



View the Zoom video by clicking [HERE](#).

Agenda and Recap for January 19, 2021

Welcome

Classroom Implementation

YE Capstones

1. Why is a capstone important?
 - a. Supports YE's 3-Dimensional model of Discover, Develop and Apply which guides students to demonstrate mastery of a subject matter.
 - b. A capstone is the application of their learning in a real-world, authentic way.
 - c. Resources: [YE Core](#), [YE Mini-Core](#), [YE Capstone Overview](#)
 - d. As you begin designing a capstone, consider the [Gold Standard of Project Based Learning](#) to ensure the capstone contains all elements.
2. What does the science say?
 - a. Bloom's Taxonomy and Neuroscience (See additional Lesson Resources for "Video Recording & Recap - January 19, 2021" on YE Academy for PowerPoint).
3. How do I do it? You can utilize several activities to navigate your way to a capstone. YE has prepared guide to activities as well.
 - a. [YE Core](#): A series of 14 scaffolded activities and connected concepts, featuring YE's 4 Pillars threaded throughout.
 - b. [YE Mini-Core](#): - Don't have a ton of time? Use the YE Mini-Core, which is designed to guide your students to mastering skills for a capstone using 5-6 scaffolded activities.

Market Day

- o Overview: Market Day is a pop-up market. Therefore, Market Day can take place anywhere buyers and sellers meet to trade; although many YE educators may hold them at their school, we shouldn't let this limit us or present a barrier if the school is not the best place for your Market Day.

- Teacher Scott Hanson shared his Virtual Market Day experience. He utilized GoDaddy.com and Shopify to create a store allowing his students to sell online.
- Resources used to prepare students for Market Day include: YE Core, 4 P's, COGS, BMC and Pitch it.
 - The YE Core as referenced above. Visit the [Aug 25, 2020 Core Conversation](#) for an in-depth overview of the YE Core.
 - The four Ps of marketing are the key factors that are involved in the marketing of a good or service. They are the product, price, place, and promotion of a good or service. You can take a look at YE activities that teach marketing [here](#).
 - Cost of Goods Sold activities allow students to calculate the cost of their goods down to one unit which enables them to determine the outcomes of their profits. Click [here](#) to view a number of activities to experience with your students to introduce and practice COGS.
 - The [Business Model Canvas](#) (BMC) graphic organizer allowing your students to break out the major pieces of a business. Use the Business Model Canvas (BMC) to help students outline their planning. Visit the [October 1, 2019 Core Conversation](#) for an in-depth overview of the BMC.
 - [Pitch It](#) helps students experiment with different product or service concepts and then try to convince customers to choose their idea based on the perception of value. This activity requires students to be creative, think quickly, and be persuasive. Pitch It affords students the opportunity to practice ideation, customer focus, persuasive speaking, and pitching.
 - Other resources to support your Market Day may include:
 - [Teacher's Guide to Market Day](#),
 - [Shopify](#) (password: Open Learning),
 - [YE Capital Request](#),
 - [GoDaddy.com](#), and
 - Print on Demand websites.
 - Visit the [October 1, 2019 Core Conversation](#) for an in-depth overview of Market Day.
 - Mr. Hanson shared his [website](#) to give you ideas on what you can create with your students.
- Challenges: Slight learning curve
- Opportunities: Increased student engagement, potential for profit, potential for ongoing business

[Prospective Business:](#)

- Overview: This capstone allows students to dive deep into an idea that solves a problem for a customer, demonstrating Principled Entrepreneurship while using the Foundational Values.
- Teacher Rick Sapp shared his MVP (Most Valuable Pitch) model. The competition was open to the whole school in which those winners went on to compete with other schools. Mr. Sapp also utilized his school competition to prep students to enter into community competitions. He incorporated the community to help judge competitions at the school level, as well as with the other schools. Lastly, Mr. Sapp shared that he used all of the rubrics, judging sheets, etc. in the activity so he did not have to create much at all.
- Other resources to support Prospective Business may include:
 - [YE Capital Request](#).
 - Visit [January 20, 2010 Core Conversation](#) for a more in-depth overview of Prospective Business.
 - Click [here](#) to see how Mr. Sapp set up his competition.
 - Feel free to edit his [rubric](#) for your grading/competition.
- Challenges: Coordinating with the district and other schools
- Opportunities: Community involvement (use [these resources](#) to help reach out to the community), Increased student engagement, Students can win awards, kick off to actual businesses

Vacant Lot

- Overview: Today and every day, across America from coast to coast, from rural communities, to the suburbs, to inner-cities, America's students will walk, pedal and ride past a landscape littered with vacant lots and boarded up storefronts. There is a striking resemblance between the problems these vacant lots represent and the problems facing our students, schools and communities. In YE, we train our students to view these vacant lots not only as problems to be solved, but as being personally empowered through an opportunity mindset to be changemakers, creating value for ourselves and others.
- Teacher Courtney Nelson shared her experience with Vacant Lot by turning a lesson into a semester project. Her project included the following:
 - Student researched their community and learned of businesses through Chamber of Commerce and the Office of Tourism
 - Students had to do a "Walk-About" in their community
 - Scheduled a field trip at a local restaurant
 - Visited an Economic Development meeting
 - Students composed questions to ask business owners
 - Mrs. Nelson recorded interviews she conducted and placed on Canvas for students to access

- Creation of 3D model to exhibit ideas
- Challenges: Transportation and schedules
- Opportunities: Students were empowered to speak with business owners, the community got involved with the students,
- Other resources to support Prospective Business may include:
 - [CODEC](#)

Existing Capstones

- Overview: You may already have a capstone, culminating activity or final project. No need to throw it out the window! Consider adding the following to transform it into a YE Capstone:
 - Include foundational knowledge that is developing through experiential learning, as well as consider how to integrate the elements of a [Gold Standard PBL project](#).
 - Weave in the [Four Pillars](#):
 - Foundational Values
 - Essential Skills
 - Currency/Auction
 - Transformational Mindset

Wrap Up:

Methodology is spread all throughout the content. You, as the teacher, are empowered to create an experience that leads the students through experiencing a sense of unease, a vision for a better state and a vision of something attainable.

YE Support - We've got your back!

- [Hello@youthentrepreneurs.com](mailto>Hello@youthentrepreneurs.com) - Your inquiry will be answered within 24 hours by our dedicated customer service staff.
- 1-866-999-3921 - Your inquiry will be answered during normal business hours of 7am-7pm CST.
- [YE Training and Curriculum Facebook group](#) - Educators use this very active forum to ask questions, make suggestions and share general information. It is a great way to be a part of the community.