the classroom. Disability awareness will be highlighted as many faculty may not be aware of what types of disabilities are seen most on campus. Sensitivity to students with disabilities and their issues will also be discussed. In addition, processes, procedures, scenarios and FAQs will be addressed. This presentation will be interactive for participants and not strictly lecture regarding disability issues on campus. There will be plenty of time for Q & A with participants.

Making the Connection with Online, Hybrid, Synchronous, and Seated Students

Von Plessner, Northwest State Community College, Archbold, OH  
vplessner@northweststate.edu
The use of Webinar software provides the instructor opportunities to meet the need students have for information to attain greater academic success. Webinars extend the classroom environment and provide an avenue to connect with students, eliminating place and time barriers.

**MS Office Industry Certifications with CertiPort**

Bill Dross, Columbus State Community College, Columbus, OH
bdross@cscc.edu

Students and teachers can demonstrate Microsoft Office competencies by earning industry certifications. Did I say, ‘teachers, too?’ Discover the ins and outs of the CertiPort Microsoft certification testing program. A brief overview of how to prepare for the exams, view sample questions, locate testing centers, and costs will be discussed. So, what are you waiting for--become a Microsoft Office Specialist!

10:00 a.m. – 10:50 a.m. **Bringing Social Media into the Business Classroom – Now Boarding for New Destinations!**

Matt White, Brown Mackie College, Cincinnati, OH
matwhite@brownmackie.edu

Have you heard colleagues discussing the use of social media in the classroom but wondered how you might be able to leverage the power of social media in your business classroom? This session will provide some brief background of the social media in education movement and take a look at how educators are using such popular platforms as Facebook, LinkedIn, EdModo, Pinterest, and many more to add context to learning. Come prepared to ask questions, discuss opportunities, and share how you might bring social media to your students.

**Developing and Evaluating Effective Student Presentations: A Communication Across the Curriculum Workshop**

Dr. Robert Leonard, Sinclair Community College, Dayton, OH
r.leonard@sinclair.edu

Student presentations are an excellent way to gauge student comprehension of a subject matter. They are also an excellent alternative assignment that allows students to demonstrate command of the material. Many teachers, however, have reported that they are not sure how to develop a presentation assignment. Many more have reported that they are unsure of how to evaluate a student presentation. This workshop will give participants the necessary information to create effective student presentations. Participants will also learn how to effectively evaluate a student presentation. PARTICIPANTS WILL NOT BE ASKED TO GIVE A SPEECH IN THIS WORKSHOP!

**Identifying and Mentoring Students Who Experience Domestic Violence**

Susan Gottschalk, Esq., Artemis Center, Dayton, OH
susang@artemiscenter.org

Research says 1 in 4 women will experience domestic violence in their life time. Women ages 16 – 24, many of our students, are most at risk of experiencing violence at the hands of an intimate partner. Susan Gottschalk is the Director of Artemis'
Family Violence Collaborative, which aims to educate employers and community partners about the dynamics of domestic violence. Susan will train faculty and staff on how to identify and mentor students experiencing domestic violence.

**New Brain Research on How to Teach for Understanding and How to Create ‘Sustainable’ Memory in Students**

Dr. Rita Brodnax, Brodnax’s Better Brains, Sullivan, IN
brodnaxsbetterbrains@gmail.com

Take your students to "new heights" by easily applying and integrating into your everyday instruction, the most current and effective brain-based techniques on how to teach for greater student understanding and how to strengthen student memory so that learned information can be retrieved efficiently and effectively when needed.

In this participatory and fun session, each participant will learn the basics about his or her own brain: how it processes information, makes meaning and creates sustainable memories. This will then be applied to the four most powerful brain-based teaching strategies that ensure the construction of meaning and the creation of retrievable memory.

**10:30 a.m. – 11:50 a.m.**

**Hands-on iPads – Beyond e-mail!**

Debra Howard, University of Cincinnati-Blue Ash College, Cincinnati, OH
debra.howard@uc.edu

Yes, the iPad can be more than a connection to e-mail and the Web! Apps can enhance the classroom experience for students and faculty. Explore the possibilities of incorporating the iPad and a pedagogical approach to create an active learning environment for your students. Discover and share iPad learning opportunities.

If you have an iPad, bring it with you to this session. Attendees will also engage in activities using the computer lab to quickly gather information.

Session limited to 30 attendees. Fee is $10.

**11:00 a.m. – 11:50 a.m.**

**Flying through Business Research Skills**

Pam Rankey, University of Cincinnati-Blue Ash College, Cincinnati, OH
pam.rankey@uc.edu

This presentation will demonstrate how business and library faculty collaborated to develop and incorporate hybrid based Information Literacy modules into a hybrid course. The course includes students of multiple backgrounds and skill levels entering a technical baccalaureate program. Students entering this program may be recent graduates or may have graduated twenty years ago from technical associate degree programs making it important for the information to be detailed for those who needed it and quickly reviewed for those who knew it. After incorporating Information Literacy learning modules into the coursework, students worked as teams and completed a problem based learning exercise incorporating the information literacy skills.

**E-texts: How They are Changing the Classroom and the Study Methods of Students**

Katie Strosnider, Pearson Education
E-texts have changed the lives of students and how they have been integrated into the classroom. This session will discuss the portability factor, the enhanced technology with embedded videos, and a professor’s ability to interact with the student within the e-text. Today’s student will be a focal point of discussion and how technology plays such a big part in their lives both academically and socially.

**Differentiate Instruction with Sanity and Success in Business Classes to Increase Student Learning, Initiative and Motivation**

Dr. Rita Brodnax, Brodnax’s Better Brains, Sullivan, IN  
brodnaxsbetterbrains@gmail.com

This fun, engaging session will take business education classes to new heights by implementing the easy to use TLC: Teacher Learning Choices Model of Differentiating Instruction with Sanity and Success. Learn how to easily increase student motivation, initiative and learning through periodically differentiating lessons by student interest, or student learning style or student readiness level. Learn how to apply the concepts of “choices-within-boundaries” and “targeted variety.” Each participant will leave with a TLC differentiated instruction plan and strategies that they can use immediately. Differentiated instruction enhances the joy of teaching for teachers and the joy of learning for students.

**Navigating the New Ohio Standards for Non Career-Technical Business Education**

Robert O’Donnell, R.G. Drage Career Technical Center, Massillon, OH  
robert.odonnell@rgdrage.org

This session will present the new Ohio standards for Non Career-Technical Business Education and help you to navigate these new standards with ease. Come prepared to learn—your questions will be welcomed!

3:30 p.m. – 4:30 p.m.  
**OBTA—An Association for Business Technology Educators Annual Business Meeting**  
Dan McCarthy, OBTA President  
Davis College, Toledo, OH

All conference attendees are welcome to attend the OBTA annual business meeting. OBTA Officer & Committee Reports will be disseminated. OBTA Officer Elections will be held. Don’t miss the Raffle and Silent Auction drawings during the meeting!