

The Latest Marketing News



Provided by your Marketing Specialist – Sharon Acuff

NOVEMBER 30, 2011

This newsletter is meant to give you news and information from the Marketing program area.

CONTENTS

[Microsoft Academy Program Training](#)

[New CTE Promotional Materials Posted to the DOE Web Site](#)

[Five of the Best Customer Service Policies](#)

[Scholarship Applications](#)

[VA DECA Day Response Forms](#)

[Kindle Fire Shoots to Second Place in Tablet Race](#)

[Language Course for University of Oregon Football Players](#)

[Articles of Interest](#)

[Quotable Quote.](#)

MICROSOFT IT ACADEMY PROGRAM TRAINING

*******This is a reminder notice*******

*******Important, please forward to all Teachers and Staff*******



Need Help Getting Started with your IT Academy Benefits?

Attend one of the following one-hour introductory sessions to help you implement your Microsoft IT Academy benefits. We will give you an overview of your IT Academy benefits, take a brief tour of the Virginia Partners in Learning Share Site-a share site filled with valuable information. Followed by the members' website - your primary

resource for accessing member benefits. Then you will be walked through the e-learning instructor portal and will have the opportunity to experience setting up your first e-learning class. The purpose of this meeting is to offer a brief tutorial to help you get started and allow you the chance to ask questions as we go. **These training sessions are open all Virginia IT Academy members.** The focus of the training will be for teachers, though any Microsoft IT Academy (ITA) member can join these sessions!

Virtual Training Dates and Times:

Date	Time
<u>October</u>	
Tuesday, October 25th	3:30 PM EST
Wednesday, October 26th	3:30 PM EST
<u>November</u>	
Tuesday, November 1 st	3:30 PM EST
Wednesday, November 2 nd	3:30 PM EST
Tuesday, November 8 th	3:30 PM EST
Thursday, November 10 th	3:30 PM EST
Tuesday, November 29 th	3:30 PM EST
<u>December</u>	
Thursday, December 1 st	3:30 PM EST
Tuesday, December 6 th	3:30 PM EST
Wednesday, December 7 th	3:30 PM EST

Click [here](#) to register for one of the Live Meetings above.

We ask that you take a moment to prepare for these meetings by taking the following steps:

- Creating a Windows Live ID account
- Become a member of the Virginia Partners in Learning Share Site
- Obtain your Microsoft IT Academy Membership Number
- Follow the "Tips to Get Started Now"

Creating a Windows Live ID:

Before your scheduled training session, please create your Windows Live ID account if you have not already done so. **If you have a Hotmail, MSN, Live or X-Box account, this is your Live ID.** Otherwise, you can use your school or any email. Follow these steps to create your Live ID:

1. Go to www.windowslive.com and click "Sign up"
2. Complete the fields to create your Live ID
3. Scroll to bottom of page and click "I Accept"
4. Go back to your email account and verify your email

Note -You will not be able to move forward into the ITA websites until you have verified your email. If you do not receive a verification email, your IT Director will need to unblock windowslivemail.com from your firewalls.

Become a member of the Virginia Partners in Learning Share Site:

Once you have created you Windows Live ID account, please join the Virginia Partners in Learning Share Site (VPLSS). A community site filled with IT Academy Program resources, such as how to documents, valuable links

and events dates. The link to the Virginia Partners in Learning Share Site <http://us.partnersinlearningnetwork.com/communities/virginia/Pages/default.aspx>

Steps to join:

1. Using your Windows Live ID, go to Share Site
2. You will be asked to complete the Basic Profile Information in Virginia Partners in Learning Share Site.
3. Click **Request to Join** the Virginia Partners in Learning Share Site
4. A new page with an e-mail message will appear, scroll to bottom and click **Send**
5. Allow 24 hours for request to be accepted

Obtain your Microsoft IT Academy Membership Number:

Please ask your Principal for your Microsoft IT Academy membership number. Once you have this number and your Windows Live ID, take a moment to experience the Microsoft IT Academy member website <https://www.microsoft.com/en-us/itacademy/members/default.aspx>. We encourage all members to participate in virtual trainings and face to face trainings in order to experience the most IT Academy program and all the benefits.

Tips to Get Started Now

For immediate help with the e-learning, the Learning Snack link below offers 12 minutes of instruction, broken into modules, on how to use the e-learning such as setting up classes, creating groups and giving access to students. You can also try the steps on your own by using the attached Cheat Sheet.

Click [here](#) to view: IT Academy E-learning Instructions Learning Snack -- modules for faculty-administrators* –

**This link requires a download of the Silverlight (free) player*

Thank you for joining the Microsoft IT Academy program! We look forward to speaking with you.

Monica Broerman
Microsoft IT Academy
vaita@microsoft.com

NEW CTE RESOURCES POSTED TO THE DOE WEB SITE

The two promotional pieces listed below have been added to the CTE Web site for easy access. The link is http://www.doe.virginia.gov/instruction/career_technical/cte_resources/index.shtml, and they are listed under the CTE Promotional Information heading as you see below. The older CTE video is also listed there as well.

CTE PROMOTIONAL INFORMATION

- [Education Talk Radio Spotlights CTE: Learning that works for America campaign](#). Interviewed guests include VDOE's Lolita Hall, Director of the Office of Career and Technical Education.
- [CTE: Learning that works for America](#) – a video from the National Association of State Directors of Career Technical Education Consortium (NASDCTEc).

FIVE OF THE BEST CUSTOMER SERVICE POLICIES

These companies get straight "A"s from [Consumer Report's](#) on its annual holiday customer service policies report card.

- [Bi-Lo](#) supermarkets has a double-money-back guarantee on every item in the store. Talk about standing behind your products.
- [Live Nation](#), an entertainment promoter and ticket-seller, allows fans to cancel their order up to three days after making it. Fans can also exchange seats for better spots if they become available – very unlike

airlines.

- [Crutchfield](#), an electronics merchant offers help with installation, set-up, troubleshooting and tech support for the life of the products purchased – at no extra charge.
- [REI](#) basically takes returns anywhere, anytime. Customers can purchase online, through the mail or in a store. They can return or exchange items to any place at any point for any reason.
- [Amazon](#) strives to make returns even easier by asking customers to share photos, video and feedback on wasteful, hard-to-open packaging. Then it passes details onto manufacturers and even has its own engineers work on creating simpler packaging.

SCHOLARSHIP APPLICATIONS

When sending scholarship applications to Katy Roche, please send all the requested documentation in one package for each student. If you have several students applying, make sure you package them separately within the mailing. Thanks for your help with this.

VA DECA DAY RESPONSE FORMS

Just a reminder: Your VA DECA Day Response Forms are due no later than Friday, December 2.

KINDLE FIRE SHOOTS TO SECOND PLACE IN TABLET RACE

Apple's iPad finally has a clear challenger in the tablet market: Amazon's Kindle Fire moved into second place in a November survey of consumers conducted by ChangeWave Research. The study found that 22% of those surveyed plan to purchase the Kindle tablet -- far behind the iPad's 65% share, but far ahead of Samsung's Galaxy Tab, at 4% of the market. Tablets will soon become a mainstream device, according to an eMarketer study, which estimates their use will soar from 33.7 million people at year-end to nearly 90 million by 2014, with women making up an increasing proportion of U.S. buyers.

[http://www.computerworld.com/s/article/9222065/After iPad Kindle Fire clear second choice](http://www.computerworld.com/s/article/9222065/After_iPad_Kindle_Fire_clear_second_choice)

LANGUAGE COURSE FOR UNIVERSITY OF OREGON FOOTBALL PLAYERS

What language course has caught on with University of Oregon football players?

Use the related article to answer basic news questions:

<http://learning.blogs.nytimes.com/2011/11/21/throwing-passing-and-signing/?nl=learning&emc=learninga4>

HOW many University of Oregon football players are currently enrolled in an American Sign Language course?

WHO recommends they take the course to fulfill their language requirement?

WHAT is the stereotype football players say other people bestow on them?

WHERE did the football huddle originate, according to the players' professor?

WHEN did the university add a language requirement?

WHY might football players have an "innate ability" to learn and use sign language?

<http://learning.blogs.nytimes.com/2011/11/21/throwing-passing-and-signing/?nl=learning&emc=learninga4>

ARTICLES OF INTEREST

[Black Friday kicks off part-time job season](#)

Retailers are expected to hire about 500,000 temporary part-time workers for the holiday season, with earlier opening hours spurring a greater need for seasonal staffers. While seasonal part-time work is a longstanding tradition, this year it also reflects a larger trend of more U.S. jobs shifting from full-time to part-time as companies seek greater efficiencies.

<http://www.usatoday.com/money/economy/employment/story/2011-11-25/more-part-time-jobs/51386948/1>

Earlier Black Friday openings paid off

Some may have been critical of stores that opened at the stroke of midnight or earlier Thanksgiving night, but the retailers saw success with bargain-hunting throngs. "Early morning openings appear to have been well worth it for both retailers and holiday shoppers, with many Americans believing that deals were too good to pass up," said NRF President and CEO Matthew Shay.

<http://abcnews.go.com/US/black-friday-midnight-openings-prove-worth-retailers/story?id=15032267>

Black Friday weekend spending reaches record \$52 billion

This year was one for the books as a record 226 million shoppers visited stores and websites over Black Friday weekend, up from 212 million last year. Digging deep into their holiday budgets, the average holiday shopper spent \$398.62 this weekend, up from \$365.34 last year with total spending estimated at \$52.4 billion. Additionally, shoppers also checked out retailers' deals online, spending an average of \$150.53 on the Web -- 37.8% of their total weekend spending.

http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1260

Restaurant franchising is on the rise

Chains including Popeyes, KFC, Applebee's and Firehouse Subs are seeing a steady rise in their franchisee programs, with some offering new incentives to attract franchisees. More than half of franchise restaurants fail within three years, and longtime franchisees caution prospective operators that even the success stories took time.

[http://www.latimes.com/business/la-fi-restaurant-franchising-](http://www.latimes.com/business/la-fi-restaurant-franchising-20111126,0,4036907.story?track=rss&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+MostEmailed+%28L.A.+Times+--+Most+E-mailed+Stories%29)

[20111126,0,4036907.story?track=rss&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+MostEmailed+%28L.A.+Times+--+Most+E-mailed+Stories%29](http://www.latimes.com/business/la-fi-restaurant-franchising-20111126,0,4036907.story?track=rss&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+MostEmailed+%28L.A.+Times+--+Most+E-mailed+Stories%29)

Discounting may be the season's buzzword

Retailers are hoping for big holiday sales boosted by heavy discounting, which, along with beefed-up Black Friday weekend staff, could take a bite out of profit margins. Some industry analysts say cash-strapped shoppers will value low prices over brand loyalty this season.

<http://www.reuters.com/article/2011/11/21/us-usa-retail-holiday-idUSTRE7AK23E20111121>

Top 10 holiday trends for 2011

While it may not seem like this holiday season is too different than years' past, according to NRF's annual list of top holiday trends, 2011 will be a season like no other. From extraordinarily high consumer expectations to the newest digital technologies driving people to click, NRF's Ellen Davis shares ten trends gleaned that detail what Black Friday holds, why tablets are all the rage, and the themes for gift-giving.

<http://blog.nrf.com/2011/11/01/top-ten-holiday-trends-for-2011/>

Gift wish lists get less trendy this year

While consumers are clamoring for the latest gadgets such as Amazon's Kindle Fire and Barnes & Noble's Nook tablet, there doesn't seem to be an "it" gift this year, industry watchers say. "Some years there's nothing and the next year, there's a new iPhone. Or there's a new doll that lights up and sings. Or there's a new Elmo. As we've all seen, Elmo has proven to have tremendous staying power," said NRF spokeswoman Kathy Grannis.

<http://www.freep.com/article/20111121/NEWS01/111210362/Holiday-shopping-trend-not-trendy>

Behind the scenes at the Macy's Thanksgiving Day parade

Amy Kule hasn't had a "normal" Thanksgiving in 15 years, and it's not likely that one is on the horizon. Kule, who has organized events for Macy's since joining the retailer's East Coast operations in 1996, this year became only the seventh person in history to oversee every detail of the Thanksgiving Day

Parade. <http://www.forbes.com/sites/jennagoudreau/2011/11/21/woman-behind-macys-thanksgiving-day-parade-tim-burton-amy-kule/>



GLOBAL
NEWS

Booming middle class makes Brazil a prime retail target

Brazil has matured since the economy stabilized in 1994, bringing new opportunities for retailers looking to expand into new global markets, says Alberto Serrentino, senior partner at GS&MD — Gouvêa de Souza in São Paulo. "In the last seven years, 30 million consumers migrated from poverty to the emerging middle class, leveraging the domestic market and changing everything."

<http://blog.nrf.com/2011/11/28/what-retailers-ought-to-know-about-brazil/>

QUOTABLE QUOTE

“Success is not a matter of desire, but the product of hard work.”

~Jack Barringer