

PROGRAM SUBMISSION

25TH ANNIVERSARY
ENTREPRENEURSHIP EDUCATION FORUM
Nov 2 – 6, 2007,
CHARLESTON, SC

Session Theme	<i>THINK LIKE AN ENTREPRENEUR</i>
Title	<i>ENCOURAGING ENTREPRENEURIAL THINKING THROUGH CONTEXTUAL AND INNOVATIVE PROGRAMS FOR TEACHING YOUTH AND ADULTS</i>
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Focus	Learn how to design (or restructure) and implement a tailored youth entrepreneurship program using Making Cents' curricula that will keep students consistently motivated and challenged in a fun and interactive way.

Abstract

The purpose of this session is to provide educators with specific ideas and case study information on how Making Cents' curricula have been used to impart entrepreneurial thinking through hands-on, innovative, and experiential learning methodologies. Facilitators will lead participants through the implementation process of actual organizations who are currently utilizing the curricula in various programmatic settings and at different institutional levels (from the individual classroom to a nation-wide entrepreneurship initiative). Then, using the most relevant Making Cents curricula, groups will discuss implementation options for their individual programs.

This session will be participatory and hands-on, incorporating group discussion and individual reflection. The agenda includes:

1. Introduction to the topic and objectives of the workshop.
2. Facilitator led small-group discussions where participants reflect on their current programs and how they are/may wish to incorporate Making Cents' curricula into their entrepreneurship courses.
3. Individual or team-based work to design a customized "roadmap" of steps necessary to increase the experiential nature of participants' youth

entrepreneurship courses incorporating Making Cents curricula, taking into consideration both limitations and opportunities.

4. Sharing of innovative ideas developed by participants.
5. Q&A, summary, and conclusions.

Description of the Organization

Making Cents International is committed to creating a legacy of improved skills and economic opportunities at the individual, community and global levels. We are a specialized consulting and training firm based in Washington, D.C. that equips youth and adults with the vision, confidence, and skills to create and grow their own businesses. For more information, please visit www.makingcents.com.

Bio of Presenters

Brandy Bertram, Specialist, Training and Youth Enterprise for Making Cents, is an experienced microenterprise practitioner with special expertise in the fields of youth entrepreneurship education, youth financial literacy education and youth microfinance programming. Brandy's work philosophy is based on experiential learning methodologies that support the creation of curricula and programming that are both relevant and adaptable for special and high-needs populations. Brandy has developed multiple community workshops, in-school courses, and after-school programs as well as Train-the-Trainer Courses for teachers, community leaders, and youth workers throughout the United States, the Caribbean, and Africa. Prior to joining Making Cents, Brandy spent five years with Micro Business Development Corporation (MBD) in Colorado, leading their adult education and youth microenterprise programs. As Deputy Director, Brandy oversaw programming and developed and maintained key organizational and funding relationships.

Laura Dominguez is the Program Assistant at Making Cents. She is a graduate in International Studies and Spanish from the University of North Texas and has worked with several other development organizations including DATA (debt, AIDS, trade, Africa) and Airline Ambassadors International, a humanitarian aid organization. She is an enthusiastic supporter of youth entrepreneurship initiatives as she believes that assisting youth in their efforts to start their own businesses is one of the most sustainable ways to help eradicate poverty, both in the U.S. and abroad.

Brief Program Description

In this highly interactive session, learn how to design or restructure your entrepreneurship program to incorporate some of the most highly recognized entrepreneurship education tools on the market. This workshop will provide an opportunity to discuss implementation options and opportunities at multiple levels, from administrators and policy-makers to teachers and after-school program coordinators.



COMPANY PROFILE

MAKING CENTS INTERNATIONAL

Making Cents International, a specialized consulting, training and curricula development firm was launched by one dedicated young woman in 1999 with the social mission of equipping entrepreneurs of all ages—in the U.S. and around the world—with the necessary vision, confidence, and skills to thrive in today's business environment. To accomplish this, Making Cents designs and implements specialized market-driven approaches for educators, enterprise and workforce development agencies and providers that make it easier and more effective for individuals, both youth and adult, to gain the entrepreneurial skills and experience they need to thrive in the new global economy.

The firm's work has deeply touched the lives of tens of thousands of entrepreneurs worldwide. In fact, in its ten-year history, Making Cents has provided entrepreneurship curriculum and consulting to over 4,000 service providers in 20 States and 43 countries to reinforce their capacity to offer quality and targeted business services to youth and adults.

BUILDING CAPACITY WHERE NEEDED

Making Cents has assembled a team of experts that possesses decades of field-tested expertise in the design and implementation of market-driven approaches to enterprise and workforce development. Headquartered in Washington, D.C., the firm's in-house experts have ready access to a wide range of top-quality consultants. Together, the Making Cents team leverages its expertise on behalf of clients working in the following sectors:

- Career and Technical Education
- Financial Literacy Education
- Economic and workforce development
- Microenterprise and small business development
- Youth entrepreneurship and life skills development

Making Cents has specialized experience and expertise in designing entrepreneurship programming and educational opportunities for the following populations:

- High-risk youth including institutionalized and former offenders
- Refugee and Immigrant populations with special language needs
- Women entrepreneurs including those emerging from domestic violence
- Entrepreneurs in rural and agricultural settings
- Low literacy learners

EFFECTIVE VALUE-DRIVEN ENTREPRENEURSHIP EDUCATION CURRICULA

Making Cents' impact-oriented entrepreneurship curricula solutions make business sense:

- They are offered in a complete continuum of learning levels; from grade 2 through adult.
- They are value-driven. All materials are durable, reusable and require a low amount of consumable support materials.
- They provide opportunities for income generation. Frequently, fees paid by entrepreneurs attending training programs assist local consultants and trainers in achieving financial sustainability.
- They can be fully customized in language, graphics and content to meet client needs and program achievement indicators.
- They can be correlated to state or content standards and combined with customized pre and post testing to measure participant progress.
- They are designed to ensure that the local institutions that use them retain the know-how and tools required to plan, implement, adapt and deliver trainings to their local beneficiaries.

For the Making Cents client, this translates to improved outreach, cost-effectiveness, sustainability, and impact of their offerings to the individuals and communities they serve.

EXPERIENTIAL-LEARNING METHODOLOGIES THAT ACHIEVE IMPACT

What differentiates Making Cents' curricula and programs is the fact they all use experiential-learning methodologies. Making Cents curricula' is designed to;

- Build relationships amongst learners and their communities
- Deliver immediately relevant learning applicable to real world challenges
- Provide a rigorous learning environment that works in diverse student populations

WORKING WITH MAKING CENTS

Working with Making Cents is easy and efficient. And, it yields results. When you engage the Making Cents as a partner, you can expect:

- Experts who are field-tested and versed in entrepreneurship applications.
- Professionals who are responsive throughout the proposal process.
- Strong and transparent management systems that facilitates financial accountability.
- A partner that is a Certified Woman-Owned Small Business.

"The Making Cents Business Simulation is the backbone of our group-based training offerings. It offers a very comprehensive introduction to the skills and concepts that are must haves for any successful entrepreneur, doing so in a way that is fun and engaging for youth of all ages."

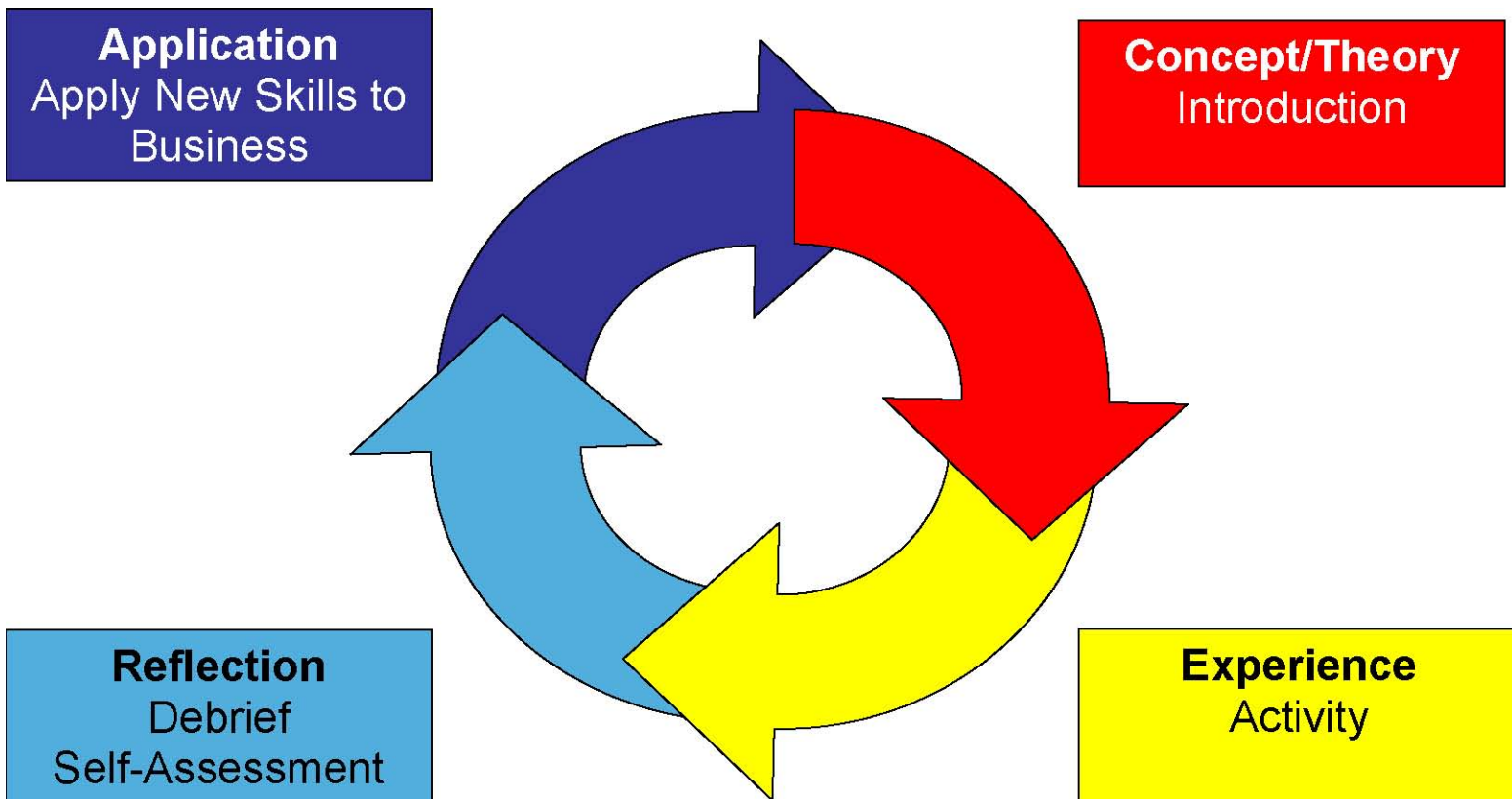
*Brendan Landry, Vice President of Programs
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BUSINESS CYCLE CHART

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	SAVINGS
	Buy	Make/ Life	Sell	Collect/ Repay	Plan	Spend	Rest	Opening balance:
WEEK 1				1 Borrow _____ from the bank	2 B E S 	3	4	+/-
WEEK 2	5 ____ units @ _____	6	7 __ units @ ____ __ units @ ____ __ units @ ____	8	9 B E S 	10	11	=
WEEK 3	12 ____ units @ _____	13	14 __ units @ ____ __ units @ ____ __ units @ ____	15	16 B E S 	17	18	+/-
WEEK 4	19 ____ units @ _____	20	21 __ units @ ____ __ units @ ____ __ units @ ____	22	23 B E S 	24	25	=
WEEK 5	26 ____ units @ _____	27 Rent 100	28 __ units @ ____ __ units @ ____ __ units @ ____	29 Repay the bank _____	30	<div style="border: 2px solid black; padding: 5px;"> Count all the cash on hand _____ Subtract any opening savings _____ = Total earnings this month _____ </div>		+/-
Total sales: Units _____ Money _____								=

Experiential Learning Methodology



Making Cents Curricula Use Profile



Making Cents International's curricula are used in a variety of learning contexts.

The below statistics help illustrate the diversity of implementation options.

Primary Category Buyers of Making Cents Curricula (U.S.) by program type:

- **Schools – 33%**
- **Business and Economic Development Programs – 24%**
- **After-School and Community-Based Programs – 17%**

What some people find most surprising about these figures is the significant percentage of traditional in-school classroom use of our materials. Even with the curricula's highly experiential format and activity-based modules, teachers throughout the U.S. have found success integrating it into their daily course work as core content or supplementary material. And, *Making Cents curricula are easily aligned to national and state standards!* Ask us for an example!

At Making Cents, we create entrepreneurship, business, and financial literacy curricula that adapt easily to fit many types of learning environments!

How can you use Making Cents products and services to add value to your initiatives? Let these savvy institutions inspire you through their stories!

In-School Profile, BARBADOS –

Barbados is a small island nation with a population of roughly 272,000...and growing. With limited land resources, the government made a strategic decision in the early 1990's to place significant focus on the development of educational and economic opportunities for its people so that they might create opportunities through new business commerce instead of the historic agricultural markets of its past. The Ministry of Education and Youth Affairs created a government-sponsored program called the Youth Entrepreneurship Scheme (YES) to support young people in developing skills and acquiring resources needed for business success.

The YES Program has implemented **Making Cents' Help Out!™ and Start Out!™** curricula as *mandatory* curricula for both primary and secondary schools throughout the country. Through the **Making Cents Master Trainer Program**, 78 teachers in 19 schools have been trained on these Making Cents curricula. By the end of 2008, Making Cents' curricula will be in 100% of Barbados' primary and secondary schools as part of a core curriculum aimed at making that country the most innovative and business savvy of all island nations!

Business and Economic Development Profile, YOUTHWORKS –

YouthWorks is a leading provider of business development services to Denver-area youth. Focused on delivering real entrepreneurial experience, YouthWorks goes beyond entrepreneurship education, supporting young business owners with on-time skills development and services including savings and lending programs.

YouthWorks has used multiple Making Cents curricula to support their clients' educational needs in contexts that are primarily centered on individual coaching and instruction. YouthWorks employs **Making Cents' Work Cards** to stimulate thinking, solidify terminology, and offer additional means of instruction to kids who need a little extra help mastering a core business concept.

YouthWorks also uses **Making Cents' Business Simulation™** as a delivery tool to introduce youth to entrepreneurship in a fun, engaging, and non-school-like manner. Vice President of Programs Brendan Landry says, *"The Making Cents Business Simulation is the backbone of our group-based training offerings. It offers a very comprehensive introduction to the skills and concepts that are must-haves for any successful entrepreneur, doing so in a way that is fun and engaging for youth of all ages."*

After-School Program Profile, ENTRENUITY –

Entreenuity's mission is *to prepare young people for true success through experiential entrepreneurship and spiritual development training*. They equip educators (home school included), pastors, and youth workers with entrepreneurship education as an outreach tool to the community and as a stewardship training program for youth.

In addition to building the capacity of other teachers and youth workers, Entreenuity provides its own direct services programs to youth through in-school, after-school, and summer business camps. These programs feature Entreenuity's *Creating True Wealth Business Ventures curriculum*, an adaptation of **Making Cents Business Ventures™** curriculum that integrates Christian-based business ethics into business operations.

Through expert adaptation, Entreenuity has been able to create multiple avenues to work directly with youth in a variety of settings, thereby effectively bridging the divide between traditional schooling and community-based youth programming. Youth who experience Entreenuity's programs receive a structured learning experience that features the flexibility and hands-on activities they require to captivate their attention, even after a full school day!

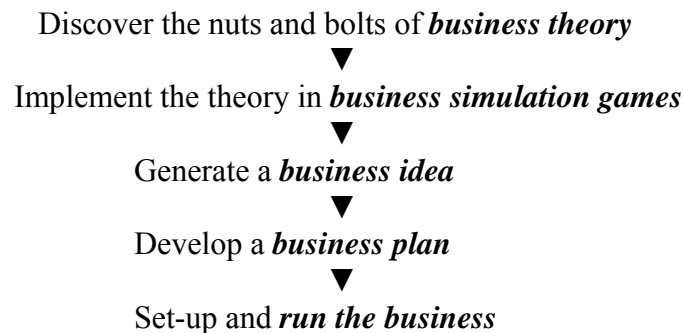
Work Out!
Alignment to the
National Content Standards for Entrepreneurship Education



The **Work Out!** Curriculum aims to:

- Demonstrate that **self-employment** is a viable income-generating option.
- Equip students with the **skills to set-up and run** a micro-enterprise
- **Grow self-esteem** by drawing out existing skills and developing new ones.
- **Encourage entrepreneurial potential** and abilities.
- Allow and encourage **community and parent involvement**.

The **Work Out!** Module is comprised of six sections during which students:



There are fifteen major standards and over 400 performance indicators in Consortium for Entrepreneurship Education's *National Content Standards for Entrepreneurship Education* ([http://www.entre-ed.org/Standards Toolkit/](http://www.entre-ed.org/Standards_Toolkit/)), which is divided into the following three major sections:

- **Entrepreneurial Skills (Areas A & B)**
The unique traits, behaviors and processes that differentiate an entrepreneur from an employee or manager.
- **Ready Skills (Areas C, D, E, F, G, & H)**
The business, or entrepreneurial, knowledge and skills that are prerequisites or co-requisites for the study of entrepreneurship.
- **Business Functions (Areas I, J, K, L, M, N, & O)**
The business activities performed in starting and running a business.

Alignment to academic areas may include Career and Technology Education, Language Arts, and Social Studies.

Work Out!
Alignment to the
National Content Standards for Entrepreneurship Education



EXAMPLE: Blue Activity Card: Getting Fit 1 – Visit a Business

Objectives:

- raise students' awareness of what is involved in running a business
- students will be in a better position to decide whether running a business is really for them

**Suggested Class
Time (not
including visit):
30 minutes**

Alignments

Academic Areas (possible suggestions):

- Language Arts: Writing, Spelling
- Social Studies: Careers, Economics, Local History

National Content Standards for Entrepreneurship Education:

- A.02 Discuss entrepreneurial discovery process
- A.08 Determine feasibility of ideas
- A.10 Explain tools used by entrepreneurs for venture planning
- C.05 Determine issues and trends in business
- D.06 Address people properly
- D.08 Make oral presentations
- D.10 Write business letters
- D.12 Write inquiries
- D.14 Prepare simple written reports
- F.23 Assess factors affecting a business profit
- F.24 Determine factors affecting business risk
- F.26 Describe types of market structures
- K.15 Select sources of business start-up information

Procedure:

Students are to imagine they have been given \$1,000 to invest in a business. They have to decide which business they will by and the reasons they choose that particular business.

1. **Choosing the Business – group process to identify five local businesses and listen them**
2. **Make an appointment with the owner**
 - a. **Write a letter to each businesses owner**
 - b. **Discuss with group have to arrange the visit**
3. **Planning the Visit – Discuss travel arrangements, who will go and what questions to ask the owner**
4. **Identify five questions for the five headings you will ask the owner. The headings include: *The Original Idea, How the Business Has Grown, Role of the Owner, How Starting Up Happened, and The Long Term Plan.***
5. **Design a questionnaire for asking the questions and how you will record the answers**
6. **Select three businesses to visit. Confirm appointments and make the visit**
7. **Discuss in the group which business would be best to invest the \$1,000 and why.**