



"The Entrepreneurship Institute has been the most valuable professional development course I have taken. The wealth of knowledge and resources provided by Dr. Cheryl Ayers have significantly improved my lessons. This course is awesome!"

"The resources provided were amazing and can easily be adapted to any student level in a variety of subjects. Our ability to collaborate with such diverse educators throughout the [country] was priceless. What an amazing opportunity to learn from colleagues each class via breakout rooms. Thank You for this life-changing educational opportunity."

"This class provided a wealth of information about how the entrepreneurial mindset can be used in every subject taught in school and how it will benefit students in life overall, even if they are not interested in being an entrepreneur. These are real life skills and that is what I want to bring into every class I teach."

"Of all the professional development I have attended, Dr. Ayers' is by far the best. Due to the engaging nature of her Institute and her amazing resources, I now feel empowered to share the importance of entrepreneurship with all of my students!"

ACTE NATIONAL ONLINE ENTREPRENEURSHIP INSTITUTE FOR SECONDARY & POSTSECONDARY EDUCATORS

Prepare students for CTE fields in the new Innovation & Gig Economy!

A competitive workforce in the new Innovation and Gig Economy requires students to graduate with an entrepreneurial mindset (opportunity recognition, critical thinking, problem-solving, creativity, initiative, collaboration, etc.) even if they decide to work for someone else. Many companies are hiring and promoting employees for their innovation-based and intrapreneurship skills. In keeping with higher education trends, basic entrepreneurship content should be integrated into high school CTE programs, so students have the option to own their own business in a particular career pathway. Nearly 50% of today's youth say they intend to start their own business someday. Communities also thrive when its members are empowered to become change agents via environmental and social entrepreneurship by offering business-centered solutions to satisfy unmet community needs.

Moreover, research suggests entrepreneurial skills are also transferable life skills that are real game-changers for disenfranchised youth living in impoverished areas because they develop intrinsic motivation, growth mindset, resourcefulness, adaptability, resiliency, calculated risk-taking, and agency—to name a few. Even starting simple "side hustles" requiring minimal start-up costs to earn additional income offers freedom, hope, and empowerment via more personally fulfilling careers while capitalizing on and affirming existing skills and talents. Highly adaptable and multidisciplinary, entrepreneurship knowledge and skills seamlessly integrate across grades, core academic subjects, and CTE career clusters while simultaneously developing workforce-based skills needed in today's job market as well as preparing students for college. Using entrepreneurship as a real-world instructional context optimizes student engagement and motivation by unleashing student potential to pursue their own unique interests, hobbies, and passions.

Grounded in experiential learning, the overarching goal of this field-tested Institute is to streamline teachers' learning of entrepreneurship content and pedagogy by reviewing real-world instructional resources (400+ free resources including news articles, videos, podcasts, infographics, textbooks, lessons, PPT slides, test bank, etc.). Easily customizable, the Institute content is extremely flexible and accessible to a variety of grades, student skill levels, and CTE programs using inquiry, performance, and project-based learning objectives. Online modules are self-paced and live Zoom classes feature introductions to supportive community partners, grassroots entrepreneurs who share "lessons learned," and breakout groups for national networking, collaboration, resource sharing, and lesson planning. Practical and reflective module assignments facilitate participants' application of the entrepreneurship content and pedagogy in ways that result in a full classroom-ready entrepreneurship curriculum, collection of participant-created lessons and workforce-based activities (Part A), and a business plan first draft (Part B) to inspire creative instructional strategies for high quality education and self/employment outcomes.

Participants should be prepared to invest about 5 hours of work per week for both Parts A and B. ACTE Entrepreneurship Educator Certification, Certificate of Completion, and Digital Badge included.

400+ Free Resources

**Real-world
Instructional Context for
Academic & CTE Subjects**

**Skills-based
Workforce Preparation**

**National Live Zoom Breakout
Groups for Networking &
Collaboration**

PART A: Entrepreneurial Mindset

October 6 – November 11, 2022*

5 Weeks ♦ 25 Hours

5 Zoom Classes on Thursdays 7-9 ET**
Oct 6, 13, 20, 27, and Nov 3

Types of Entrepreneurship
Workplace Intrapreneurship
Entrepreneurial Mindset
Economic Way of Thinking
Entrepreneur Personal Finance
Entrepreneur Self-Assessment
Opportunity Recognition
Innovation & Design Thinking
Lean Canvas

PART B: Business Plan

February 9 – March 20, 2023

6 Weeks ♦ 30 Hours

5 Zoom Classes on Thursdays 7-9 ET
Feb 9, 16, 23 and Mar 2, 9

Business Plan
Marketing
Operations
Management
Start-up Costs
Funding Sources
Financial Statements
Business Structures
Elevator Pitch

*Optional work-ahead reading list and assignment due date extensions available to accommodate participants' busy schedules.

**Class recordings are also available.

\$580 ACTE Members

\$680 Non-Members

TO REGISTER & PAYMENT INFO

<https://tinyurl.com/ACTE22-23EntreInstitute>

QUESTIONS

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