

Idea Factory 2009 "HOW TOs" for National Entrepreneurship Week



Participants at the 27th Annual Entrepreneurship FORUM in Norfolk VA in November, 2009, came up with some great ideas for everyone to use THE "20 QUESTIONS FOR ALL AMERICANS".

Entrepreneurial Literacy means having some basic knowledge of how a business is created and managed. It is the starting point for real experiences that test one's knowledge and skills and motivate the entrepreneurial spirit in each of us. Real entrepreneurial skills come from experience. Literacy is the starting point to enable one to learn from experiences.

During the celebrations of National Entrepreneurship in February 2010 you are encouraged to use these 20 questions in many different ways...to start the conversation. You will note that there is no single answer for any of them...rather an opportunity to really give some thought to the question. Answers will be different depending on the situation....and in fact will change over time.

Select and use any of the following ideas and then share results of your initiatives with the Consortium. Pictures of your events can be added to your state's web pages on the National Entrepreneurship Week website. Share your events with your state team leader and with our webmaster. <http://www.nationaleweek.org>

- The local SBDC office and community college small business center are planning a trade fair for entrepreneurs during National Entrepreneurship Week, including classes and displays. High School Entrepreneurship students will coordinate the project which will be held on the high

school campus on a non-school day. The event is targeted at prospective entrepreneurs and/or struggling entrepreneurs. The 20 questions can be used as a part of each session in some way and Entrepreneurial Genius Certificates provided to those who demonstrate literacy on the questions.

- Pose the questions one by one during the morning announcements at schools during the time leading up to NEW. Pose the questions and encourage teachers in various classes to determine what students know throughout the day. Provide Entrepreneurship Genius Certificates to those who possess acceptable responses.
- Place all 20 questions in a container. In courses related to Entrepreneurship that meet only a couple of times per week have 3-4 questions drawn each time class meets and have someone to respond to it. Have some discussions during the instruction period to ensure understanding of the concepts raised by the question. At the end of the time when all 20 questions have been responded to, provide Entrepreneurship Genius Certificates.
- Pose the questions one by one during the morning announcements at schools during the time leading up to NEW. Pose the questions and have a person from each class (Freshman-Senior) to respond at a microphone in the cafeteria during lunch. Create a competition for all 20 questions between the classes. Provide Entrepreneurship Genius Certificates to those who possess acceptable responses. Provide some type of reward for the class who responds most appropriately to the most questions during the competition.
- Bring parents into the classroom or after school program during the NEW and ask them to address some of the 20 questions. You could do panel presentations or have individual entrepreneurs address one or more of the questions as they tell their entrepreneurship story. Provide Entrepreneurship Genius Certificates to them as a gesture of appreciation.
- Use the 20 questions one by one as open-ended discussion questions on each test that you give during the semester/year. These discussion questions provide the opportunity for students to respond to open-ended questions and to prepare them for core academic course testing. Enhancing student's writing skills can be accomplished while advancing entrepreneurial literacy. Provide Entrepreneurship Genius Certificates to those who possess acceptable responses.
- Bring business people who are leading entrepreneurs in the community into the classroom or after school program during the NEW and ask them to address some of the 20 questions. You could do panel presentations or have individual entrepreneurs address one or more of the questions as they tell their entrepreneurship story. Provide Entrepreneurship Genius Certificates to them as a gesture of appreciation.
- During a job fair, have breaks in the normal routine during which one of the questions is asked from the stage or central microphone and someone is given the opportunity to respond to the question. This can focus the participants in the job fair on "creating a job" instead of just taking a job from someone else. Provide Entrepreneurship Genius Certificates to them as a gesture of appreciation for responding.
- Bring young entrepreneurs (Graduates from your Program if possible) into the classroom or after school program during the NEW and ask them to address some of the 20 questions. You could do panel presentations or have individual young entrepreneurs address one or more of the questions as they tell their entrepreneurship story. Provide Entrepreneurship Genius Certificates to them as a gesture of appreciation.



- At conferences held during National Entrepreneurship Week to celebrate entrepreneurship provide all participants the total listing of 20 Questions and use the Entrepreneurship Genius Certificates as a gesture of appreciation for their attendance and support of Entrepreneurship. Encourage them to proudly display the certificate to create discussions with others to be able to share the contributions of entrepreneurs to the nation's economy.
- At celebrations of National Career and Technical Education (CTE) month involve the participants in some discussion of the ultimate job in America – that of being an entrepreneur in any career pathway. Find ways to focus on the questions and the certificates if possible.
- At Professional Development events for teachers have a discussion of entrepreneur being found in all career pathways and thus students needing an entrepreneurial mindset as they exit the education system. Provide all teachers the 20 questions and ask them to ensure that they understand the questions and could answer them in the context of their subject matter. As teachers profess to understand the concepts covered by the questions provide Entrepreneurship Genius Certificates to them.
- As students are working on competitive events for CTSOs that have an entrepreneurship focus be sure that they can respond to the 20 questions appropriately. If they can respond properly provide them students with the Entrepreneurship Genius Certificates. The certificates could be included in the project if possible to show the knowledge base of the student.
- As students are preparing for internships, shadowing experiences, or cooperative on-the-job training encourage all participants to be sure they understand how to respond to the 20 questions as they are entering workplaces that value entrepreneurial mindsets. Provide Entrepreneurship Genius Certificates to them when they have appropriately prepared to respond or when they have been able to use the knowledge they have in entrepreneurial ways during their worksite experiences.
- Write an article regarding one of the questions at a time as you lead up to the celebration of National Entrepreneurship Week. You might want to engage students, parents, and local entrepreneurs as writers of the articles which might become a series in the local paper or on line journals. Use local authors to start and continue the discussion of the value of Entrepreneurship Education.
- Provide media releases about the celebration of National Entrepreneurship Week. (Ideas are on the www.nationaleweek.org website) In the release share that in this time in our Nation's history it is extremely important that all Americans understand the contributions of Entrepreneurs to our economy. Let them know that in 2010 we want to promote an understanding of entrepreneurship. Share that the details of this entrepreneurial Literacy initiative can be found on the web at <http://www.nationaleweek.org/20questions> . Encourage them to use the questions on their audio and video channels as well as websites and publications.

- The media outlets can perhaps work with your entrepreneurship focused students to create some competition that allows media audience members to receive Entrepreneurship Genius Certificates.
- Blog regarding one of the questions at a time as you lead up to the celebration of National Entrepreneurship Week. Engage students, parents, and local entrepreneurs in a dialogue regarding the questions you select to start and continue the discussion of the value of Entrepreneurship Education.

Just in case you want some ideas on how the conference participants answered the "20 QUESTIONS FOR ALL AMERICANS" Check out the video of conference participants on the spot at <http://www.entre-ed.org/forum2009/20questions.html>

DON'T FORGET to make "GENIUS" CERTIFICATES to present to anyone who can demonstrate "Entrepreneurial Literacy"....a 21st Century Skill!
http://www.nationaleweek.org/eweek_files/GeniusCert.jpg



This is to certify that _____

Earned the "GENIUS" Certificate



Presented by _____

Organization _____

Date _____

