

BEYOND

THE LEMONADE STAND



Growing and Supporting Youth Entrepreneurship

BEYOND THE LEMONADE STAND:

Growing and Supporting Youth Entrepreneurship

By Malinda Todd and Rural EDS Partners
February 2007

ACKNOWLEDGEMENTS

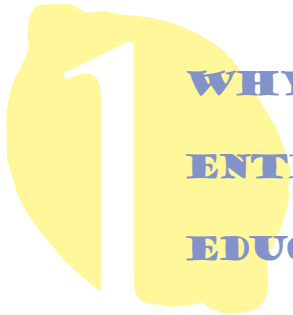
The North Carolina Rural Entrepreneurship Development System (EDS) is a project funded by the W.K. Kellogg Foundation and led by the N.C. Rural Economic Development Center (Rural Center). The EDS project is seeking to develop a system that has no wrong door for any entrepreneur in rural North Carolina to information and services they need; no closed doors to racial and ethnic minorities, women, dislocated workers or any citizen who has an entrepreneurial mindset, a market-driven product, and the willingness to develop the skillset to be a business owner; and keys (or information) to entering the doors most relevant to them.

The EDS project is a state-wide effort that has developed collaborative partnerships with many state, regional and local partnerships, including NC REAL Enterprises. This guide is a product of the EDS project through the collaboration with NC REAL, the Rural Center, Entrenworks, Junior Achievement of Eastern NC, 4-H, and NC Department of Public Instruction.

The team involved in creating this guide on growing and supporting youth entrepreneurship would like to thank Eddie McGimsey, Mavis Hill, and Richard McGoogan for their exemplary work in entrepreneurship education. The team would also like to thank Michelle Hall, Erik Pages, Misty Herget, Horace Robertson, Eleanor Herndon, Bob Brauer, and Mitzi Downing for providing content, suggestions and advice. A special thank you is extended to Laura Tanzini for her creative input throughout the process and for her design of the publication.

TABLE OF CONTENTS

4	Why Entrepreneurship Education Matters
8	Getting Started
10	Creating a Team
14	Assessing Your Community
17	Meet the Players
20	Support Current Programs
23	Getting Entrepreneurship into Schools
27	Getting Entrepreneurship into Existing Programs
30	Create a New Program
34	Appendix: Sample of Youth Entrepreneurship Programs and Curricula
38	Other Resources



WHY

ENTREPRENEURSHIP

EDUCATION

MATTERS

“Entrepreneurship education seeks to prepare people, especially youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and who contribute to economic development and sustainable communities” - Consortium for Entrepreneurial Education

It's taken awhile, but elected officials and economic developers across the US are starting to realize that entrepreneurs and small business owners are the real drivers of our local economies. In North Carolina specifically, small businesses have served as the driving force behind job creation as manufacturing jobs have moved out of the country in the past 10 years. Between 1998 and 2003 businesses with over 100 employees reduced their payrolls by 87,000 jobs. During that same time frame small establishments, fewer than 50 employees, created over 30,000 new jobs. Elected officials and economic developers have responded by creating a whole host of “entrepreneur friendly” policies such as new loan programs, incubators, expanded technical assistance and the like. These tools are all very helpful, but they're mainly geared to current business owners. What about the next generation of entrepreneurs?

It used to be that most entrepreneurs were the sons or daughters of business owners. They learned about business by living it—working at the family business or by talking about it at the kitchen table. That method still works, but not all of us have parents who own businesses. What about the rest of us? Fortunately, we now know that entrepreneurship can be taught to young people. We don't have to only rely on parents who pass the “entrepreneurial gene” down to their kids. Thanks to the booming field of entrepreneurship education, all youth can learn the fundamentals of what it means to be an entrepreneur.

Youth entrepreneurship education is not just about education. In other words, community leaders can't simply pass this task onto our already taxed schools and teachers. When done right, entrepreneurship can be a workforce development tool, an education tool and an economic development tool. Entrepreneurship education uses real-world examples to teach concepts in subjects such as math and science. By connecting students to real-world applications they retain the information better and understand the relevance of the lesson. Adults and youth who are entrepreneurial view their communities differently. Instead of seeing frustrating and insurmountable problems, they see opportunities to be solved through social or business enterprises.



Entrepreneurial education builds citizens in three fundamental ways:

- By engaging students and improving academic performance. This increases their chances of graduating and pursuing further education.
- By teaching entrepreneurial thinking and attitudes. Entrepreneurial thinkers are creative and seize opportunities to improve their communities and their place of employment.
- By encouraging students to create their own businesses. Small businesses create jobs and keep their investments in the community.

Entrepreneurship education goes beyond teaching students how to start a business—it teaches students how to take charge of their future and the future of their community. Entrepreneurial thinking encourages students to look at their community assets, see what is missing and ask “what can be?” The core skills of financial literacy, leadership, and business management allow students to take their ideas and turn them into a successful business or career. Instead of teaching students how to do a job that may or may not exist when they graduate, we teach them how to create a job regardless of the economic landscape.





If you believe that your community would benefit by establishing entrepreneurship programs, then let's get beyond the "lemonade stand" mentality! Entrepreneurial thinking skills are essential for all youth in a globally competitive society. You don't have to wait for a mandate from the governor, the mayor, or the school superintendent to get youth entrepreneurship started in your community. And you don't have to be a teacher or business owner to be an advocate and leader in entrepreneurship education. There are thousands of people and organizations throughout North Carolina who believe, as you do, that youth entrepreneurship is important and have already taken the initiative to start and support programs in their communities.



While the benefits of empowering youth through entrepreneurship are significant, you'll likely face many challenges as you move ahead. So, here's one important piece of advice: Don't Do It Alone! Parents, business owners, and average citizens are all committed to helping local youth succeed. Once you make the case about youth entrepreneurship, organizations and individuals will step forward to assist. This doesn't mean that bringing youth entrepreneurship to your community will be easy, but it does mean you don't have to do it alone. You may want to create a team as your first step, or you may want to assess what is available in your community in terms of youth entrepreneurship opportunities; and then recruit team members strategically to address the gaps.

You are an authority on your community. You probably already know who to go to when

you want to get something done. Here are suggestions of organizations and individuals that may be helpful on your team:

- Chamber of Commerce
- Small Business Center Director at your local community college
- Small Business Technology Development Center (SBTDC) staff at your local state university
- Small Business Owners
- Teachers who teach Small Business classes or who sponsor DECA or FBLA
- Communities in Schools
- School Board Member

RECRUIT PEOPLE WITH A
VARIETY OF SKILLS AND
CONTACTS



Plan ahead regarding what each team member should bring to the table. People are more comfortable volunteering if they have clear expectations and a set timeframe. There are different ways people can help dependent on their strengths. Below are a few possible roles and what type of person might be good in that role. These are just suggestions, if you have someone who doesn't fit neatly into one of the types but is willing to work--use them. Some of the possible team tasks include:

- Assessing what is currently available- a good task for a teacher or small business service provider
- Approaching the school system to include more entrepreneurship in the curriculum- a good task for a parent or school board member
- Providing professional advice to existing small business classes- a good task for a small business owner
- Attending an entrepreneurship facilitator/instructors training so they can teach entrepreneurship- a good task for a teacher or youth group leader

BURKE COUNTY- ALL HANDS ON DECK!

In the Fall of 2004, Burke County Economic Development Corporation and Western Piedmont Community College received a small grant to create a more entrepreneurial community in Burke County. This went beyond providing one-on-one assistance to entrepreneurs, to creating a culture that supports and encourages entrepreneurship. The project coordinator, Eddie McGimsey, realized that helping a few more businesses was a good idea, but that this would not really change Burke County over the long term. He recognized that youth entrepreneurship would play a critical role. As he gathered community leaders to discuss entrepreneurship and set up classes throughout the county, he built a team that included leaders from the Chamber of Commerce, local government, local schools,

and community organizations. Teachers were able to provide their input in the process of creating this new culture. Eddie was also able to tap into their teaching expertise. As part of the grant, three middle school teachers and Eddie attended a REAL facilitator training. Together they learned more about teaching entrepreneurship to youth and adults. One involved middle-school teacher also began offering an entrepreneurship course to adults in continuing education. At the same time the school system benefited. Eddie put together a team of small business professionals to assist middle and high school students who wanted to own their own businesses. The team included small business owners, bankers, lawyers and others with small business knowledge to provide real-world examples and advise aspiring entrepreneurs.



ASSESSING YOUR COMMUNITY

Before you get too far in the process, take a look around at what already exists in your community. If your community is like most in North Carolina, there probably are not many entrepreneurship education options.



LOOK AT WHAT PROGRAMS ARE AVAILABLE AND HOW MANY KIDS ARE PARTICIPATING

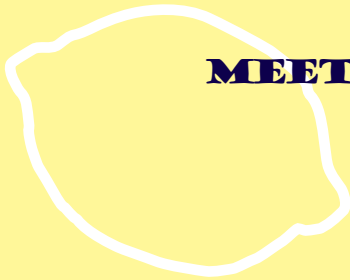
If you live in the rural North Carolina, there may be none. When looking at what is available also think about how many students have access to a class or program. It is terrific if the local private school offers a course, but the majority of kids in your area don't have access to that class. The most likely course available is in your local high school. Most public high schools offer Small Business/ Entrepreneurship as part of Career and Technical education. This is a comprehensive class, but it is only available to high school students and less than 5% of students take it.

The grid below is useful for not only tracking what classes are available, but also how many students are reached.

	5-11 years old		12-14 years old		15-18 years old	
Organizations	Program Name	No. of Students	Program Name	No. of Students	Program Name	No. of Students
Public Schools						
Private Schools						
After School Programs						
Faith-Based						
Youth Organizations (4-H, YMCA, etc)						
College Programs						
Other						

5

MEET THE PLAYERS



THERE IS A
VARIETY OF
PROGRAMS
INSIDE AND
OUTSIDE THE
CLASSROOM

There are several organizations that offer youth entrepreneurship programs in North Carolina. As in other fields, the N.C. Department of Public Instruction has the potential to be the biggest player. The Department of Public Instruction oversees all schools (K-12) in North Carolina. These schools now offer a Small Business/Entrepreneurship class in most high schools, but few students are responding to this opportunity. Currently the Small Business/Entrepreneurship class is offered within a Career and Technical Education track. Many students do not take the course because it does not offer honors credit and as a vocational class some assume that it is not a class for the college-bound student.

Most of the other support organizations are non-profits, and are not an official part with North Carolina's public schools. They work in many school districts, but can also be more flexible in how they design programs and work with your community. The two biggest players in North Carolina are: NC REAL (Rural Entrepreneurship through Action Learning) and Junior Achievement (JA). NC REAL focuses on working with teachers; it provides courses and training for teachers who want to help start a school-based business, teach entrepreneurship or offer an entrepreneurship summer camp. Junior Achievement also works within the school system. They bring business volunteers into the classroom to share

their business experience and to teach Junior Achievement designed activities on business, economics and personal finance. This gives students a chance to meet and learn from real business owners.



Numerous after-school and youth organizations have entrepreneurship components. Both Boy Scouts and Girl Scouts offer badges in entrepreneurship and business. Future Business Leaders of America (FBLA) and DECA (a student marketing association) are clubs present in schools across the state. 4-H is a youth program that is available in every county and has a 10-week curriculum on building career skills, particularly entrepreneurial skills. They also offer week-long camps with an entrepreneurial focus.

The organizations listed above offer programs and curricula throughout the state. There are also a range of organizations that offer programs within specific communities. A more comprehensive list can be found in the appendix.



**SUPPORT
CURRENT
PROGRAMS**

After assessing your community, you now know what is available and how many young people are reached. If you have a wide range of strong programs in your community congratulations your work is done! What is more likely is that you have some programs that need more support. There are several powerful ways to support existing programs.

- Pull together a community support team of people knowledgeable about small businesses to provide advice and assistance to small business students. This may include local entrepreneurs, lawyers, accountants, bankers, or anyone else with business expertise.
- Provide small business mentors to teachers and youth leaders. Business mentors can provide support and the business/technical information that many teachers do not possess. Also, these

business mentors truly enjoy working with young kids.



A LITTLE
SUPPORT CAN
MEAN A LOT!

- Provide needed supplies to entrepreneurship programs. A good entrepreneurship course is hands-on and interactive. Entrepreneurship classes may need supplies to develop products, to create advertising materials, and for team building activities.
- Help raise funds for trips to visit real businesses or take part in business plan competitions. Letting students tour actual businesses helps them understand how a business works and allows them to visualize themselves running a business.

ALL THE MARSHMALLOWS THEY NEED: EXAMPLE OF COMMUNITY SUPPORT

At High Point Central High School, business teacher Richard McGoogan believes students learn best through hands-on, real-world activities. Some of the activities include creating flyers and business logos when covering marketing and using candy to practice goal setting. For team building, he has groups of students build structures out of marshmallows and spaghetti. After a while the cost for these extra items begins to add up. That is where Communities in Schools of High Point stepped in. Communities in Schools is an organization that connects businesses, community groups and individuals to provide financial and human resources to local schools. To support the activities that McGoogan uses to enrich his classes they purchase the materials such as additional posterboard for presentations, supplies for simulations and spaghetti and marshmallows for teambuilding activities. While these items are not very expensive they are crucial to engage students and reinforce lessons.

**GETTING
ENTREPRENEURSHIP
INTO SCHOOLS**



If after assessing your community you find there is a real shortage of entrepreneurial programs, it is now time to get to work. The first line of attack to reach the largest number young people is through the local school system.



START WITH WHO
YOU KNOW WHEN
APPROACHING THE
SCHOOL SYSTEM

This is often easier said than done. School officials often recognize the importance of entrepreneurship, but face many conflicting pressures. End of course testing, No Child Left Behind requirements and other pressures often leave teachers and administrators feeling that they are struggling just to cover the required materials. Entrepreneurship education can feel like an additional burden. They need to be convinced that entrepreneurship education supports their efforts to raise test scores and create well rounded-students.

In the public school system, the superintendent is the lead administrator. If he or she is open to providing entrepreneurship education in the schools they can lead the Board of Education or the principals of the schools to organize and deliver entrepreneurship education.

If entrepreneurs in the community have connections with the elected Board of Education members they can educate them on the role of entrepreneurship education in creating future entrepreneurs and better employees. Parents with connections to board members can let them know they want more entrepreneurship education for their children. The Board of Education can through its policy influence guide the Superintendent and other educators

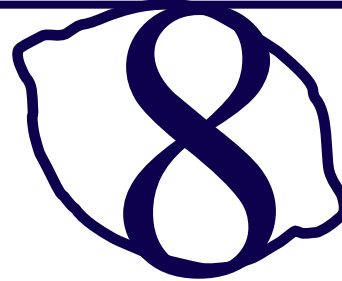
in the system to provide the appropriate entrepreneurship education.



Another line of attack is through the Career and Technical programs. In most local school systems the Career and Technical Education Director is an appropriate contact to discuss the inclusion of more entrepreneurship courses. Annually, they must submit a plan to the NC Department of Public Instruction that justifies the courses offered in Career and Technical. Impacting this planning process is a key way to get the school system to expand entrepreneurial course offerings, as well as infusing entrepreneurship concepts into all courses as appropriate. Career and Technical Directors are also responsible for seeking out and encouraging their teachers to attend professional development workshops.

They may be open to sending their teachers to entrepreneurship facilitator trainings as a form of professional development.

School systems can be large, complicated labyrinths for individuals from the outside. On the positive side this means that there are many avenues for entrance from the elected Board of Education members, the Superintendents, the Career and Technical Directors to individual teachers. Start with someone you or your team has a connection with and begin to educate them on the importance of entrepreneurship education to providing a well-rounded education and creating a skilled workforce for the future.



**GETTING
ENTREPRENEURSHIP
INTO EXISTING PROGRAMS**

Entrepreneurship education is about engaging youth and that means going where young people hang out. While the schools are a logical location, they aren't the only place that works. Numerous community and youth programs can serve as the springboard for engaging local youth with entrepreneurship. Even better, it's sometimes easier to work with these organizations. Youth programs are often more flexible and autonomous than a school system or even an individual classroom. In fact, they are often looking for more content to provide to their children. Even if you have programs in the schools, it is beneficial for young people to be exposed to entrepreneurship in

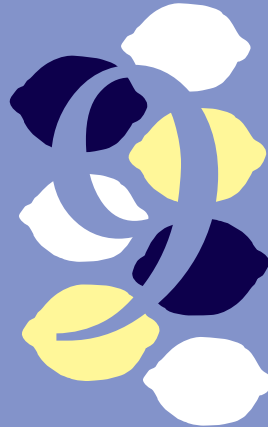


different settings. It reinforces lessons they are receiving in the classroom and it may offer a more hands-on experience than in the classroom.

National and state-wide organizations like Girl Scouts, Boy Scouts, Girls and Boy clubs and 4-H often have entrepreneurship programs to access. If a group is part of one of these larger organizations, make the group leader aware of the entrepreneurship program and of the importance of teaching their students entrepreneurial skills. Youth leaders may already be aware of the existing curricula, or even the importance of teaching entrepreneurial skills, but are wary of teaching the program because of their own unfamiliarity with the subject. Find out if the youth leader knows about the existing curriculum and what you or your team can do to help him or her deliver it. Helping lead the group in the curriculum could be a great role for one of your team members. Or the group leader might just want someone to provide support and help answer questions from the students.

MANY STATE AND NATIONAL
PROGRAMS HAVE EXISTING
ENTREPRENEURSHIP PROGRAMS
THAT THEIR LOCAL AFFILIATES
CAN ACCESS

**CREATE
A NEW
PROGRAM**



If these efforts don't bear immediate fruit, you can always do what an entrepreneur would do: Do it Yourself! It may take a little more work, but it is possible to create a new program for your community. It just requires that you and your team think like an entrepreneur. Look for opportunities in your community and seize them. There are many organizations that could potentially add youth entrepreneurship to their offerings or mission. Brainstorm about groups that either have an economic/community development mission or already serve youth. Below are a few groups that you may want to reach out to.

- Summer camps
- Community Colleges
- Universities
- After school programs
- Community Development Corporations
- Councils of Government

- Church youth groups
- Workforce development youth councils

If it is a group that already has a youth component, talk to them about adding a unit on entrepreneurship. If it is a group that already promotes economic or community development, encourage them to create a youth component. Many of these groups have a mission to improve the economic vitality of their communities. What better way to build the long term economic strength of the community than to teach young people how to create opportunities and jobs in their hometowns.

Whether the organization is starting a new youth group or just adding an entrepreneurship component, they will need to find a program or curriculum to use. They do not need to be an expert on entrepreneurship to teach it. The important thing is to expose students to

creative thinking, goal-setting, and opportunity recognition. There are a variety of curricula and training programs to prepare a leader to teach entrepreneurship. State-wide organizations, such as NC REAL and 4-H, provide facilitator training and one-on-one assistance to facilitators that are starting a new program. The index lists curricula and programs that you can tap for help.



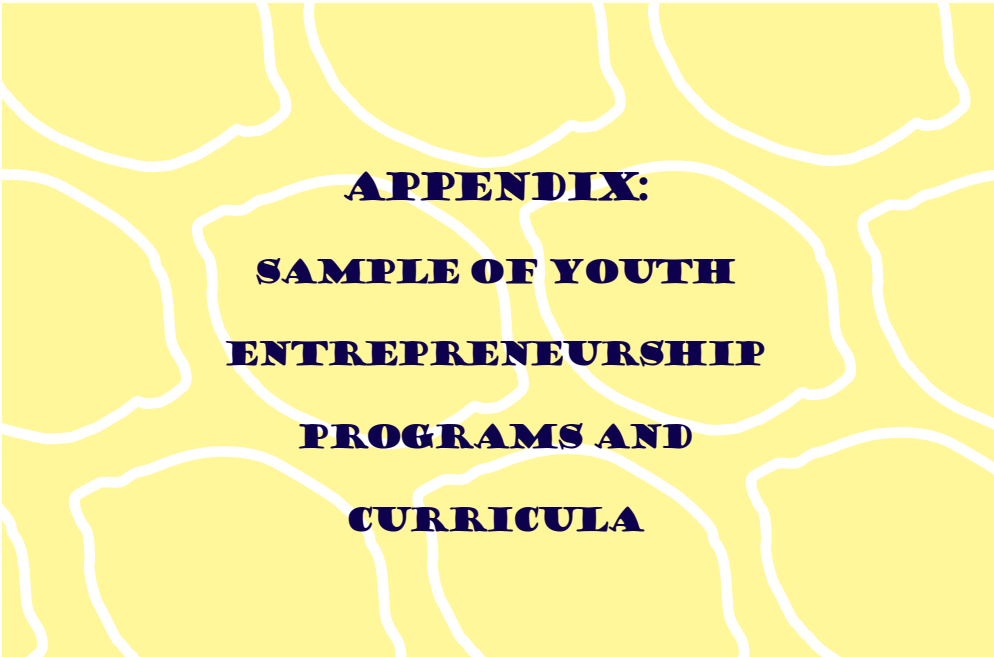
TO START A NEW PROGRAM THINK ENTREPRENEURIALY!

The Consortium for Entrepreneurship Education (CEE) is a good national source for information. Their web site www.entre-ed.org has many tools useful to establishing entrepreneurship education in your community. It includes a database called Entrepreneurship Everywhere that lists nearly every program now in use in the US and overseas. One basic tool for program planning on the web site is the National Standards of Practice for Entrepreneurship Education which is intended to provide encouragement and ideas to facilitate entrepreneurship education with the program structure to assure a consistent and high-quality result.

PROTECTING THE ENVIRONMENT WHILE BUILDING ENTREPRENEURS

Prior to 2005, Tyrrell County Community Development Corporation had a strong youth job skills program and a separate small business program for adults. Tyrrell County CDC decided to partner with the Conservation Fund, the 4-H Eastern region, and NC REAL to offer a Youth Entrepreneurship Camp. The camp taught 10-16 year olds the basics of starting a business with a focus on environmental stewardship and tourism. Staff members that had experience working with adult aspiring

business owners attended a youth camp training. At this training they received a camp curriculum and guidance on how to teach youth entrepreneurship. Youth participants were recruited through word of mouth from their parents involved in the adult programs and through a mentoring program for at-risk children. The youth program was an ideal way for Tyrrell County to build on their youth expertise and to broaden their mission to support youth and adult entrepreneurship.

The background of the slide is a solid yellow color. Overlaid on this background are several white, irregular, hand-drawn style outlines that resemble organic shapes or perhaps stylized human profiles. The text is centered within this graphic.

**APPENDIX:
SAMPLE OF YOUTH
ENTREPRENEURSHIP
PROGRAMS AND
CURRICULA**

4-11

www.nc4h.org

- Curriculum Available: After school, Summer Camps
- Instructor Training Available: yes
- Area: Offered state-wide
- Contact Information: Mitzi Downing (mitzi-downing@ncsu.edu, 919-515-8487)

COUNCIL FOR ENTREPRENEURIAL DEVELOPMENT (CED)

www.cednc.org

- Curriculum Available: Grades 6-12
- Instructor Training Available: no
- Area: Located in the Research Triangle Park Region
- Contact Information: Evelyn Williams (ewilliams@cednc.org, 919-549-7500 ext. 104)

FUTURE BUSINESS LEADERS OF AMERICA (FBLA)

www.fbla.org

- School-based chapters.
- Members take part in variety of competition and activities
- Area: State and National
- Contact Information: Becky Grant (programscoordinator@fbla.org, 703-860-3334)



GRANVILLE ACADEMY

- Provides youth in grades 8-12 fundamental skills in business, finance, science and engineering in bi-weekly sessions over a period of five years.
- Area: Kinston, N.C.
- Contact Information: Nate Vause (nvause@granvilleacademy.com, 252-268-2781)

JUNIOR ACHIEVEMENT

www.ja.org

- Curriculum Available: K-12, In school and after school
- Instructor Training Available: yes
- Area: Offered state-wide
- Contact Information: Chip Reid (chip@juniorachievement.net, 919-821-2100)

KAUFFMAN FOUNDATION

- Curriculum Available: Camp and After school
- Instructor Training Available: yes
- Area: National Curriculum
- Contact Information: Center for Economic Education, Beth Echstein (252-328-6351)

METHODIST COLLEGE CENTER FOR ENTREPRENEURSHIP

www.methodist.edu/cfe/

- Curriculum Available: On site summer program for youth aged 16-18
- Instructor Training Available: no
- Area: Located in Fayetteville
- Contact Information: Methodist College (910-630-7642)

NC REAL ENTERPRISES

www.ncreal.org

- Curriculum Available: K- Adult, Youth Camp, Spanish, Online
- Instructor Training Available: yes
- Area: Offered state-wide
- Contact Information: Malinda Todd (malinda@ncreal.org, 919-781-6833 ext. 126)

NFIB YOUNG ENTREPRENEUR FOUNDATION (YEF)

www.nfib.org

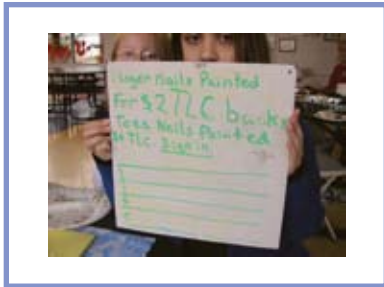
- Provides mentors to share business experience
- Holds nationwide Young Entrepreneur Award
- Area: Nationwide
- Contact Information: Greg Thompson (greg.thompson@nfib.org, 919-833-9480)



NORTH CAROLINA DEPARTMENT OF PUBLIC INSTRUCTION (DPI)

www.ncpublicschools.org

- Oversees all public schools in North Carolina
- Contact Information: Trey Michael
(amichael@dpi.state.nc.us,
919-807-3877)



CONSORTIUM FOR ENTREPRENEURSHIP EDUCATION

www.entre-ed.org

- The Consortium is a nation-wide network and clearing house for entrepreneurial education. The Consortium offers a variety of student and teacher books and curriculum to teach entrepreneurial skills.
- National Content Standards provides guidance on creating and reviewing entrepreneurship curricula
- National Standards of Practice provide guidance on designing effective programs and metrics of evaluation
- Contact Information: Cathy Ashmore
(cashmore@entre-ed.org, 614-486-6538)