

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</i>	<i>Business Plan Development</i>	<i>Business Plan Development</i>

	<i>Kids Helping Kids</i>		
Athletics/Large Group Activity/Elective	Athletics/Large Group Activity/Elective	Elective	Elective

Application Process & Demographics

Every SMHS 9th grader will know about the Entrepreneurship Academy through multiple ways of communication, mainly through all Freshman Health class presentations. Most of the 2nd and 3rd Terms the entire student body is exposed to promotional messaging from the Academy via paper bulletin, video bulletin, teacher announcements, a Teleparent message, from their counselor, an all parent email, word of mouth campaigns, PTSA Newsletter, the Entrepreneurship webpage, and other outlets. Obviously, it is our goal that every single individual knows enough about Entrepreneurship Academy to make an informed decision about joining.

A very productive means of recruiting is one-on-one targeted follow up meetings based on leads from teachers, counselors and past demonstration of interest in Entrepreneurship. These also assist with identifying a segment of at-risk students that is the subject of our most extensive outreach, requires equally extensive and ongoing follow-up work. Presentations will include the program course structure, emphasis on entrepreneurship and business, the capstone project and small business plan competition and the application process.

San Marcos will explore creating an Entrepreneurship Club at La Cumbre Junior High School to ensure students and families of Latino students from La Cumbre are aware of the program and the opportunity for them. Additionally, we will make sure that presentations about the Entrepreneurship Academy are available in Spanish for existing Latino families at San Marcos can learn about this great opportunity. We will explore offering a freshman elective for Latino students interested in the Entrepreneurship Academy. Summer School class will be created as an extra preparation for interested Latino students in the Entrepreneurship Academy.

Once we have a good representation of typically underrepresented students in the academy we will ensure their success in the program by identifying a specific counselor to work with these students. Additionally, we will create support systems for any struggling students through, study hall, tutoring and extra support as needed.

The Academy will work with ELL and AVID counselors to identify underrepresented students for the Academy. In addition, data queries of high achieving 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.

Applications 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 above a 3.0 GPA in Honors or College Preparatory classes.
2. Interest in Entrepreneurship and Business: Students will write an essay demonstrating 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 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.

Beginning in 2013, outreach efforts to La Cumbre Junior High School and La Colina Junior High School will be made to help identify students for the Academy.

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 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 pitches 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' entrepreneurship and business interests. During the senior year, the capstone projects will be the focus of the enrichment activities. The Academy will also create additional enrichment activities for community building

within the Academy. Students will receive support from their Academy teachers and well as from the Academy Director to meet the unique needs of every student in the Academy.

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