

# Coordinator's Role

“Youth Marketplace” is an 8-12 week curriculum designed to be used with elementary or middle school students in a local school setting. It involves students, teachers, entrepreneurs and business people from the community.

The program is designed to be managed by a Youth Marketplace coordinator. The coordinator may be a teacher, but could also be a parent, school-to-work representative, or other adult. Minimal time outside the classroom is required from the teacher other than the allotment of time for groups to meet, plan and carry out their businesses. Naturally, the teacher may choose to be more involved in the overall program if he/she desires to do so.

Each student will receive a student workbook containing text related to each topic as well as questions for the student to answer. The teacher workbook provides an overview of the guest speaker sessions for each unit, teaching notes, extra projects for each unit, unit preparation instructions, a unit calendar, and curriculum integration ideas.

During the Youth Marketplace program, we suggest that you invite guest entrepreneurs into the classroom to share with the students on at least four different occasions. The speaker(s) should cover the basic material from units one through four of the student notebook and share from their own personal knowledge and experience as well. Please see the “Guide to Guest Speakers” section for more information.

Between each guest speaker, the curriculum outlines group sessions. Group Sessions are designed as times for the students to work in groups of 3-5 to create, market, and manage their own business. We suggest that you utilize volunteer help from parents, adult friends, retired business people, college or high school students to assist you in overseeing these groups. Overflow Days have been built into the program for teachers to use as work days or to invite additional guest speakers from the community. Depending on class progress, overflow days may not be necessary. Youth Marketplace takes approximately twenty-five hours of classroom time. Once students begin making products and marketing materials, you may find additional work time is needed.

The program culminates in a Youth Marketplace Event, a community wide event during which students display their businesses' promotional materials, greet customers, answer questions, make sales, and have fun. The Youth Marketplace Event will be held in a school gym or cafeteria, a mall or some other public location.

The goals for the program are:

- to generate awareness of and enthusiasm about entrepreneurship
- to teach young people about the risks and rewards of self employment
- to demonstrate entrepreneurial successes by utilizing guest speakers.

By the end of the program, students will realize that entrepreneurs don't have to be adults. Entrepreneurship training creates a profitable reason for students to learn reading, writing, math and basic business skills. It also demonstrates the vital link between education and the real world.

# Outline of Coordinator's Role

The role of the Youth Marketplace Coordinator is to coordinate program details with teachers and school administration, to manage paperwork and other resources outside of the classroom, and to organize the Youth Marketplace event. The Coordinator role may be held by one of the teachers participating in the program, but may also be held by a parent, school-to-work coordinator, or other volunteer.

Coordinator activities include:

## **1. Working with teachers and school administration to:**

- a. Develop a calendar for the Youth Marketplace program including length of program, length and number of sessions, and dates for expert and group sessions.
- b. Determine how profits will be calculated and distributed, i.e. deciding whether students will establish legitimate businesses through the State in order to keep profits or whether businesses will be established as a school organizations and profits kept by the school or given to the classroom, a non-profit organization, or a charity.
- c. Decide whether or not you will allow students to establish food based businesses or not. The program encourages product or service based businesses to avoid problems resulting from students selling food products.
- d. Set a date and location for the Youth Marketplace Event.

\*\*See "Administrative Decisions" for more information.

## **2. Lining up Sponsors (if desired or needed):**

- a. Recruit program sponsor(s) to underwrite production of workbooks or other program costs including awards, banners, supplies, film, or materials.
- b. Identify a sponsor/organization to provide student loans – banker, business, school, or other organization.
  1. Establish loan guidelines or maximum dollar amount for student loans.
  2. Ask the loan sponsor if they are willing to provide start up change (\$20/group) on the day of the event.

\*\*See "Guide to Sponsors" for more information.

## **3. Lining up Guest (Expert) Speakers for four or more sessions:**

- a. Entrepreneurship/Introduction
- b. Business Plans
- c. Financials
- d. Marketing
- e. Additional speakers may be invited if time and interest allows.

\*\*See "Guide to Guest Speakers" for more information.

## **4. Planning and Managing the Youth Marketplace Event:**

- a. Choose a location for the event – mall, community center, or school gymnasium.
- b. Secure approvals, insurance (if required), tables, chairs, electricity, or other items needed for the event.

\*\*See "Guide to Youth Marketplace Event" for more information

## **5. Inform Parents about Youth Marketplace**

- a. Write and distribute a letter to parents that clearly explains what the program is, what will be expected of students and parents throughout the program, and the Youth Marketplace Event. A sample letter has been included in the "Guide to Youth Marketplace Event".

## **6. Preparing and Disseminating Publicity for the Youth Marketplace:**

- a. Contact local newspapers/publications for coverage of program – during program and at the Youth Marketplace community event.
- b. Contact local radio station to arrange on-air interview to promote the program.
- c. Prepare press releases for local media (include sponsors if appropriate).
- d. Prepare flyers or written communications notifying parents and community of the Youth Marketplace event.

\*\*See "Guide to Publicity" for more information

## **7. Recruit and Coordinate Volunteers:**

- a. Organize volunteers to help with classroom activities, out-of-school research and project work.
- b. Organize volunteers to help with setup, cleanup, and supervision of event.

## **8. Wrapping up program:**

- a. Make sure any materials or supplies borrowed for the program are returned.
- b. Write thank you letters or notes to program sponsors, event hosts, parents, or others who have made the program a success.
- c. Issue individual student awards (if desired) such as: most creative product, best team effort, best marketing idea, etc.
- d. Ensure that Media release, Program Summary, Program Evaluation and Parent and Student Surveys are completed and returned to the ISU Pappajohn Center for Entrepreneurship.