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MBA Research and Curriculum Center
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Annual **2020** Report



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LETTER FROM THE CEO/PRESIDENT

September 2020

The strength of the MBA Research consortium continues to be the many individuals throughout our member states who care about high-quality business, marketing, and finance programs. I applaud the efforts of consortium representatives, CTE state directors, local CTE administrators, and the business and marketing faculty who navigated through the difficult times of the 2019–2020 year. MBA Research is proud to be a member of the CTE family.



Rick Mangini, Interim CEO

We were shocked and saddened early in the fiscal year with the sudden loss of our CEO, Dr. Brenda Clark, who passed away in October from cancer. Then, of course, we were confronted with the COVID-19 pandemic and our move to a remote work environment. Our staff endured both of these events and pivoted. And in spite of the obstacles, we are proud of the accomplishments achieved as we stayed true to our mission of supporting educators in the preparation of students for careers in business and marketing.

Our support for teaching through the COVID-19 pandemic focused around the MBA Learning Center LMS. We reduced the price of a school subscription and offered student accounts at no cost. A weekly special edition newsletter ran throughout the spring, featuring teacher- and staff-vetted remote-learning resources and tips. We also identified resources for teaching about diversity, equity, inclusion, and racial justice.

We completed the final year of a five-year grant with the Daniels Fund. Through the Daniels Fund Ethics Initiative High School Program, we produced a wealth of resources focusing on ethical leadership. This included instructional modules, course guides, and teacher training—all of which are offered at no cost to school districts in every state. The impact of this amazing work is documented in this report. We are excited to begin a new five-year grant with the Daniels Fund to expand our high school resources as well as to develop new middle school resources and connect with postsecondary educators.

We began full-scale implementation of our Board of Trustees' five-year strategic plan which focuses on college and career readiness, learning standards, professional development, and advocacy. Our Learning Center continued to be the premier learning management system for business and marketing educators, and our A•S•K assessment continued to gain significance throughout the country as a business-driven certificate that provides great value-added to students who obtain it.



Holly Atha, CEO/President

I am particularly proud of our MBA Research staff who moved seamlessly into a remote work environment and didn't miss a beat in terms of our work. This past year, our team collectively developed a set of core values (valuing staff, respect, integrity, communication, teamwork, and excellence) that is now the cornerstone of our company culture.

As we embark on a new year, we are excited to have Holly Atha as our new CEO and President who will lead us into the 50th anniversary of the MBA Research consortium of states. Her tenure on our staff for the past five years and her previous business experiences will ensure that we maintain our vision for research, business-driven resource development, customer service, and advocacy for the profession.

Thanks to our member states, our Board of Trustees, and our staff for a job well done, and we look forward to serving you in 2020–2021.

A handwritten signature in black ink that reads "Rick Mangini".

Rick Mangini, Interim CEO

MBA Research Consortium of States

Created for your state. Your schools. Your students.

MBA Research and Curriculum Center is dedicated to supporting educators in the preparation of students for careers in the areas of business administration, including Business Management, Finance, and Marketing. We are a not-for-profit operated by a consortium of state education departments. MBA Research utilizes a systems approach to product development that supports the teaching of business which focuses on research, industry-validated standards, curriculum, instructional resources, assessments, and professional development.

Operations

The Consortium is governed by its membership. Each member state identifies one individual to represent it in Consortium activities. This member group provides overall guidance in the operation of the organization and elects from its membership six individuals to serve on the Board of Trustees.

2020 member states (as of 6/30/20)

Alabama	Georgia	Michigan	Nevada	Ohio	Wisconsin
Arizona	Idaho	Minnesota	New Hampshire	Oklahoma	Wyoming
California	Iowa	Mississippi	New Mexico	Oregon	
Colorado	Kansas	Missouri	North Carolina	Washington	
Connecticut	Kentucky	Nebraska	North Dakota	West Virginia	

The Board of Trustees is the official governing body of the organization. The Board consists of nine members, six of whom are elected from and by the Consortium’s member group. The other three are appointed based on their experience with CTE and/or the business community.

FY20 operational highlights:

- Completed five-year grant with Daniels Fund Ethics Initiative High School Program
- Responded to COVID-19 pandemic with vetted remote-learning resources for teachers
- Developed resource list for teaching about diversity, equity, inclusion, and racial justice
- MBA Research staff developed a set of core values as a guide for our company culture.
- Held highly successful national Curriculum and Teaching Conference (Conclave) in Louisville, KY

2019–2020 MBA Research Board of Trustees	
Kevin Reisenauer, Chair	North Dakota Department of Career and Technical Education
Delores Ali, Vice-Chair	North Carolina Department of Public Instruction
Betty Montgomery, Secretary/Treasurer	Kentucky Department of Education
Dana Anderson	Colorado Community College System
Michael Connet	Senior Vice President, ACTE
Carrie DeMuth	Oklahoma Department of Career and Technology Education
Dwight Johnson	Idaho Department of Education
Pradeep Kotamraju	CTE State Director, California
Dawn Morrison	Alabama State Department of Education

Product Development Process



MBA Research's products and services begin and end with the U.S. business community. Business professionals provide input on the knowledge and skills needed for success in the workplace. This input from business is translated into the National Standards for Business Administration.

The National Standards for Business Administration are based on extensive *primary and secondary research*, which may include focus groups, interviews, business association standards, and certification criteria. They provide up-to-date information on the skill sets being used every day in the workplace.

National focus groups conducted state by state are one of the key methods for gathering feedback from business and industry. Focus groups are organized in two distinct ways—futuring panels and standards validation panels.

- Futuring panels provide a forward-thinking perspective on industry trends and issues and valuable input on skill sets, pathways, specializations, emerging occupations, and credentials. During FY20, a business futuring panel for Marketing was held in Kentucky.
- Standards validation panels identify the critical skill sets needed for success in the workplace. In FY20, business validation panels were conducted for Business Management and Finance (KY).
- Executive Advisory Network (ExecNet) is an online forum for businesspeople to share their knowledge about essential workplace skills and standards validation. During FY20, ExecNet participants completed validation of Business Administration core standards and initiated validation of standards specific to the clusters of Business Management, Finance, Hospitality and Tourism Management, and Marketing.



Kentucky Futuring Panel: Business leaders discuss knowledge and skills necessary for workplace success.

BUSINESS ADMINISTRATION STANDARDS

MBA Research provides free industry-validated standards to educators nationwide. The standards identify the essential skills and knowledge needed across all business careers as well as those specific to particular business careers. They focus on real-world concepts, incorporate 21st century skills and ethics, and ensure that students are prepared to advance to the next level of education or into the workplace. The standards are the basis of a curriculum framework that is organized from simple to complex, thereby enabling students to acquire foundational understanding and skill before they acquire more advanced management-level skills.

Standards are available for the following business-related subjects:

- Business Management
- Entrepreneurship
- Finance
- Marketing

In addition to secondary research, objectives were written for the following courses during FY20:

- *Financial Management*
- *Financial Analysis for Managers*
- *Advanced Business Management* (special project for Maryland Department of Education)



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CURRICULUM

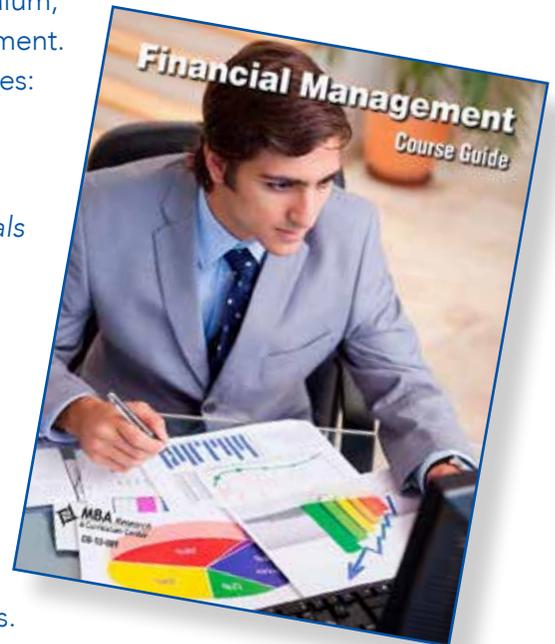
MBA Research synthesizes input from **U.S. business and industry leaders** to inform continuous updates to the national standards, curriculum, instructional materials, assessments, and professional development. In FY20, this research led revisions of the following course guides:

- *Financial Management*
- *Financial Analysis for Managers*
- *More Than a Game: Sport/Event Marketing Fundamentals*
- *Grand Slam: Advanced Sport/Event Marketing*
- *High School of Business™* courses
(minimal revisions made to all eight course guides)

A new course guide was also developed as a special project for the Maryland Department of Education.

- *Advanced Business Management*

Thanks to a grant from the Daniels Fund, certain course guides continue to be available free of charge to all educators. In FY20, this resulted in the distribution of 2,369 course guides.



Curriculum Builder Database

The MBA Curriculum Builder is a powerful database that puts you, the educator, in the driver's seat. Teachers love Curriculum Builder because it gives them direct access to MBA Research's decades of industry research in the form of standards, activities, vetted resources, and much more. Whether you want information about a specific competency, access to MBA Research's courses, or a means to build your own courses, Curriculum Builder is the tool for you.



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INSTRUCTIONAL MATERIALS

Educators count on MBA Research to provide standards-aligned, engaging instructional tools that prepare students for careers and postsecondary education. This year, the following tools were developed to support teachers:

Learning Activity Packages (LAPs) are comprehensive, ready-to-use lesson plans designed to help make preparation easy, fast, and relevant. Each provides support and instruction for an industry-validated performance indicator.

- 234 LAPs are available to educators.
- 18 LAPs were revised. Business changes fast, and so must instructional tools.

Each LAP is revised every five years to ensure relevancy.

MBA Learning Center is a learning management system (LMS) created just for business administration educators. Loaded with 350+ interactive instructional modules, 13 instructional area exams, and 425+ test-item banks (a total of approximately 4,000 test items), it is accessible to educators and students via PC, laptop, tablet, or smartphone.

This year, 25 LAPs and 23 Just for You modules were added to the Learning Center. In addition, MBA Research supported Learning Center users with professional development opportunities, phone- and email-based customer service, and tips within a weekly newsletter.

Work-based learning (WBL) is an important part of learning for business administration students. Twelve WBL activities—all 100% aligned with the National Standards for Business Administration and available via State's Connection to educators in states with Standard, Full, and Enhanced memberships—were created during FY20. Each WBL activity is designed to strengthen student internships and other work-based experiences and to connect work experiences with in-school curricula.



Our response: COVID-19 pandemic and remote learning

“Adversity does not build character, it reveals it.”

—James Lane Allen

When schools moved to remote learning in March 2020, we quickly reached out to educators and state administrators: “How are you? What is your school asking you to do? What do you need? How can we help?”

Their responses led to a package of support tools, including free and reduced-cost remote-learning resources, a special edition newsletter series, a growing repository of teacher-recommended remote-learning resources, and creation of a series of current events articles and discussion questions for class discussion boards.



Robert Daly/OJO Images/
Getty Images Plus

“The MBA Learning Center is a very user-friendly tool and lends well to distance learning. The LAPs make assignments and testing flow well, staying in line with the sequence of instruction. If you want to add additional tools (YouTube, Puzzles, Kahoot, etc.), they can be added easily using the Apps tool.”

—Will Morgan, Teacher
Arvin Educational Center (KY)

For those using the MBA Learning Center LMS when remote learning began, the transition was made much easier. Teachers and students were already using a tool that works identically whether in the school building or not. The system includes a video conferencing tool and can also be used in combination with Zoom or another video conferencing system.

To assist schools that didn't already have this resource, we reduced the price and offered free student accounts for the rest of the school year. This outreach impacted 34 schools and 390 students.

Over the summer, efforts continued to support teachers as they grappled with the uncertainty of whether their schools would open buildings or remain remote. Summer training sessions reached 542 teachers (309 in June and 242 in July), with sessions on the Learning Center being the most popular. The *High School of Business*[™] Summer Training Institute was held entirely online, and plans for MBA Conclave 2020 Virtual Experience are underway.

Thank you to all who quickly provided guidance about how we could best serve teachers and students. This includes:

- MBA Research Teacher Advisory Network, comprised of two classroom teachers from each state in the consortium
- MBA Research Professional Development Team, who were also heavily involved with training teachers to use our resources in a remote-learning environment
- *High School of Business* Teacher Advisory Council, who provided specialized input for serving HSB teachers
- MBA Research Consortium Representatives, who put a lens on the COVID-19 responses in their states, enabling us to better serve them
- Special thanks to the MBA Research Board of Trustees for supporting our efforts during the pandemic.

ASSESSMENT

All MBA Research assessments are based on the industry-validated National Standards for Business Administration. To ensure content validity for the topic being tested, each test item is anchored to a specific validated performance indicator (PI). We utilize reliability, discrimination, and other statistical measures to ensure that all MBA tests meet the highest standards for best-practice assessment of student performance.

Key assessment numbers for FY20

- 3,581 people sat for an A•S•K exam.
- 5,257 students sat for a *High School of Business™* exam.
- 40 new exams were developed.
- 8 *High School of Business* pretests were added to the MBA Learning Center LMS.



Custom resources for FBLA and DECA

- Competitive events focused on ethics were developed for Colorado FBLA, Washington FBLA, and Michigan DECA.
- Exams were developed for National DECA and DECA Central/Western Region, as well as state-level DECA exams for Georgia, Michigan, and North Carolina.

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608,588

HIGH SCHOOL STUDENTS

to date have been impacted through course guides distributed through



DANIELS FUND ETHICS INITIATIVE

High School Program

“The Daniels Fund is proud to partner with MBA Research and Curriculum Center. Our work together has resulted in more than 600,000 students across the country being exposed to principle-based ethics in meaningful and relevant ways. Their curriculum and resources are business validated, current, easy to follow, and offer teachers great flexibility to incorporate ethics into their classrooms. And, of course, none of this would be possible without MBA Research’s top-notch staff. We look forward to our continued partnership to further expand and enhance ethics education.”

—Bo Peretto, Senior Vice President
Ethics Initiative, Daniels Fund

SPONSORED RESOURCES DISTRIBUTED

314,784 Instructional modules

9,481 Course guides



In all 50 states,
plus 19 countries

COMPETITIVE EVENT

200+ students proved their ethics smarts at DECA and FBLA competitions in Colorado, Michigan, and Washington.



FOCUSED MARKETING EFFORTS

Multi-pronged approach to drive educators to one simple access point: MBAResearch.org/ethics

80 Education conferences

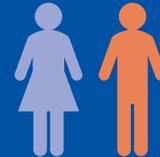
13,000 Educators reached via email campaigns occurring quarterly

9,500 Flyers distributed

55,949 Impressions on and

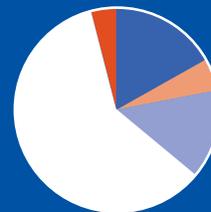
DEMOGRAPHICS OF STUDENTS

50%
Female

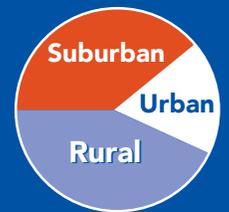


50%
Male

Race



Locale



\$22,470,050
saved



By school districts receiving resources and professional development

HIGH-QUALITY TEACHER TRAINING

32
Ethics Specialists

2,933
High School Teachers

261,037+
High School Students



Our staff
trained



who
trained



who
taught



PROFESSIONAL DEVELOPMENT

MBA Research develops and offers professional development opportunities for educators. Although we offer many different kinds of professional development (PD), all of our PD has one thing in common: It focuses on improving learning outcomes for all students of business administration. And, we work to find ways to make teachers' lives just a bit easier—or at least to help teachers focus on what matters most: Student success.

Professional development topics

- Project management
- Ethical decision-making
- Building high-quality business administration programs
- Instructional strategies
- Integration of resources with career-technical student organizations
- Project-based learning
- School-based enterprise
- Preparing students for the A•S•K certification exam
- Understanding A•S•K certification exams
- State's Connection portal for member states
- Making the most of your state's MBA Research membership (use of resources)
- MBA Learning Center LMS
- An overview of the *High School of Business*[™]

Partnering with states

During FY20, we were pleased to partner with state departments of education to develop and deliver customized professional development in Alabama, Connecticut, Idaho, Iowa, Maryland, Michigan, Minnesota, Mississippi, North Carolina, North Dakota, Texas, Washington, and West Virginia.

- We worked with individual school districts to provide professional development training and resources in Kentucky, New York, North Carolina, and Ohio.
- We presented at several national-level conferences/meetings, including DECA Train-the-Trainer, DECA AMPED, FBLA National Conference, ACTE Vision, and FBLA Summit.
- There were additional scheduled professional development sessions that had to be postponed due to COVID-19 for New York, Connecticut, and Alabama.

MBA Conclave Curriculum and Teaching Conference

Educators and administrators from across the U.S. gathered in Louisville, Kentucky, for three days of energizing professional development. Almost 100 sessions were available to educators, including business professionals from the U.S. Department of Education, KFC U.S. (YUM!), the Kentucky Derby/Churchill Downs, the Muhammad Ali Center, National Retail Federation, and Duluth Trading Company.



MBA Research Professional Development Team

Professional Development Summer Series

542 educators attended sessions over the summer to learn about A•S•K certification exams, MBA Learning Center LMS, State's Connection, and other MBA Research resources.

High School of Business™

High School of Business™ (HSB) is MBA Research's premier business administration program. It brings MBA Research's entire scope of work (standards, curriculum, instructional materials, assessments, and professional development) to participating schools.

Ready to excel in college and meet future workforce needs

The beginning of the 2019–2020 school year for CTE leaders and educators focused largely on aligning programs to the Carl D. Perkins Act (Perkins V). With stress on programs of study that lead to a postsecondary credential, accelerated learning, local business partnership, 21st century skills, and in-demand industry sectors and occupations, *High School of Business* is right on target with U.S. Department of Education goals. During the annual HSB Luncheon at Conclave, Scott Stump, Assistant Secretary for CTE, U.S. Department of Education, thanked HSB teachers for providing students with the knowledge and skills they need to succeed in business administration careers.



Scott Stump, U.S. Department of Education, delivers keynote at annual HSB Luncheon.

Resiliency and collaboration

As school buildings closed in March due to the worldwide COVID-19 pandemic, we quickly met with the HSB Teacher Advisory Committee to listen to their needs and determine how we could help. This resulted in the following:

- MBA Learning Center LMS additional support; teachers told us that this resource was invaluable since students have access from anywhere and were already familiar with it.
- Collaboration opportunities via web conferences and the HSB Wiki
- Weekly special edition newsletter to share tips and resources created by teachers and staff
- Paused the requirements for final exams and in-person observational internships; provided resources to temporarily replace both
- Moved the HSB Summer Training Institute to an online environment using Zoom and the MBA Learning Center LMS

“I was so thankful to be an HSB teacher when the shutdown happened. All the other teachers in my building were scrambling, and I just told my kids, ‘You know how to do this. See you on the Learning Center and Zoom!’”

—Rebecca Hudson, Lebanon CTC (MO)

“We are here for you. We believe in you. These are trying times, and our mission is to support you and your students through them. Never hesitate to reach out to us.”

—Lisa Berkey, HSB Program Director, in a letter to all HSB schools

Other highlights of 2019–2020

- Supported counselors at participating schools with additional resources for communicating program benefits and course sequencing
- Added 3 schools that are the first HSB sites in their state/district (Massachusetts, New Jersey, and Washington, D.C.)
- Graceland University in Iowa now offers HSB students up to 12 articulated college credits and a generous scholarship.
- Oconomowoc High in Wisconsin became the first to offer HSB in combination with the International Baccalaureate® Career-related Programme.

STAFF

MBA Research staff work together to deliver top-quality, research-backed resources effectively and efficiently. In FY20, 21 staff were employed at the Columbus headquarters or remotely.

This year, staff grew together as a team as the organization experienced some of the most emotionally trying times in its history, including the unexpected death of CEO Dr. Brenda Clark, the COVID-19 pandemic, and joining the national efforts for social justice. As a staff, we collectively developed a set of core values for the organization. Though this work was planned in advance of the events of this year, it was particularly moving to go through the process together in these circumstances.

Core values

- Our staff is our number one resource
- Respect
- Integrity
- Communication
- Teamwork
- Excellence



Our staff at MBA Research believes education can be the inspiration to bring about the systemic changes needed to solve the problems of racism and social injustice of any kind. We remain committed to developing the resources needed to help educators provide the youth of our country with the skills and knowledge necessary to not only produce a skilled workforce, but also the responsible, ethical citizens we need in our communities. We will continue to research contemporary issues that plague our country and the solutions needed to make effective progress with regard to diversity, equity, inclusion, and racial injustice.

College and Career

MBA Research will support business administration programs of study that prepare all students for college and in-demand careers.

Strategy 1: Encourage and promote the value of career development in business administration for all students.

Strategy 2: Provide high-quality, innovative, relevant curriculum and instructional resources for business administration programs of study that shall include authentic work-based learning experiences that prepare students for successful transition into college and careers.

Strategy 3: Provide proof of learning through assessment tools including industry-driven credentials where appropriate.

Strategy 4: Analyze ongoing feedback from stakeholders on resources.

Learning Standards

MBA Research will develop and maintain research-based standards that are business and industry validated.

Strategy 1: Implement best practices for standards research and development processes.

Strategy 2: Monitor workforce needs to maintain an up-to-date curriculum framework.

Partnerships

MBA Research will engage business and industry and other stakeholders to leverage partnerships that support high-quality business administration programs.

Strategy 1: Conduct business focus groups to identify industry trends to inform standards development and state leaders regarding state workforce needs.

Strategy 2: Develop coalitions to support business administration programs at local, state, and national levels.

Strategy 3: Develop relationships with professional associations, organizations, and foundations to leverage resources.

Strategy 4: Provide networking opportunities among policy makers, industry leaders, and business administration educators.

Professional Development

MBA Research will provide research-based, focused professional development.

Strategy 1: Provide opportunities for teachers to receive college credit for participation in MBA Research professional development.

Strategy 2: Develop professional development that targets teachers pursuing alternative certification.

Strategy 3: Develop professional development courses and materials.

Strategy 4: Develop teacher recruitment resources.

Strategy 5: Provide focused professional development to teach pedagogy and business administration programs of study.

Advocacy

MBA Research will advocate for business administration education and Career and Technical Education.

Strategy 1: Communicate the foundational business knowledge and skills needed by the workforce.

Strategy 2: Communicate data, information, and outcomes from business engagement activities.

Strategy 3: Equip consortium members with resources for advocacy efforts.

Strategy 4: Create a clearinghouse of advocacy resources.

Mission: To support educators in the preparation of students for careers in business and marketing

Vision: MBA Research shall be the recognized leader in the development of programs, strategies, and curricula to prepare students for career-oriented, leadership positions in business and marketing.

Comments about our work



“MBA Research has been a game changer for my classes and CTSOs. The LAPs produce great dialogue with which my students can improve their diagnostic and critical thinking skills. A true asset to any business or marketing teacher.”

—Terri Donegan-Sanchez, Teacher
South Mecklenburg High School (NC)



“The MBA Research and Curriculum Center has been an outstanding partner with North Carolina! The connections between course guides, lessons, and resources to authentic business and industry validation provides our students with real skills for business and management. The MBA Learning Center has been an invaluable tool for our teachers and students as it provides a virtual platform that works seamlessly with a hybrid or fully virtual instructional model. MBA Research helps North Carolina deliver the best quality business administration instruction to our students so they are prepared to be leaders in the industry!”

—Trey Michael, PMP, Director for CTE and Career Pathways Education
North Carolina DPI



“I have always been impressed with Conclave. The importance of preparing students in CTE through business education is the focus. Business professionals are brought in as well as expert teachers and facilitators.”

—Sydney Kobza, Assistant State CTE Director
Nebraska Department of Education



“I was so thankful to be a *High School of Business* teacher when the shutdown happened. All the other teachers in my building were scrambling, and I just told my kids, ‘You know how to do this. See you on the Learning Center and Zoom!’”

—Rebecca Hudson, Teacher
Lebanon CTC (MO)



“The project management materials provide teachers with step-by-step procedures in organizing a project-based lesson in the classroom. The templates as well as the samples will be very helpful in preparing lessons for our students. [Speaking about resources developed in partnership with the Project Management Institute Educational Foundation (PMIEF)]”

—Patricia Farrior, Teacher
Selma High School (AL)



“MBA Research curriculum is leading edge with their dedication to staying current with business, industry, cultural, and educational trends.”

—Carole Baumbusch, President and CEO
Unite for Common Good (CO)

Marketing & Business Administration Research and Curriculum Center
 Exhibit of Revenues
 For the year ended June 30, 2020

Sales	\$	374,666
Membership		158,964
Contracted Services		423,087
Commissions and Royalties		58,353
Conclave/Miscellaneous Registrations		42,118
High School of Business		210,289
Grants and Contributions		138,050
Interest Income		38
Total Revenues	\$	1,405,565

Marketing & Business Administration Research and Curriculum Center
 Exhibit of Selling and Administrative Costs
 For the year ended June 30, 2020

Personnel	\$	865,278
Building & Facilities		26,698
Marketing - General		50,144
Office		73,620
Benefits		141,324
Conclave		41,432
Workshop/Professional Development		63,883
High School of Business		27,435
Governance & Consortium		52,775
Interest Expense		33,539
CETE OSU		59,008
Depreciation		34,954
Total Selling and Administrative Costs	\$	1,470,090

----- JAMES A. BARSTOW -----

Certified Public Accountant

6705 Lakeside Circle West
Worthington, Ohio 43085

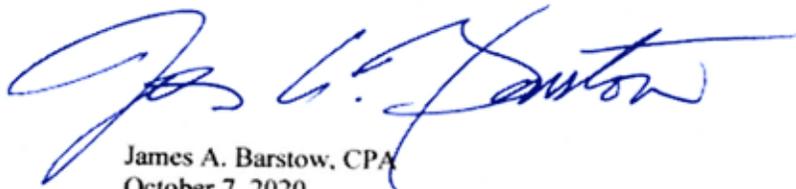
(614) 785-0104

**Board of Trustees
Marketing & Business Administration Research and Curriculum Center
1375 King Avenue
Columbus, Ohio 43212**

I have audited the accompanying statements of financial position of Marketing and Business Administration Research and Curriculum Center as of June 30, 2020, and the related statements of activity, net assets, and cash flows for the years then ended. These financial statements are the responsibility of Marketing & Business Administration Research and Curriculum Center's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of materials misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and substantial estimates made by management, as well as evaluating the overall financial statement presentation. I believe that my audit provides a reasonable basis for my opinion.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Marketing & Business Administration Research and Curriculum Center as of June 30, 2020 and the results of its operations and its cash flow for the years then ended in conformity with generally accepted accounting principles.



James A. Barstow, CPA
October 7, 2020

A consortium of state departments of education

State leaders, join your peers as we work together to prepare students for the business careers of tomorrow. MBA Research helps state leadership:

- Design a comprehensive, Perkins-ready program of study
- Provide standards-based curricula
- Offer certification exams
- Deliver research-based instruction based on industry needs
- Train and develop teachers
- Motivate and reward students with standards-based micro-credentials (digital badges)
- Engage students with project-based learning and online interactive instructional tools
- Connect with business and industry leaders
- Network with education leaders across the country
- Share research and resources with educators in their state



Learn More

We invite you to learn more about us by contacting Holly Atha, CEO/President, at 614-486-6708 or HollyA@MBAResearch.org.

