Career Tech Ed & Entrepreneurship

Empower Students for Success in the Real World

Surfacing the Skills Gap

A growing consensus of Americans agree that equipping students with the practical skills needed for an increasingly competitive job market is one of the most important roles of the nation's schools.
Source: Populace Survey

Parents, educators and politicians understand that academics alone aren't sufficient to close opportunity gaps and place all students on paths to success and economic mobility. Introducing students to career and technical education (CTE) that's infused with entrepreneurship education as early as elementary school helps them develop the critical, practical skills that employers demand while allowing them to explore their purpose and interests as they solve real-world problems.

Perhaps this is why CTE is the unique topic — along with increasing K-12 funding — that unites policymakers across the country. *Source: Manhattan Institute*

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CTE programs on their own can be mechanisms for overall economic stabilization in local economies. By supplementing that instruction with the human skills employers need — and doing so while teaching interdisciplinary entrepreneurial competencies — Florida can ensure that a new generation of graduates will be ready for the jobs of the future."

HENRY MACK III, SENIOR CHANCELLOR; FLORIDA DEPARTMENT OF EDUCATION

What Makes CTE So Important?

CTE must prepare students for an increasingly uncertain and exciting future of work.

Foundational skills that will be critical to workers' success in the digital economy include:

- **HUMAN SKILLS:** Critical thinking, innovation, creativity, communication, analytical skills, collaboration, and relationship building

- **DIGITAL BUILDING BLOCK SKILLS:** Analyzing and managing data, software development, computer programming, and digital security and privacy

- **BUSINESS ENABLER SKILLS:** Project management, business process, communicating data and digital design, selling and networking

- **DOMAIN KNOWLEDGE:** Economics, finance, marketing, healthcare, engineering

Source: The New Foundational Skills of the Digital Economy, Burning Glass Institute

This list of what's needed for the future of jobs is loaded with skills that are best developed through experiential CTE programs—in particular programs infused with entrepreneurship education.

CTE provides a strong pathway for learners to gain real-world skills that are foundational and transferable across rapidly shifting sectors and work activities.

CTE provides benefits to students and local economies.

- Students in high school CTE programs graduate on time at higher rates than those who don't participate (94% vs. 86%) and are more likely to enroll in postsecondary education within two years of graduation. *Source: US Department of Education*

- Students who participate in CTE programming in high school earn more than those who don't participate. *Source: ACTE*

- CTE programs create pathways for addressing the nation's projected shortage of 6.5 million skilled workers. *Source: ACTE*

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In a 2018 study we commissioned... the primary gaps employers were seeing were human skills. You may have heard of them as soft skills...but these human skills of communication, leadership, teamwork, creativity...these skills are across-the-board skills that employers are looking for."

DAN MCGREW, SR. VICE PRESIDENT, BUSINESS AND WORKFORCE STRATEGIES AT CAREERSOURCE FLORIDA

How Does Student Entrepreneurship Work?

Stand-alone or embedded entrepreneurship education programs provide students as early as elementary school with the chance to work in teams to identify an opportunity—often a problem that has meaning to them—then design and develop a solution. Along the way, the team works with mentors, typically industry leaders in their community, as they refine their solutions, which they ultimately pitch to real investors. While some teams will "win" seed money, every team walks away with valuable skills that will serve them throughout their academic and professional careers, and a better sense of their own motivations and interests. Students also learn to "fail forward" and persevere in the face of setbacks.

Rigorous student entrepreneurship programs, like Uncharted Learning, are:

- Purpose driven, asking students to identify the problems they want to solve
- Focused on developing an entrepreneurial mindset and skillset
- Designed to build authentic opportunities for local industry connectedness
- About the process more than the outcome

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Yes, they might learn some of the skills about running a business. But really, entrepreneurship is about those soft skills … Can they get up in front of people and present in a meaningful way? Can they accept criticism? Can they work together as a team? Can they collaborate? These are the skills that graduates need when they leave us. And they are all embedded right in the INCubatoredu program."

KEITH KOEHNE, EXECUTIVE DIRECTOR AT INTERALLIANCE OF GREATER CINCINNATI, OH, FORMER C&I DIRECTOR AT LAKOTA LOCAL SCHOOLS

Build Entrepreneurship Into Your CTE

Uncharted Learning's suite of programs is designed to integrate within an existing CTE program, align with district priorities, and meet state CTE requirements.

Implementation Ideas for Uncharted Learning Programs:

- High school course curricular offerings— as a pathway or stand-alone course
- Middle school elective for exposure to careers and entrepreneurship concepts
- Professional Learning workshops for educators to integrate entrepreneurship skills into ANY course curriculum

ENTREPRENEURSHIP PROGRAM CHECKLIST

- ☐ Rigorous and real-world – *not a simulation*
- ☐ Industry and community connectedness
- ☐ Path to certification
- ☐ Flexible implementation options – pathway or cross-pathways
- ☐ Applied, PBL-based curriculum
- ☐ Robust, ongoing professional development
- ☐ Higher ed benefits and connections with local colleges
- ☐ Aligned with CTSOs (FBLA, DECA)

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An emphasis on entrepreneurship can also give students something else they crave: real-world experience. Our students receive workforce opportunities that help prepare them for a future where thriving in the face of change is a highly-prized skill. Our teachers prepare them to explore their passions and interests — and become lifelong learners."

DAVID SCHULER, EXECUTIVE DIRECTOR OF AASA, FORMER SUPERINTENDENT, TOWNSHIP HIGH SCHOOL DISTRICT, IL, THE 74.

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I've seen students' confidence grow. I've seen them gain empathy and an appreciation for others. Taking risks and challenging themselves to think outside the box brings the class closer together."

DENISE ANDREWS, MIDDLE SCHOOL ENTREPRENEURSHIP TEACHER, LEROY GREENE ACADEMY, CA

Funding Your Entrepreneurship-Integrated CTE Program

Rigorous, experiential, and industry-connected entrepreneurship programs can satisfy the requirements of a number of federal and state-funded initiatives including:

- Perkins V
- ESSER
- State-Specific Innovation Grants; examples include EET in Florida, 3E in Indiana

Uncharted Learning programs help satisfy these grant requirements by providing the following:

- Recognized Industry credentials
- CTSO coordination
- Work-based learning hours and experience
- Ongoing educator professional development
- Concurrent/dual credit student benefits
- Mapped to state standards

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Students not only see what 'industry' looks like, but they see people who represent them, their background and identities and see what's possible...These are opportunities that really expose students to the wider world of what's out there."

TONY LUCERO, FORMER ENTREPRENEURSHIP TEACHER, NORTHFIELD HIGH SCHOOL, DENVER PUBLIC SCHOOLS, CO

Uncharted Learning offers programs and guidance to help you determine the right implementation

> **"**
> It changed the way I thought.… INCubatoredu wasn't really a normal class. You're learning how to start a business and then you're actually doing it. You're not just reading from a textbook; you're applying it to the real world."

MARTIN DIMITROV, INCUBATOREDU ALUM, SNAPCLIPS FOUNDER, SHARK TANK CONTESTANT

3-Step Action Plan

✓ Talk with our team

- About the needs of your district and the goals for your students
- Hear success stories from like-minded districts
- Take a virtual tour of the curriculum and resources portal and an INCubatoredu classroom

✓ We craft a customized proposal

- We provide a solution to meet the needs of your district for you and your team
- We connect you with like-minded member schools for you to learn more about implementation and student outcomes from your peers

✓ Launch at your district

- Our team supports adoption and provides comprehensive teacher training for your pilot and/or full implementation, and ongoing support.

Explore entrepreneurship as part of CTE.
Set up a consultation today.