

JANUARY 31, 2013

San Marcos High School

Entrepreneurship Academy

San Marcos High School Entrepreneurship Academy

“Empowering tomorrow’s business leaders today.”

Mission Statement

The San Marcos High School Entrepreneurship Academy is a dynamic three year program that enhances the core curriculum through the personalized study of business, marketing, economics and finance. The Academy will provide students with the knowledge, skills and experience to springboard their own entrepreneurial visions into action through rigorous coursework, relevant experience in local business community partnerships and student run business ventures. Upon completion of the Academy, students will have the foundation to effectively create their own business and/or successfully pursue a business related college degree.

Program Concept

The Entrepreneurship Academy will create an entirely new and innovative curriculum that will equip the next generation of civic and business leaders with the tools to successfully develop their own business ideas. Starting with the sophomore year of high school, students will be engaged in a prescribed three-year course of study in entrepreneurship that expands their ability to spot opportunity, assess risks involved, and understand how to effectively start and operate a small business. Students will receive college credit for their work during high school through our partnership with Santa Barbara City College and will have the opportunity intern through partnerships with local businesses. The Academy will support the already thriving service learning project, Kids Helping Kids (KHK), by developing business and entrepreneurial skills in the classroom that will be applied during the fall and winter of senior year. Additionally, in the spring of their senior year, the Academy students will design their own business plans to participate in the annual Scheinfeld Center New Venture Challenge (for high school students) at Santa Barbara City College and start their own new ventures. KHK and the New Venture Challenge are the capstone projects of the Academy.

Capstone Projects: Kids Helping Kids & Scheinfeld Center New Venture Challenge

Kids Helping Kids (KHK) is a group of empowered students, making a difference from the classroom to the community. Operated each year by the 105+ seniors enrolled in Advanced Placement Economics courses at San Marcos High School, KHK has enabled students to operate their own 501(c)3 corporation while simultaneously learning the lessons of both AP Macro and Microeconomics. In 2011, KHK received the Subway National Student-Non-Profit of the Year Award. The KHK program has given these devoted high school seniors the chance to utilize their economics/business knowledge by producing and marketing concerts where the students sign Grammy-nominated artists who perform at a 1600 seat world-class venue in Santa Barbara, California. The students get a firsthand look at developing a business plan, creating income statements, balance sheets, corporate boardroom proposals, marketing plans, website creation and so much more.

By operating their own non-profit, Kids Helping Kids has grossed over \$750,000 during the past eleven years and has used the net profit to support socio-economically disadvantaged students and programs both at our school and abroad. For example, KHK has provided the testing fees for students who could not afford to take Advanced Placement exams at San Marcos and a class set of iPads. KHK will grow bigger and better and continue to provide even more opportunities for disadvantaged students with the beginning of the Academy.

Once the Academy students complete their experience in this project, in addition to the courses taken their sophomore and junior years, they will be fully equipped and empowered to create their own new venture in the Business Plan Development course. At this stage in the Academy, the students will be collaborating with local entrepreneurs and venture capitalists and preparing to enter the Santa Barbara City College Scheinfeld Center New Venture Challenge.

The Scheinfeld Center New Venture Challenge will evaluate students' business plans by looking at their market opportunity, value of the product or service, competitiveness, operational plan, web and technology plan, management team, capital requirements, financial forecast and overall

pitch and presentation. Finalists receive scholarship money and will have the opportunity to pitch their plans to venture capitalists.

Course Descriptions

MKT 101: Introduction to Marketing (SBCC Dual Enrollment)

Course examines the critical role of marketing in customer driven marketplaces. Topics covered will include marketing research, customer driven marketing, marketing strategies for profit businesses as well as not for profit businesses and institutions, advertising as well as the other elements of promotion. Course material is reinforced with the use of marketing computer simulation

MKT 164: Online & Mobile Marketing (SBCC Dual Enrollment)

Introduction to those components needed to develop effective online and search engine marketing (SEM) strategies. Emerging digital media and mobile advertising campaigns are emphasized. Includes search engine optimization (SEO), paid placement ads, keyword identification, placement strategies, SEM research and management tools, and WAP advertising applications in mobile marketing and video advertising.

FIN 101: Introduction to Finance & Banking (SBCC Dual Enrollment)

Central concepts of finance are developed: money and economic activity, interest rates and valuation, securities and investments, bank regulation and management. Financial planning, investment strategies and retirement planning including 401k and Roth IRAs will be explored. Professionals discuss loans, loan administration, establishing credit history and pitfalls of consumer debt. Basic computing skills (Word, Excel, QuickBooks) will be developed throughout the class.

ENT 201: Introduction to Entrepreneurship & Innovation (SBCC Dual Enrollment)

An introductory course intended to provide students with a comprehensive overview of the vital

importance of entrepreneurship in the 21st century global economy and the critical role that innovation and creativity play in the entrepreneurial process. Students will examine and reflect on their own entrepreneurial potential and evaluate the challenges and rewards of entrepreneurship.

Business Plan Development

Students will develop and write a market-ready comprehensive business plan for a new/existing venture. Course examines a variety of entrepreneurial issues in the business planning process including: concept testing, product development, marketing, management, financing, and ongoing operations.

Advanced Placement Economics (Micro/Macro)

Students will develop critical-thinking skills through the understanding, application, and analysis of fundamental economic concepts. The course will cover basic economic concepts, the nature and functions of product markets, factor markets, market structure, and the role of government with regard to economics. This course prepares students for the Advanced Placement Micro and Macro Economics Examinations.

4 Year Planning Guide

Class Range: College Prep – Honors - Advanced Placement (AP)

<u>Grade 9</u>	<u>Grade 10</u>	<u>Grade 11</u>	<u>Grade 12</u>
English 9	English 10	English 11	English 12
Math	Math	Math	Math
PE/Athletics	PE/Athletics	Elective or PE/Athletics	Elective
Elective	World History	American History	Elective
Physics	Chemistry	Biology	Science/Elective
Foreign Language	Foreign Language	Foreign Language	American Government
Health/Career Choices	<i>SBCC Marketing 101* (Fall)</i>	<i>SBCC Intro to Entrepreneurship and Innovation 201* (Fall)</i>	<i>AP Economics* (Fall)</i>
Elective	<i>SBCC Marketing 164* (Spring)</i>	<i>SBCC Finance 101* (Spring)</i>	<i>Business Plan Development* (Spring)</i>
* = Entrepreneurship Academy Classes			

Sample 4 Year Plan

Class Range: College Prep – Honors - Advanced Placement (AP)

9th Grade

Quarter 1	Quarter 2	Quarter 3	Quarter 4
English	English	Physics	Physics
Math	Math	Health/Career Choices	Health/Career Choices
Elective	Elective	Foreign Language	Foreign Language
Athletics/Large Group Activity/PE	Athletics/Large Group Activity/PE	Athletics/Large Group Activity/Elective	Athletics/Large Group Activity/Elective

10th Grade

Quarter 1	Quarter 2	Quarter 3	Quarter 4
English	English	Foreign Language	Foreign Language
Math	Math	World History	World History
<i>SBCC Marketing 101</i>	<i>SBCC Marketing 101</i>	<i>SBCC Marketing 164</i>	<i>SBCC Marketing 164</i>
Athletics/Large Group Activity/PE	Athletics/Large Group Activity/PE	Science	Science

11th Grade

Quarter 1	Quarter 2	Quarter 3	Quarter 4
English	English	Foreign Language	Foreign Language
Math	Math	US History	US History
<i>SBCC Intro to Entrepreneurship & Innovation 201</i>	<i>SBCC Intro to Entrepreneurship & Innovation 201</i>	<i>SBCC Finance 101</i>	<i>SBCC Finance 101</i>
Athletics/Large Group Activity/Elective	Athletics/Large Group Activity/Elective	Science	Science

12th Grade

Quarter 1	Quarter 2	Quarter 3	Quarter 4
English	English	Government	Government
Elective	Elective	Math	Math
<i>AP Economics: Micro Kids Helping Kids</i>	<i>AP Economics: Macro Kids Helping Kids</i>	<i>Business Plan Development</i>	<i>Business Plan Development</i>
Athletics/Large Group Activity/Elective	Athletics/Large Group Activity/Elective	Elective	Elective

Recruitment, Application Process & Demographics

We have contacted numerous schools to gain insight into the process of recruiting and applications for highly qualified and diverse academy students. A team from San Marcos visited Mark Keppel High School's International Business Academy in 2010. We contacted La Serna High School's Small Businesses and Entrepreneurship Academy; Hoover High School's Academy of Instructional Technology; Academy of Literature, Media and Arts; Health Academy; and Sustainable Academy of Building and Engineering; Oakland Technical School's Engineering Academy; Rio Mesa High's International Baccalaureate Program; the Kearny High Educational Complex home to The School of Digital Media and Design, The School of International Business, The School of Science Connections and Technology, and The Stanley E. Foster Construction Tech Academy. Excluding Rio Mesa's IB program, many of these Academies are California Partnership Academies that require 50% of the students to be considered "at risk". To be defined as "at risk" they must possess at least three of the following six characteristics:

- Past record of absence from school 20 percent or more of the school year.
- Past record of underachievement in which the pupil is at least one-third of a year behind the coursework for the respective grade level, or as demonstrated by credits achieved.
- Past record of low motivation or a disinterest in the regular school program.
- Disadvantaged economically.
- Scoring below basic or far below basic in mathematics or English language arts
- GPA of 2.2 or below

While the San Marcos Entrepreneurship Academy will not be a California Partnership Academy, we will utilize some of the same strategies that partnership academies use for recruiting "at risk" students. Mark Keppel High School has effectively matched the demographics of their International Business Academy with the demographics of their school. The school is approximately 70% Asian, 23% Latino/Hispanic and 2% White. The Academy is 60% Asian, 27% Latino/Hispanic and 8% White. We also looked at the effectiveness of the San Marcos High School Health Academy in how they recruit a diverse student population. The Health Academy has a strong history of student participation representative of the demographics at San Marcos High School.

The California Partnership Academies identify students to recruit as early as junior high school. Mark Keppel High School has counselors take brochures and applications when they make their middle school visits. Rio Mesa High School makes middle school presentations and sends out informational letters to all incoming 9th graders. In addition, teachers are asked to identify students they believe would be good candidates for the program. Kearny High Schools gives informational sessions to their junior high school students before they choose which academy they want to join at the high school level. La Serna High School has an assembly where academies present their programs and current academy students share their experiences. Hoover High School, whose academies begin in the 10th grade, much like San Marcos High School, has Academy Directors make presentations to all 9th grade students during their English classes. The San Marcos Health Academy makes presentations to all 9th grade students in their health classes and publicizes the academy with a website, information at school open house events, and through regular school communication channels.

The application process from these academies varies from simply writing an essay about why the student wants to join the academy to requiring tests and/or class prerequisites. The Hoover Academies have students rank their choice of academies and the directors invite them to apply to their academies. The application includes a student's academic grades and an essay. The directors are then responsible for choosing which students will join their academy. The Kearny Schools have students compose an essay where they write about the academy they want to join and why that will help them achieve academic success. Oakland Technical School has an application, assessment and requirement of passing geometry with a "C" or better (Oakland Technical School's Engineering Academy was the least diverse of the Academies we contacted. The San Marcos Entrepreneurship Academy application will not include an assessment). San Marcos High School's Health Academy requires students to submit an application with their grades and their interest in a health related career. The Health Academy Director then evaluates the applications, taking into account the students grades, attendance and interest in a health related career. We have most closely modeled our application process on the San Marcos Health Academy because of their success of combining rigorous classes with a diverse student population.

Every San Marcos 9th grade student will learn about the Entrepreneurship Academy as follows:

- Presentations made in all Fall and Spring Semester Health Classes inviting all students to apply.
- Presentations will be made in all 9th Grade AVID classes inviting students to apply.
- Promotional messages for students through paper bulletin, video bulletin (Royal Report), teacher announcements, and EDU newsfeed.
- Information will be available for families in English and Spanish at Fall Back-to-School Night and Spring Open House.
- Bilingual Promotional messages to families through Teleparent, all-parent email, PTSA newsletter.
- Information will be on the school webpage, Academy Webpage, Twitter feed and SBUSD eNews.

Our goal is for every single student and their family at San Marcos High School to know about the Entrepreneurship Academy so that they can make an informed decision about joining. We plan to have a student population in our Academy that is representative of our overall school demographics. The Entrepreneurship Academy will provide increased access to dual-enrollment and Advanced Placement courses for students who otherwise might not be taking these levels of classes.

At San Marcos High School, to recruit a representative population of our student body, the Academy will work with ELL and AVID counselors to identify underrepresented students for the Academy. In addition, data queries of Latino students will be run and the Academy Director will have one-on-one meetings with these students to encourage their participation in the Academy. An effective means of recruiting that the Academy will employ is one-on-one meetings with students identified by teachers and counselors who, based on academic history and/or their past demonstration of interest in entrepreneurship, would be an excellent fit for the Academy. The Academy Director will send a form out to teachers asking them to refer students that might not necessarily be taking Dual-Enrollment or Advanced Placement classes that they feel would be good candidates for the Academy. This will be followed up by one-on-one meetings with the students. Presentations will be prepared in English and Spanish for all families at San Marcos to learn about this great opportunity.

Beginning in 2013, we plan to extend our efforts to the junior high level at both La Colina and La Cumbre as we would like to make presentations about our Academy on their campuses. San Marcos High School will explore creating an Entrepreneurship Club at La Cumbre Junior High School to ensure that students and families of Latino students from La Cumbre are aware and prepared for the Entrepreneurship Academy when they reach the high school level. The Entrepreneurship Academy will also be represented at all 8th Grade Open House Events with information in both English and Spanish.

San Marcos will also explore offering a summer school class and freshman elective class for Latino students interested in the Entrepreneurship Academy. These classes will grow interest and provide extra preparation for prospective Academy students.

Applications (available in both English and Spanish) will be accepted during the month of February from freshman and will have two components weighted equally:

1. Academic record: Grades for Term 1 and 2 must be a 3.0 GPA or better in Honors or College Preparatory classes.
2. Interest in Entrepreneurship and Business: Students will answer a series of questions asking about their interest in the Academy and their entrepreneurial skill set.

The academy will select at least 35 students based on the above criteria to begin the program during the tenth grade for the 2013-2014 school year. Each year, a new class of at least 35 tenth grade students will be added. The Academy's goal is to have at least 50 percent Latino student representation in the Academy. With our campaign to make every student aware of the Academy, our recruitment efforts and identification of underrepresented students we are confident we will achieve this goal.

We expect students will complete the three years in the Entrepreneurship Academy after they are accepted. However, Academy students that find that the program is not meeting their individual needs will have the option to exit. A meeting with the student, parent/guardian and Academy Director will be required before this can take place.

On completion or exit from the program all students will complete a survey to provide feedback

about their experience. We will use this information to improve and modify the academy curriculum and programs to best meet the needs of our students.

Enrichment & Support

Students will have many enrichment opportunities throughout their time in the Academy. During tenth grade year, students will have the opportunity to travel to universities such as the UC Berkeley's Haas School of Business or the UCLA Anderson School of Management and classes will be visited by guest speakers who are entrepreneurs in the Santa Barbara community. The Music Academy of the West's Fundraising Department will help academy students perfect their pitch and presentation skills. During the eleventh grade year, students will have the opportunity shadow members of the business community in the fall and then intern in the spring. These shadows and internships will be tailored to the students' entrepreneurial and business interests. During the senior year, the capstone projects will be the focus of the enrichment activities. Throughout the three years in the Entrepreneurship Academy, students will have exposure to current thriving start-ups both through classroom visits from entrepreneurs and student visits to local companies. The Academy will also create additional enrichment activities for community building within the Academy. Currently, we are working on securing Entrepreneurship mentors for students. This would be an individual in the community who would work with a small group of students to provide them extra support for developing their business ideas. We are exploring partnering with the Santa Barbara Hispanic Chamber of Commerce, SCORE and local community members with business and entrepreneurial backgrounds. Students will receive support from their Academy teachers as well as from the Academy Director to meet the unique needs of every student in the Academy. In addition, Entrepreneurship students will have a specific counselor, access to study hall, tutoring and extra support as needed.

Staff

Alex Sheldon, Academy Director

Jamie Devries, AP Economics Teacher & Kids Helping Kids Director

Russ Granger, SBCC Marketing Professor

Community Interest and Support

The Academy has a wide range of support throughout the community. Santa Barbara has a culture of entrepreneurial spirit with many thriving start-ups. Many community groups and organizations have expressed interest in partnering with the academy such as Santa Barbara City College's Scheinfeld Center for Entrepreneurship and Innovation, SCORE and many individual entrepreneurs. In addition, the following donations have already been pledged to the academy

Orfalea Foundation	\$25,000
Towbes Foundation	\$5,000
Mike Pugh	\$5,000
Sharif Alabdulwahab	\$4,000

San Marcos High School Entrepreneurship Academy

Application

Name: _____

Student ID Number: _____

Grade: _____

Address:

Telephone:

_____ (home)

_____ (mobile)

Parent/Guardian Name: _____

Student Email: _____

Parent/Guardian Email: _____

Parent/Signature: _____

Why do you want to join the SMHS Entrepreneurship Academy?

What visions or ideas do you have with regards to creating a business?

What particular skills or interests do you have that relate to entrepreneurship or business?

What hobbies or activities do you participate in school or outside of school?

Describe your ability to be a good team member of a project.

What type of internship would you be interested in during your Junior Year?

Classes

<u>Semester 1</u>		<u>Semester 2</u>	
1.	Grade:	1.	
2.	Grade:	2.	
3.	Grade:	3.	
4.	Grade:	4.	

References:

1. Name: _____ Phone: _____ email: _____

2. Name: _____ Phone: _____ email: _____

3. Name: _____ Phone: _____ email: _____