

Thrills and Spills:

The Microenterprise Experience

- ### The Microenterprise Experience Session Objectives:
- ❑ Identify positive impacts
 - ❑ List the steps to start a school based business
 - ❑ Identify possible resources
 - ❑ Identify and troubleshoot possible challenges and barriers

WHY?

- Self Contained*
- > Electives (mainstream & special diploma)
 - > Regular diploma courses
 - > Academics (same course codes)
 - > Life skills courses
 - > Career & vocational courses
 - > CBT
 - > OJT
 - > Voc. Rehab.
 - > Med. Waiver funded programs
 - Pyramid
 - HARC
 - MacDonald Training Center
 - > Job
 - > College
 - > Vocational training programs
 - Brewster
 - Erwin
 - PTEC
 - Macy's
 - > The Learning Academy
 - > S.T.A.G.E.S. (Hills. Co.)
 - > R.E.A.C.H. (Hills. Co.)
 - > S.T.E.P.S. (Pasco Co.)
 - > STING RAY (Pin. Co.)

“Effective Practices for Serving Students Ages 18 through 21: Effective options focus on the needs of the students and form partnerships with families and key interagency and business/industry representatives to identify and address needs. It is also important for partners to think “outside the box” to create innovative programs/services that lead to positive student outcomes.” (FLDOE.ORG TAP, 2005)

Positive Impacts

Students:

Microenterprise Learning Opportunities

- Real World Applications
- Multi-sensory!
- Meaningful!
- Exciting!
- Interesting!
- Differentiated Instruction
- Hands On Learning
- Promotes Generalization
 - across settings & with familiar/unfamiliar people
- Relates directly to Postsecondary Goals

Students Gain:

- ✦ Self esteem
- ✦ Confidence
- ✦ Pride
- ✦ A sense of belonging
- ✦ A social network
- ✦ Peer acceptance
- ✦ Work experience
- ✦ Employability skills
- ✦ Customer service training
- ✦ Money skills
- ✦ Vocabulary development
- ✦ Independent decision making and problem solving
- ✦ Practical experiences in self advocacy
- ✦ Motivation

Students:

Microenterprise

Cross-Curricular Approaches

✦ Reading	✦ Culinary Arts
✦ Writing	✦ Fine Arts
✦ Vocabulary Development	✦ Career Preparation
✦ Economics	✦ Communication
✦ Math	✦ Social Skills
✦ Business Education	✦ Speech & Language
✦ Health and Safety	✦ Advertising
✦ Technology	✦ Money Management
	✦ Science
	✦ Office Software

School:

- Convenient coffee deliveries for a low price!
- Get to know a great group of students!
- Beverage catering for faculty & staff meetings
- Heightened awareness & understanding among students, faculty and staff
- Recognize talents
- A strengthened community
- Service hour opportunities for students
- Positive public relations for the ESE department & school
- Research based learning strategies for 18-22 year old students

Community:

- Productive & mutually beneficial partnerships
- Potential talented, hardworking employees
- Economic boost
- Positive view of the school system
- Hope for the future for families
- Autism awareness & understanding

Steps to Starting a School Based Business

Steps

1. Choose a business that "fits"
2. Write a proposal
3. Submit the proposal to your principal
4. Get approval
5. Talk to Sue or Suzan
6. Build a team
7. Identify required supplies and equipment
8. Identify resources
9. Submit club paperwork
10. Prepare your budget
11. Find a business partner
12. Seek funding
13. Address safety concerns
14. Plan CBI trips
15. Preparation lessons
16. Involve students in decision making

2008

School Based Enterprise Development: Planning, Implementing, and Evaluating

Peter Gamache, MBA & Jordan Knab, Ed.S.

Bureau of Exceptional Education and Student Services
Florida Department of Education

project 10

USF UNIVERSITY OF SOUTH FLORIDA FLORIDA

Steps #1 & 2: Choose a business that fits & Write a proposal

Great PDF resource to read online or to print. (88 pages)

Contains ideas, lessons and resources.

<http://www.djj.state.fl.us/Education/documents/School-Based-Enterprise-Development.pdf>

<http://www.project10.info/>

project10 transition education network

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A-Z Library of Terms & Resources

Career Development Project 10 >

District Resources

Effective Practices in Transition

Employment Project10: Transition Education Network

Financial Resources

Search Project 10

KNOW YOUR STUDENTS

Sensory Issues

Behavioral & Social Issues

PHAIN PLAIN

lady, you stink.

Hygiene Issues

The collage includes: a cartoon boy with a hand to his chin; a circular sign with a person spitting and a slash through it labeled 'No Spitting'; a cartoon person coughing into their elbow; a bottle of Purell hand sanitizer; a close-up photograph of hands being washed under water; and another cartoon boy with a hand to his chin.

Step #6: Build a Team?

- Paraprofessionals
- Speech teacher
- Social worker
- Psychologist
- Regular Ed. Teacher
- Parent
- Volunteer
- ESE Specialist
- Friend
- Business partner
- Co-sponsor
- Hall Buddy

Share the fun

Divide the labor

Bounce ideas ?

Step #8: Identify Resources:

- Grants
- Community partners
- Craig's List
- EBAY
- Goodwill
- Yard Sales
- Friends
- Family
- School: culinary arts, business education department, woodshop, FACS, book keeper
- Business donations

Peer Mentoring & Coaching:

an effective, research-based strategy

“Through the use of peer-mediated strategies (Newcomb & Bagwell, 1995; Quill, 1995) the social behavior of students with ASD may improve, as will teacher and peer acceptance” (Gresham, 1997.)

Student Resources

- Urban Teaching Academy
- Best Buddies Club
- Student Assistant Programs (PAG)
- Service Clubs
- Honors, IB and AP classes
- Senior Volunteers

The logo features the text 'BEST BUDDIES' above a stylized illustration of two figures, one taller and one shorter, holding hands.

Step #9: Submit club paperwork

Business = Club

Show Me the MONEY!



- Open a club account
- The “club” will be issued a receipt book: Don’t lose it! This is subject to audit.
- Get permission for year long fund raising from your book keeper. It requires district approval and can take 3-5 weeks.
- Money should be deposited at least once a week.

Sales Tax?



A business pays taxes to the government, whether it collects them or not.

Ten percent of sales are collected as taxes from a school business.

- Keep the receipts from purchases & make copies.
- Purchases may have to be reimbursed from the club account.
- The book keeper may allow a “petty cash” fund for supplies.
- Use EXCEL to track expenses and inventory.



Step #12: Seek funding: GRANTS

<http://www.project10.info/DetailPage.php?MainPageID=166&PageCategory=Financial%20Resources&PageSubCategory=None>

- **Toshiba America Foundation (TAF)**

<http://www.toshiba.com/tafpub/isp/home/default.jsp>

Toshiba America Foundation (TAF) is currently accepting applications for grants to support innovative projects designed by math and science teachers to make their own classrooms more exciting and successful for students. Check out the deadlines for your grade level and download the application form and guidelines. Discuss your project ideas with your principal and call or e-mail TAF if you have questions about the process. TAF looks forward to working with you!

- **Wells Fargo**

https://www.wellsfargo.com/about/csr/fin_ed/

Investing in our communities, especially now, is a way to help create future economic growth and prosperity. See Web site for further information.

- **National Education Association (NEA) Foundation**

<http://www.neafoundation.org/pages/educators/grant-programs/>

In addition to its Closing the Achievement Gaps Initiative, the NEA Foundation has awarded over 2,000 grants totaling more than \$6 million to individuals and teams of public school teachers and education support professionals to support and share ideas and approaches to strengthen teaching and learning.

GRANTS

- **Funding Opportunities for Teachers and Schools**

<http://www.nsttac.org/newsletter/March11/28%20March%20Newsletter/Funding.htm#PBS>

This page from the March 2011 NSTTAC Notes lists several funding opportunities for teachers and schools including grants and awards programs.

- **American Honda Foundation**

http://corporate.honda.com/america/philanthropy.aspx?id=community_involvement

Since 1959, Honda has made it a priority to give back to communities throughout the United States. Through its various facilities and manufacturing plants as well as the Torrance, California headquarters, Honda has contributed to local organizations that focus on a variety of areas, including education, technology, medical research and community support. Click on “Honda Foundations” for more information.

- **Bealls & Whistles for Schools Grants**

<http://www.beallsandwhistlesforschools.com>

Bealls Department Stores awards \$10,000 grants to Florida schools for “the things they really need but can’t afford through regular education funding.” Applications must be signed by a school administrator and include a “great” essay of 1,000 words that describes a “compelling” need and an effective, “executable” and financially sound plan. Applications are hand delivered to a store manager at any Bealls Department Store by the end of December.

GRANTS

- **Starbucks Shared Planet**

<http://www.starbucks.com/sharedplanet/community/internal.aspx?story=socialEntrepreneurship>

Starbucks encourages creativity and innovation. Its youth grants use its spirit of entrepreneurialism and innovation to inspire young people. Through this initiative – formerly called the Starbucks Social Entrepreneurs Fund – it is hoped that youth will create positive solutions for the needs they see in their communities. Starbucks believes that supporting young social entrepreneurs will make real change in local communities. Its goal is to engage 50,000 young people, who will in turn innovate, take action and inspire 100,000 individuals in their communities by 2015. Deadlines are on-going.

- **CVS CareMark**

<http://info.cvscaremark.com/community/our-impact/community-grants/children-disabilities>

The CVS Caremark Community Grants program awards funds to nonprofit organizations for programs targeting children with disabilities; programs focusing on health and rehabilitation services; public schools promoting a greater level of inclusion in student activities and extracurricular programs; and initiatives that give greater access to physical movement and play.

- **Doug Flutie Jr. Foundation for Autism**

<http://www.dougflutiejr.com/Grants.asp>

The Doug Flutie Jr. Foundation awards grants on an annual basis to (a) non-profit organizations and schools that provide services, education and advocacy for children with autism spectrum disorder and (b) organizations that conduct research on the causes and effects of autism. Grant guidelines are posted on its Web site each year in July.

GRANTS

- FCEC Campbell Innovative Teaching Grant**
<http://www.floridacec.org>
 The Florida Council for Exceptional Children and Great Leaps sponsor this new (2010) instructional grant to support innovative projects developed by CEC members who teach students with exceptionalities full-time in preschool, elementary, secondary, vocational, special center, private, or hospital schools. One grant of up to \$500 will be awarded annually. Deadline for applications, which will be posted on the FCEC website, is October 1. For more information, contact Dr. Janet K. Roney at cec.roney@gmail.com or (386) 337-0689.
- FCEC Nancy Givens Grant**
<http://www.floridacec.org/>
 The Florida Council for Exceptional Children sponsors this instructional grant to support innovative projects to supplement the classroom curriculum. Applicants must be CEC members who teach students with exceptionalities in preschool, elementary, secondary, vocational, special center, private, or hospital schools. Multiple grants of up to \$500 will be awarded annually. Deadline for applications is November 1. For more information, contact Dr. Janet K. Roney at cec.roney@gmail.com or (386) 337-0689. (For an application, click on Newsletter, then August, then scroll to the end of the newsletter.)
- Florida Farm Bureau**
http://www.floridafarmbureau.org/programs/teacher_mini_grants
 Florida Farm Bureau Agriculture in the Classroom (FFB-AITC) is pleased to offer a Mini-Grant program for educators during the school year. All kindergarten through 12th grade educators are welcome to apply. This FFB-AITC grant is a public/private partnership serving K-12th grade education with a goal of helping to increase the understanding of agriculture among students and educators. The program is administered through the Florida Farm Bureau, Florida's oldest and largest general farm organization. A total of up to \$7,500 may be awarded in mini-grants throughout the state by Florida Farm Bureau during the year. This year's deadline is October 2, 2009, but it recurs each year.

GRANTS

- Kids in Need**
<http://www.kidsinneed.net/grants/>
 Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for their students. The Kids In Need Foundation helps to engage students in the learning process by supporting our most creative and important educational resource — our nation's teachers. Deadline is October 2009 but recurs each year.
- Lowe's Toolbox for Education**
<http://toolboxforeducation.com/>
 Lowe's Toolbox for Education grant program is funded by the Lowe's Charitable and Educational Foundation, which has supported thousands of grassroots community and school projects in the communities where Lowe's does business.
- Philanthropic Ventures Foundation (PVF)**
<http://www.venturesfoundation.org/programs/teacher-grants>
 Teachers, who are committed to the education of their students and in the best position to know what is needed, come up with good ideas all the time but don't have the resources to fund them or the time to pursue arduous funding requirements. Teachers fax one-page requests to PVF and receive a response within 48 hours. Grants can be used for classroom materials, projects, and field trips.

Step #13:

Safety:




- Prepare & Plan
- Always Monitor & Supervise!
- TEACH Students to:
- Identify Hazards
- Prevent & Avoid
- Handle an accident

Step #14: Plan CBI trips

- Shop for the business
 - inventory
 - use coupons
 - shopping list
 - price comparison shopping
 - schedule regular trips
- Visit related businesses
 - ask for tours
 - learn about jobs
 - compare products/practices/prices
 - seek tips and new ideas
- Use the profits to enhance CBI trips

STORES



- GFS Marketplace
- SAM'S Club-warehouse stores
- Restaurant Depot
- Sanwa Farmer's Market
- National Distributors Incorporated
 - » Buy in bulk?
 - » Watch out for expiration dates
 - » Commercial vs. non-commercial equipment

Step #15: Preparation Lessons

Vocabulary Development:

Advertise

(verb)

Verb (Action)

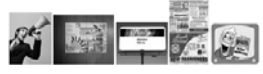
Definition: to present as good or favorable in order to win people's business or support.

Word of the Day:

Synonyms: Publicize, Announce
Antonyms: Conceal, hide

Other Meaning: to try to find something by playing a trick or advertisement in a public place (usually shared by 1st)

Visual Business Dictionary



Spanish: anunciar

Advertise: We are going to advertise the coffee business. Can you think of an ad to make people want to buy our coffee? That is, a company that is advertising something on the internet or in a magazine.

The Coffee Shop Game
 Available at Cool Math & Hooda Math
<http://hoodamath.com/games/coffeeshopgame.php>
<http://www.coolmath-games.com/0-coffee-shop/index.html>
 The following are screen shots from the game:

© Copyright 2007 Arnoor Games Inc.

Like 872 Tweet 4 WORKSHEET HIGH SCORES WALKTHROUGH 0

Item	Current	Buy 10	Buy 25	Buy 50	Recipe
Cups	0 units	10	25	50	1 unit
Coffee	0 tsp	20	40	60	1.9 tsp
Milk	0 cups	10	20	40	0.2 cups
Sugar	0 tsp	10	20	50	2 tsp

Price: \$2.00 (range \$0.05 to \$10.00)

Recipe and Price

Before leaving Prep Mode you'll want to adjust the **recipe** used to make your coffee, as well as the **price** you charge customers for each serving.

Show tutorial 2/5 Back Next

End of Day 1

You Ran Out of Stock.
 Make sure to buy enough inventory at the start of each day.
 Otherwise, you're just throwing away sales!
 All your milk has spoiled.

Graph: X-axis (7-12), Y-axis (Cups Sold). Tomorrow's Forecast: 21° freezing.

Cash: \$25.55 | Day 9 12:45 PM | 43° cold

Price: \$2.75

Inventory:

- Cups: 14
- Coffee: 41
- Milk: 51
- Sugar: 35

Possible Barriers & Challenges

Communicate

- ✓ Discuss decisions with team members
- ✓ Get approval from your administration
- ✓ Email Sue, Suzan & Dee
- ✓ Talk to your ESE specialist, transition specialist & Area people
- ✓ Ask permission, not forgiveness!
- ✓ Share pictures & events with school via email
- ✓ Keep parents informed
- ✓ Post on "The Big A"
- ✓ "What are you doing with all the money?" --Mission Statement
- ✓ Share Ideas
- ✓ Be courteous!
- ✓ Express Gratitude!

Build Community

- ✓ Seek Business Partners
- ✓ Share Resources
- ✓ NETWORK!
- ✓ Have a positive attitude!
- ✓ Cater faculty & staff events
- ✓ Offer special promotions for club events
- ✓ Sell beverages at Open House and Conference night
- ✓ Have students deliver "Thank You" Promo's for holidays

Be Professional

- ✓ Be Ethical
- ✓ Ask "Is it the best thing for my students?"
- ✓ Do the research!
- ✓ Know the rules!
- ✓ Fill out the paperwork
- ✓ Collect Data
- ✓ Know your resources
- ✓ Take responsibility
- ✓ Do it RIGHT!!

**The
FUTURE**

Where Do They Go from Here?



Where do YOU go from here?

We hope you will start a microenterprise business at your school!

Start **any** business that will benefit **your** students!

Form a business partnership and expand the opportunities for all our students!