

# How to Meet CTE Goals with Student Entrepreneurship Programs

## What Makes CTE Relevant for Students TODAY?

### CTE provides early and experiential exposure to high-demand careers. Source: [ACTE](#)

Career-focused experiential learning programs, Career and Technical Education (CTE), provide students with opportunities to explore careers and gain important skills in middle school, high school and postsecondary (college, 2-year colleges or career centers).

CTE is the practice of teaching specific career skills to students that apply to different high-demand careers. Practice, hands-on experience, and application tests make up the bulk of CTE, and often students earn certifications needed to launch their careers.

### CTE has shown promising results for both students and the economy.

- “Non-traditional” learners often thrive in CTE vs traditional academic environments
- Communities are empowered to focus on the student skill development that matters for their own economic growth
- 91 percent of high school graduates who earned 2-3 CTE credits enrolled in college Source: [ACTE](#)
- CTE can offer an affordable, hands-on alternative to college that’s grounded in skill building

### CTE prepares students for the future of work.


CTE provides a strong pathway for learners to prepare for the future of work by equipping learners with real-world skills, such as entrepreneurial and employability skills, that are foundational and transferable across rapidly shifting sectors and work activities. Source: [Advance CTE](#)

Foundational skills that will be critical to workers’ success in the [Fourth Industrial Revolution](#) and the new digital economy include:

- **HUMAN SKILLS:** Critical thinking, 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
- **DOMAIN KNOWLEDGE:** Economics, Finance, Marketing, Healthcare, Engineering

Demand for these skills increased by an average of 32 percent from 2013 to 2018. Further, the number of jobs that will require “hybrid” skills, or a combination of skills that have not previously been found in the same job, is also increasing. Source: 'Burning Glass and the Business-Higher Education Forum'

 **RESOURCE** | [Facts and myths of CTE](#)

 **RESOURCE** | [CTE Prepares Learners for the Future of Work](#)

## CTE Today Source: *Solid Professor*

**94%** CTE serves 94 percent of all high school students, including students from many races, ethnicities, and a full spectrum of financial backgrounds.



CTE integrates with academics in a rigorous and relevant curriculum.



CTE educates students for a range of career options through 16 Career Clusters and 79+ pathways.

## Clusters and Pathways

The 16 career clusters of CTE are distinct, specialized areas of expertise in high-demand occupations.

The National Career Clusters® Framework serves as an organizing tool for Career Technical Education (CTE) programs, curriculum design and instruction. The 16 Career Clusters represent 79 Career Pathways. Each pathway or track provides the opportunity for students to deepen their knowledge and explore a career path – starting in high school and even middle school in some cases.

Students engaged in these tracks get a head start in these fields, while being exposed to the technical ‘hard’ skills and also the soft or ‘human skills’ that are so important today.

CTE execution varies by state. Each state’s system is unique, with different governance structures and policy and program priorities. This helps address the various state-based dynamics and challenges in the areas of economic development and student achievement.

Source: *Advance CTE*

### SNAPSHOT OF THE 16 CAREER CLUSTER®

AGRICULTURE, FOOD & NATURAL RESOURCES	>
ARCHITECTURE & CONSTRUCTION	>
ARTS, A/V TECHNOLOGY & COMMUNICATIONS	>
BUSINESS MANAGEMENT & ADMINISTRATION	>
EDUCATION & TRAINING	>
FINANCE	>
GOVERNMENT & PUBLIC ADMINISTRATION	>
HEALTH SCIENCE	>
HOSPITALITY & TOURISM	>
HUMAN SERVICES	>
INFORMATION TECHNOLOGY	>
LAW, PUBLIC SAFETY, CORRECTIONS & SECURITY	>
MANUFACTURING	>
MARKETING	>
SCIENCE, TECHNOLOGY, ENGINEERING & MATHEMATICS	>
TRANSPORTATION, DISTRIBUTION & LOGISTICS	>



### RESOURCES

[State by State CTE Guide](#)

[CTE State by State Fact Sheets](#)

[CTE in Your State](#)

*“In a 2018 study we commissioned in order to study skills gaps ... the primary skills gaps employers were seeing were in these human skills. So whether you may have heard them as soft skills or resilience skills, and they’ve been called a lot of different things over the years. But these human skills of communication, leadership, teamwork, creativity initiative, these skills are across the board skills that employers are looking for.”*

DAN MCGREW, VP STRATEGIC POLICY & PERFORMANCE, CAREERSOURCE FLORIDA

## Where Entrepreneurship Fits

While each state has a unique CTE system in terms of governances and policy priorities, entrepreneurship is an option that satisfies a number of implementations within existing clusters and pathways, and most recently as a stand-alone pathway.

Entrepreneurship capacities are increasing in acceptance across statewide CTE middle and high school programming.

### IMPLEMENTATION OPTIONS

- Entrepreneurship courses to provide a multi-course pathway
- Integrating with your other CTE pathways, e.g., business or marketing
- As a component area of study to complement other pathways (non-business-related) to empower an entrepreneurial mindset
- As a capstone course
- For middle school – as a rotation or semester course of study or extra curricular

## Funding Your CTE Program — New Possibilities with Perkins V

Perkins V Act reflects the 100-year federal commitment to Career Technical Education (CTE) by...

1. Providing federal support (grants) for CTE programs
2. Focusing on improving the academic and technical achievement of CTE students
3. Expanding grant use options to middle school grades and professional development

With Perkins, states and local communities have the opportunity to implement a vision for CTE that uniquely supports the range of educational needs of students — exploration through career preparation — and balances those student needs with the current and emerging needs of the economy.

Your state will have specific guidelines for the new possibilities that the Perkins V Grant offers.

*“The idea of self-employment or the ability to effectively create value within industry or a profession is potentially transformative. In short, becoming an entrepreneur, or acquiring an education infused with entrepreneurship learning outcomes is a proven path to economic and social mobility.”*

**HENRY MACK III**, CHANCELLOR; FLORIDA DEPARTMENT OF EDUCATION; DIVISION OF CAREER, TECHNICAL, AND ADULT EDUCATION



### RESOURCES

[Advance CTE Perkins](#)

[7 Perkins Changes for Every School](#)

[ACTE Perkins FAQs](#)

[PCRN Perkins](#)

[50 State Comparison](#)

## Middle School — an Entry Point for CTE

The middle grades have become a more common starting point for high-quality CTE programs, as this represents a critical time for students making important decisions that may have a lasting impact.

Perkins V represents an important opportunity to expand opportunities for younger students to explore and follow career and tech education programs of study at the middle school level. Now, middle schools can access the benefits of Perkins Grant funding for entrepreneurship programs to support student career exposure and growth. *Source: [Middle School CTE](#)*



### RESOURCE

[Broadening the Path: Design Principles for Middle Grades CTE](#)



### ENTREPRENEURSHIP FOR CTE CURRICULUM CHECKLIST

- Rigorous and real-world – *not a simulation*
- Meets state standards
- Path to certification
- Flexible implementation options – pathway or cross-pathways
- Learning outcomes defined
- Performance-based assessments
- Applied, PBL-based curriculum
- Robust, ongoing professional development
- Industry- and community-connected

*“Consider students who may not be the best mathematicians or test-takers, here they have opportunities to be creative and successful. When you put these students together, they collaborate and create inspired start-up businesses, all while developing critical skills around collaboration, problem solving and confidence!”*

**JESSICA BABB**, TEACHER MIDDLE SCHOOL TEACHER, COLLIER COUNTY SCHOOLS IN NAPLES, FLORIDA

*“Entrepreneurship helps students build important hard, soft and critical-thinking skills, as well as embrace learning, so they can continue to thrive in and beyond the walls of a classroom. Middle schoolers have talents and capabilities we can tap into.”*

**KELLY WILSON**, TOSA, ENTREPRENEURSHIP FROM COLLIER COUNTY PUBLIC SCHOOLS

*“At this age, students begin to put their imagination to use in real ways, envisioning their futures with more clarity, recognizing their strengths, and expressing interest in things they enjoy doing. At the tipping point of young adulthood, with a perfect blend of curiosity and creativity — middle schoolers are basically bursting with entrepreneurial potential.”*

**ASHLEY BLACKBURN**, DIRECTOR OF PROGRAMS, UNCHARTED LEARNING

## Uncharted Learning Offers Innovation-Driven Programs that Satisfy Requirements for CTE and Perkins

We provide entrepreneurship programs for schools and districts for grades five-twelve.

Uncharted Learning was founded on the mission to 'kick start students for life' with the skills of entrepreneur. Why? These are the skills that are imperative not only to meet future work requirements but to thrive and shape our future economy.

70%

70% of our member schools have applied for and achieved approval to use Perkins as a resource for funding Uncharted Learning entrepreneurship programs like INCubatoredu and mxINCedu.



RESOURCE

[Quick Guide to Uncharted Learning Programs](#)

## How Do Uncharted Programs Deliver Concrete Student Impact?

- Students are *empowered to extend their learning* beyond the pages of a syllabus and the traditional sit and get model of instruction to take ownership of their own learning and success.
- Framework to empower districts to *build connections between school and community*.
- Applied, reflective, *relevant learning experiences* where the prospect of failure (and learning from it) is real.
- Curriculum is brought to life through direct application and the opportunity for students to *activate their learning* by testing concepts out in real-time.

"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, SHARK TANK CONTESTANT



RESOURCE

[Videos: Hear from Student, Teachers, Administrators and Community Members](#)

## Explore Entrepreneurship for Your School or District

We are motivated and inspired daily by the educators and students we serve. We'd welcome the opportunity to support you with a customized solution to bring entrepreneurship to your students.

### 5-STEP ACTION PLAN

1

#### TAKE A VIRTUAL TOUR TO 'SEE' OUR PROGRAMS IN ACTION

- INCubatoredu classroom visit
- Curriculum and Resources Portal demo

2

#### TALK WITH OUR TEAM

- About the needs of your district and the goals for your students
- Hear success stories from like-minded districts

3

#### CRAFT YOUR CUSTOM PLAN

- We provide a customized solution for your district, students, and community for you to socialize with your curricular decision making team.

4

#### LAUNCH AT YOUR SCHOOL

- Our team supports adoption and provides comprehensive teacher training for your pilot or full implementation

5

#### GROW YOUR PROGRAM

- You will be supported by a like-minded community