### Contrast of Top High School Entrepreneurship Programs

<table>
<thead>
<tr>
<th></th>
<th>FBLA</th>
<th>DECA</th>
<th>Virtual Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phone Number</strong></td>
<td>(800) 325-2946</td>
<td>(703) 860-5000</td>
<td>212-769-2710</td>
</tr>
<tr>
<td><strong>Email</strong></td>
<td><a href="mailto:general@fbla.org">general@fbla.org</a></td>
<td><a href="mailto:info@deca.org">info@deca.org</a></td>
<td><a href="mailto:iblanc@veinternational.org">iblanc@veinternational.org</a></td>
</tr>
</tbody>
</table>

#### Features

<table>
<thead>
<tr>
<th></th>
<th>DECA</th>
<th>FBLA</th>
<th>Virtual Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area Focuses</strong></td>
<td>Marketing, finance, hospitality, business management</td>
<td>Business, leadership</td>
<td>Teach students business by doing business</td>
</tr>
<tr>
<td><strong>Age Group</strong></td>
<td>High School and College students</td>
<td>Junior High, High School, and college students</td>
<td>High School Students</td>
</tr>
<tr>
<td><strong>Membership #</strong></td>
<td>High School-190,000 members College-15,000 members</td>
<td>High School-215,000 members College-11,000 members Junior High-20,000 members</td>
<td>Not listed, however does show 500 firms (meaning schools who use VE) nationally and 5000 firms internationally.</td>
</tr>
<tr>
<td><strong>Website Usability</strong></td>
<td>By far the best website usability. All information is present, and is especially easy to navigate. If a high school student was doing this by themselves, this would be the easiest website to figure out how to start.</td>
<td>Missing crucial pages (meaning it has the page but nothing on it) i.e. Conferences/resources, and is hard to navigate</td>
<td>Is hard to navigate through, without the VEi Orientation Webinar (<a href="http://www.scribd.com/doc/157487812/VEi-Orientation-Webinar">http://www.scribd.com/doc/157487812/VEi-Orientation-Webinar</a>] I would not have found much of the information. Missing crucial facts (member #)</td>
</tr>
<tr>
<td><strong>Costs</strong></td>
<td>See bottom</td>
<td>See bottom</td>
<td>See bottom</td>
</tr>
<tr>
<td><strong>International Network</strong></td>
<td>See bottom</td>
<td>See bottom</td>
<td>See bottom</td>
</tr>
<tr>
<td>Activities</td>
<td>DECA</td>
<td>FBLA</td>
<td>Virtual Enterprises</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Community Service</td>
<td>The only community service &quot;project&quot; I could find was contest for the chapters to write a report and oral present their report on the role of civic activities and its effect on society.</td>
<td><a href="http://www.fbla-pbl.org/web/page/1072/sectionid/1072/pagelevel/1/main_interior.asp">http://www.fbla-pbl.org/web/page/1072/sectionid/1072/pagelevel/1/main_interior.asp</a> Has many community service opportunities throughout the year. FBLA sponsors community service organizations, and then lets you join the organizations through FBLA.</td>
<td><a href="http://veinternational.org/get-involved/volunteer/">http://veinternational.org/get-involved/volunteer/</a> You are able to volunteer and help groups of your choosing in VE with a certain field of knowledge or expertise.</td>
</tr>
<tr>
<td>Competitions</td>
<td><a href="http://www.deca.org/competitions/highschool/">http://www.deca.org/competitions/highschool/</a> DECA has many competitions (written reports) on the topics of business, marketing, financing, and hospitality.</td>
<td>Has many throughout the year. Competitive events fall into three categories: individual, team, and chapter. Individual and team events focus on skills useful in leadership and career development; chapter events recognize overall achievement and performance in chapter management and growth.</td>
<td>VEl organizes two national competitions for VE students, which are described below. These rigorous competitions showcase best practices, reward excellence and require students to apply sophisticated knowledge and skills attributed to business professionals and college students. State and regional offices organize local competitions. Check the state website for details.</td>
</tr>
<tr>
<td>Conferences</td>
<td>Has multiple conferences at both the college and high school level at many different dates and location. Best way to</td>
<td><a href="http://www.fbla-pbl.org/web/page/559/sectionid/559/pagelevel/1/main_interior.asp">http://www.fbla-pbl.org/web/page/559/sectionid/559/pagelevel/1/main_interior.asp</a> Offers a couple of conferences throughout</td>
<td>Trade Shows provide students with the opportunity to present and market the products/services of</td>
</tr>
</tbody>
</table>
WHO CAN JOIN?
DECA members can begin their experience as early as the ninth grade by enrolling in a marketing, finance, hospitality, business management or entrepreneurship course. They can retain their membership in DECA as long as they are actively pursuing courses in one of the content areas.
As part of a high school chapter, DECA members can take full advantage of DECA activities described below while preparing themselves to be college and career ready upon graduation.

High school students join DECA through their high school chapter, often advised by a faculty member responsible for course content in one of the above career areas. High school chapters are recognized and chartered by the state or provincial association.

DECA membership is open year-round; however, some chartered associations have eligibility deadlines to participate in conferences and competitive events. The deadline for all DECA International Career Development Conference competitors is March 1.

PREPARING EMERGING LEADERS AND ENTREPRENEURS
By leveraging their DECA membership, members can become:

- academically prepared for college and careers in marketing, finance, hospitality or management
- community oriented by gaining an appreciation for the benefits of service and their potential impact on the community and world
- professionally responsible with ethics, integrity and high standards
- experienced leaders by practicing key leadership skills such as goal setting, consensus building and project management.

More than 190,000 DECA members are in 3,500 high school chapters in all 50 states and nine countries.

MEMBERSHIP ACTIVITIES AND BENEFITS
DECA members benefit from activities in DECA's Comprehensive Learning Program. In addition to an official membership pin, DECA members receive four issues of DECA Direct magazine, have opportunities to attend conferences designed to prepare them for college and careers, can earn recognition and prove their knowledge in DECA's Competitive Events Program, can earn their share of more than $300,000 in scholarships and more.

- Watch our promotional video and learn about our members' experiences.
About

With an emphasis on college and career readiness, VEI is an in-school, live, global business simulation that offers students a competitive edge through project-based, collaborative learning and the development of 21st-century skills in entrepreneurship, global business, problem solving, communication, personal finance and technology.

Drawing on the European tradition of apprenticeships, this multidimensional, experiential learning model, which is part of a global network of student-run businesses in over 40 countries, transforms high school students into independent-thinking business professionals and their classrooms into offices.

In addition to giving students a head start on jobs and careers, VEI reinforces students’ academic skills and achievement, reignites their interest in education, and raises their desire to graduate and pursue lifelong learning. Through developing and managing businesses, students not only stay in school, but gain expertise in problem-solving, decision-making, communication, collaboration, technology, and accessing, using and analyzing information—21st-century skills that are key to success in both college and careers.

History

After visiting practice firms in Vienna, Austria and observing the benefits of this instructional model, the New York City Department of Education spearheaded the implementation of Virtual Enterprises in seven New York City public high schools, where it became the first of its kind in the U.S. Since its inception, VEI has been implemented in 500 secondary and post-secondary schools nationwide, serving over 10,000 students annually.

The VEI Approach: Learning by Doing Business Globally

VEI replicates all the functions of real businesses in both structure and practice. Under the guidance of a teacher-facilitator and business mentors, students create and manage their virtual businesses from product development, production and distribution to marketing, sales, human resources, accounting/finance and web design. VEI firms offer diverse products and services—from banking, insurance, and technology to publishing, advertising, app creation, tourism, and fashion.

Students select to work in different departments of their businesses, typically Administration, Accounting/Finance, Sales, Marketing, Human Resources and IT. The class selects a CEO and managers who oversee each department. Working in teams to make decisions about how to complete their departmental tasks in support of company goals and objectives, students learn from both their successes and mistakes.
The VEI Student & Teacher

VEI is unique in that it is open to all interested students—from future valedictorians to English-language learners—and does not use academic achievement as an entrance criterion. Since the program takes a student-oriented approach to teaching and learning that provides practical and task-oriented instruction in a real-world environment, every student has multiple opportunities to both contribute to and benefit from the hands-on learning it offers.

Another unique feature is the role of VEI teachers. The VEI learning environment emphasizes project-based, collaborative learning and teachers who guide and direct student learning rather than present prescribed daily lessons.

Extended Learning Opportunities

Students engage in various business activities throughout the year that create authentic extended learning opportunities. National and international trade shows, local and national business plan competitions, and the Global Business Challenge are all key components of the VEI program.

Trade shows, which are held annually in different cities across the U.S. and around the world, enable VEI students to present and market the products/services of their virtual businesses in a competitive marketplace with both local and global Virtual Enterprise colleagues. Competitions build self-confidence as they allow students to publicly demonstrate their skills, knowledge and diverse talents in marketing, communications, computer technology, and global business.

Other extended learning opportunities include:

- College and university partnerships
- Mentoring by key members of the local business community
- Internships with high-profile businesses
- Leadership development workshops
- National and international student exchanges

To start a VEI Program in a high school or to receive additional information, click here to fill out an inquiry form.

For college inquiries, click here.

Download program brochure
Download one-page program description

Our Sponsors

[List of sponsors images and names]
Message from the Director

Welcome to the Western Region of the Virtual Enterprises, International Website!

A Virtual Enterprise is a simulated business that is set up and run by students to prepare them for working in a real business environment. With the guidance of a teacher ("consultant") and real-world business partners, the students determine the nature of their business, its products and services, its management and structure, and engage in the daily operations of running a business. Emphasis is placed on using current business software, communications, and the Internet for business transactions.

More and more classroom teachers have found ways to bring the business world to their students through programs such as the Stock Market Game, YEP, SAGE, and Junior Achievement. These programs teach entrepreneurship and practical skills that are essential to career readiness while promoting healthy competition to motivate students. The Virtual Enterprise Program follows in the footsteps of these other efforts, and has the added advantage of linking students in a global business network. This simulation takes the teacher outside of the traditional instructional paradigm and then places the students on the front lines of the business world.

The Western Region of Virtual Enterprise is founded on the five fundamental beliefs that:

- All students will learn
- Learning will be relevant
- Students will apply what they learn
- Students will be encouraged to explore career options
- Students will understand the world of work

The Western Regional Virtual Enterprise Program serves a wide range of student abilities and interests. A strength of this program is its flexible nature. The simulation model is utilized to serve diverse student populations ranging from special education students in...
high school to community college students working on business degrees. Some school sites allow open entry, while other sites require prior course work to enroll in the Virtual Enterprise Program. Regardless of individual models, the Virtual Enterprise Program's goal is to prepare students for the world of work. The guiding curriculum objectives that should be used by each program are outlined in this website. Since the Virtual Enterprise Programs vary significantly, school site teachers and administrators must tailor their desired program outcomes according to their uniqueness. The career preparation standards that are addressed by all Virtual Enterprise Programs are: Communication Skills, Employment Literacy, Interpersonal Skills, Personal Skills, and Thinking and Problem-Solving Skills.

This 2013-14 school year will offer wonderful new situations and challenges to all who will be participating in the Western Region of Virtual Enterprises, International and the PEN International Practice Enterprises Networks. We are looking forward to welcoming at least 10 new coordinators who will be joining the program this year.

*  
Nancy Phillips, Director  
Western Region  

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**Dates to Remember**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Mar. 16-17, 2014</td>
<td>2014 Bay Area Trade Show</td>
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<tr>
<td>Feb 13, 2014</td>
<td>2014 Long Beach Trade Show</td>
</tr>
<tr>
<td>Apr 07, 2014</td>
<td>2014 San Diego Trade Show</td>
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<tr>
<td>May 02, 2014</td>
<td>Year-End Competition and Celebration</td>
</tr>
</tbody>
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**News**

**1,300 Young Entrepreneurs Attend the 2014 Bay Area Entrepreneurship Conference and Trade Show**

*Oakland, Ca, March 16-17, 2014: Jay Speck County Superintendent of Schools of Solano County welcomed over 1,300 high school entrepreneurs as they arrived in the Bay Area this past weekend for the 10th Annual San Francisco Bay Area Entrepreneurship Conference and Trade Show. The event, hosted by the Solano County Office of Educa*

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**James Irvine Foundation Awards Grant to VEI to Advance Linked Learning in California**

*VEI has been awarded a grant from the James Irvine Foundation to advance Linked Learning’s Virtual Work Based Learning efforts in California. Like VEI, Linked Learning transforms education by integrating rigorous academics with career-based learning and real-world workplace experiences. Through this grant, VEI will explore th*
15th Annual CA International Trade Show – Young Entrepreneurs Learning and Loving It

On Dec. 3-4, Virtual Enterprise firms from California and across the country showcased their virtual products and services at the Rabobank Convention Center in Bakersfield, California. This event is the largest in California & the Western Region attracted 100 firms. Students in these enterprises demonstrated their compe
Educators

California VEI invites educators to access the resources and tools provided on this site to support the VEI program. Check the Events and Calendar for professional development opportunities within California. All CA Network VEI educators will need to go to the following site www.virtualenterprise.org in order to access password protected information specific to the California Network: Assessments, E-Mail, Teacher Tools, Curriculum, Lessons, Tasks, & Workflows.

Be sure and direct your students to the Students pages, where they can find information about scholarships, internships, and connecting to Alumni. Students will also need to go to the following site www.virtualenterprise.org in order to access password protected information specific to the California Network: Assessments, E-Mail, Curriculum, Lessons, Tasks, & Workflows.

If you would like to share a story with us that we might share with others in the network, fill out this form.
Eagles Soar at Virtual Enterprise Trade Show

In December, five students enrolled in Estancia’s new ROP Virtual Enterprise course and traveled with their teacher, Gina Gonzalez, to Bakersfield to participate in the 15th Annual California International Virtual Enterprise Trade Show. Over 1,000 students representing over 100 schools from California participated.

The show’s purpose was for students to showcase their virtual businesses. Estancia’s was Eagle Eye Security, which specializes in selling home and small-business surveillance equipment and accessories. The students traded their virtual products with other virtual businesses and competed in a variety of categories, including best business plan, best company catalog, best salesmanship, best website, best trade show booth and best billboard advertisement.

Marisol Davila, John Santoyo, Melissa Juarez, Yani Lopez, and Ishanami Huaizl-Manez.

Our team won third place in the Best New Booth category out of 20 participants, eighth place in the Best Company Catalog category and ninth place in the Salesmanship category out of 100 participants. The students also received an award for Business Professionalism.

Heinz Kaiser Elementary (K-6)

A Great Start to 2014!

Kaiser Elementary School students and staff met January with a bang! The first flag deck of 2014 included the inauguration of Kaiser’s new school-wide student recognition program, “Kaiser Shining Knights.” Students were recognized for academic excellence and school service before an audience of peers and parents. They later received window clingings for their parents’ cars, privilege cards, and certificates.

Sixth-graders headed up to Arrowhead Ranch for a week of science camp. Mrs. Cynthia Blackwell, a fourth-grade teacher and esteemed faculty member, received word that not only was she Kaiser’s Teacher of the Year, she was one of the Newport-Mesa Unified School District (N-MUSD) Teacher of the Year finalists! Everyone at Kaiser is holding their breath for the final determination.

Shortly thereafter, Mrs. Lori Sheppard received a special envelope containing the letter congratulating her on being recognized as an N-MUSD Superstar! Because of Mrs. Sheppard’s above-and-beyond efforts, the school library is a space filled with special activities and care—not to mention books!

These special events and notices followed a very special ending to 2013, in which Mrs. Slezak and Mrs. Clark joined forces to sponsor a Spark of Love event in which their students gave up the traditional holiday party and did chores at home to earn gifts to give to children less fortunate than themselves. Firefighters visited Kaiser with a fire engine for students to explore, and there was plenty of pizza to go around.

Kaiser looks forward to continuing with this banner year.

Killybrooke Elementary (K-6)

3155 Killybrooke Ln., Costa Mesa, CA 92626 • 714/424-7945 • http://killybrooke.nmusd.us

Extension of Learning

The shift to the Common Core State Standards is underway at Killybrooke School. An example of this shift is an upper-grade unit developed by district teachers that focuses on character comparisons and their reaction to challenges related to weather and natural disasters.

For this unit, students read the exciting novel Into the Firestorm: A Novel of San Francisco 1906, as well as informational articles related to that period. Students used different texts to build knowledge and learned how to cite evidence to support their analysis, reflection, and research.

According to teacher Alma Copenhefer, students were fascinated to read about the San Francisco earthquake. The students were excited to read everything they could find related to the science of earthquakes and that period of history. It was impressive to see the high quality of student interactions to extend their learning and the creativity shown in their culminating presentations.

Harbor View Elementary (K-6)

900 Goldstrand Ave., Corona del Mar, CA 92625 • 949/351-5940 • http://harborview.nmusd.us

Where the Arts Thrive

In this day and age, many schools are seeing cuts in their art programs; however, at Harbor View, our arts program is flourishing! First, we are fortunate enough to not only have an award-winning choir and a great music program but we are also in our 16th year of partnering with a local symphonic orchestral company through the Class Act program. Here, students get an opportunity to develop an appreciation for classical music and composers. Our students will get to see a concert here at school and even watch an orchestra perform at a performance-arts center.

Another great program that has become a tradition at Harbor View is Art Masters. Here, students learn about a different artist and style each month in an interactive and informative lecture. They then get hands-on experience in two studios in which they apply what they learn to art projects in the style of the artist. Not only do we have credentialed art teachers but parent volunteers also get the chance to participate in this extraordinary hands-on experience! Art is alive at Harbor View!
Curriculum Overview

YouthBizCentral is a comprehensive online entrepreneurship curriculum that enables educators to teach the "entrepreneurial mindset," encouraging creativity, innovation, critical thinking, and problem-solving—and also equipping students with the skills necessary to excel in the worlds of business and entrepreneurship.

Developed by the Jacobson Institute for Youth Entrepreneurship at The University of Iowa, YouthBizCentral boasts the following features:

- Online/Easily accessible
  - [www.youthbizcentral.org](http://www.youthbizcentral.org)
- Tied to:
  - National Entrepreneurship Standards
  - Iowa Core Curriculum & 21st Century Skills
- 8 fully customizable core units
  - Lesson Plans
  - PowerPoint Presentations
  - Activities & Web Resources
  - Entrepreneurial profiles
- Student Business Planning Template
- Equips youth with the skills to succeed in:
  - Starting their own business
  - Leading existing organizations

The Jacobson Institute piloted the curriculum in spring 2009 (n=454).

- Pre- and post- student assessment results
  - 24% increase in entrepreneurship knowledge test scores (p<.001)
  - 8% increase in entrepreneurship self-efficacy (p<.001)
- Teacher feedback
  - 75% highly satisfied with overall curriculum content
  - 96% rated website as easy to use

Contact
Dawn Bowlus, director
319-335-0985
dawn-bowlus@uiowa.edu
www.jacobsoninstitute.org
Jacobson Institute for Youth Entrepreneurship
The University of Iowa

**Mission**
- Assist educators in preparing the next generation of entrepreneurial leaders

**Outcomes: Jacobson Institute**
- Develop entrepreneurial mindset & culture in youth
- Establish entrepreneurship as a viable career option
- Increase level of entrepreneurship & creativity in youth
- Replicable model for comprehensive youth entrepreneurship education program
- Become and be a leader in youth entrepreneurship education initiatives

**Overview**
- Summer camps initiated in 1996
- Jacobson Institute created May 2007
- Comprehensive Teacher & Youth Entrepreneurship Program
  - Innovative Curricula
  - Teacher Education
  - Summer Camps
  - Regional Conferences
  - Business Plan Competition
Audience

- Secondary students
- And their teachers

Teacher Outcomes

- Understand entrepreneurship/processes
- Incorporate entrepreneurship into coursework
- Ability to lead students through entrepreneurial process
  - Awareness
  - Idea evaluation
  - Business planning
- Integrate technology

Teacher Education – Face-to-Face

Seminar in Entrepreneurship (2-day):
- Strategies and methods to incorporate entrepreneurship
- Builds teachers’ knowledge and understanding of entrepreneurship

Design Your Entrepreneurship Course (2-day)
- Develop individualized course plan of action using YouthBizCentral curriculum
- Pre-requisite: Seminar in Entrepreneurship

YouthBizCentral Curriculum

YouthBizCentral is a comprehensive online entrepreneurship curriculum that enables educators to teach the "entrepreneurial mindset," encouraging creativity, innovation, critical thinking, and problem-solving.
YouthBizCentral Curriculum

- Online/Easily accessible
  - www.youthbizcentral.org
- Tied to National
  - Entrepreneurship Standards
  - U.S. Department of Education – 21st Century Skills
- 8 fully customizable core units
  - Lesson Plans
  - PowerPoint Presentations
  - Activities & Web Resources
  - Entrepreneurial profiles

Student Outcomes – Entrepreneurship Standards

- Define entrepreneurship
- Identify their entrepreneurial characteristics
- Evaluate business opportunities
- Construct and evaluate a business plan
  - Product or service viability
  - Conduct market research
  - Prepare financial plan
- "What if..." planning

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YouthBizCentral Curriculum – Continued...

- Assessment tool
- Student Business Planning Template

Equips youth with the skills to succeed in:

- Starting their own business
- Leading existing organizations

Student Outcomes – 21st Century Skills

- Problem-solving
- Critical thinking
- Reasoning
- Communication
- Networking
- Giving Back

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Research Driven

YouthBizCentral Pilot (2009, N=454)
- Pre- and post- student assessment results
  - 24% increase in entrepreneurship knowledge test scores (p<.001)
  - 8% increase in entrepreneurship self-efficacy (p<.001)
- Teacher feedback
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Invitation to Partner...

The Institute provides:
- Two-day Seminar in Entrepreneurship training
- One year YouthBizCentral curriculum license ($250 value)
- $250 stipend for up to 30 participating teachers.
- Pre- and post- student assessment measuring knowledge gain, self-efficacy, and attitudes.

Partner organization agrees:
- Identify teachers, arrange facility, substitute teachers/daily stipend
- HS teachers agree to pilot YouthBizCentral curriculum during fall 2013 or spring 2014.

Alternative Delivery Systems

Toolkits for:
- Summer Camps
- Youth Entrepreneurship Conferences
- Business Plan Competitions

Why This Is So Important...
For more information:

Dawn Bowlus
Director
Jacobson Institute for Youth Entrepreneurship
The University of Iowa
319-335-0985
dawn-bowlus@uiowa.edu