

2011 Career Education Conference

Design, Produce, and
Market “Real” Products—
Collaborate for Student Success

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Newaygo County Regional Educational Service Agency

**NEWAYGO COUNTY
CAREER-TECH CENTER
(NCCTC)**

**ENTREPRENEURSHIP
INITIATIVE**



Entrepreneurs



Someone who assumes the financial risk of the initiation, operation, and management of a business

NCCTC Primary Goals

- Create an entrepreneurial “mindset”
- Educate students regarding the “next steps” for turning their ideas into successful business ventures



Make a Job--
Don't Just Take a Job!

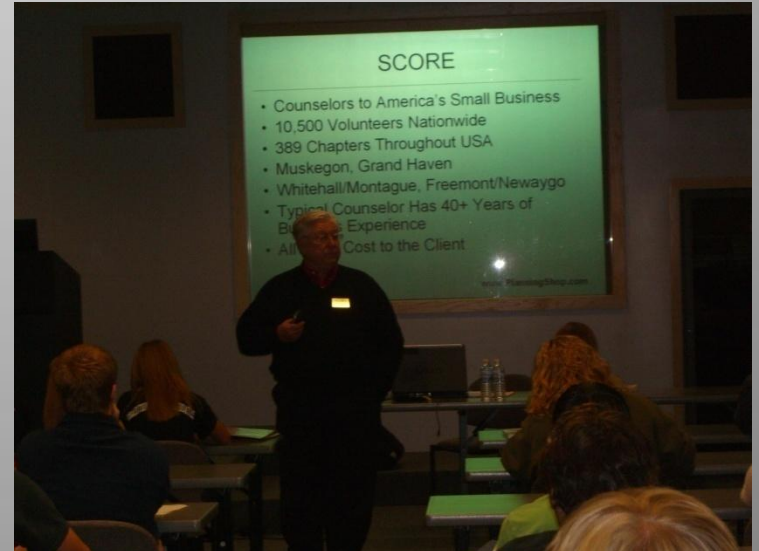
NCCTC Program Collaboration

- Business Applied Technology
- Building Trades
- Graphic Communications
- Welding



Structure—Two Parts

Product Production Education



PRODUCTION

Three Products

- Finger hockey boards
- Metal art
- Thank you notes



Entire Student Teams

Decisions Include:

- Pricing
- Marketing
- Sales Desk
- Charity



Finger Hockey Boards

- \$10 - \$12, Numerous Sale Events
- Business Applied Technology, Building Trades, and Graphic Communications



Finger Hockey Board Production



Finger Hockey Board Production



Finger Hockey Board Production



Finger Hockey Board Collaboration

- Designed, printed, and wrapped by Graphic Communications (vote)
- Boards, trim, and pegs cut by Building Trades
- Drilled, nailed, and glued by Building Trades
- Accounting, inventory, marketing, and sales by Business Applied Technology
- Profits shared by all three programs equally

Third Annual NCCTC Finger Hockey Tournament



Patent/Trademark/Copyright

- Very technical legalese
- SCORE referred us to a firm
- Attorney loved the idea
- Under \$1,000 – WOW!
- CAD drawing, inventors names, etc.
- Lots of phone tag, emails
- Limited protection
- Opens marketing options
- Great publicity for school, program, staff, and students



New Marketing Options

- Local retailers
- National retailers
- Internet
- Sports teams
- Local schools
- Public/private services



Thank You Notes

- \$3 for package of 25
- Three styles so far
- Business Applied Technology and Graphic Communications
- Primary market = graduating seniors



Holiday Metal Art



- Trees - \$9
- Deer - \$6
- Powder coated (various colors)
- Business Applied Technology and Welding



Garden Metal Art



- Garden Stakes

 - Short - \$9

 - Flat - \$14

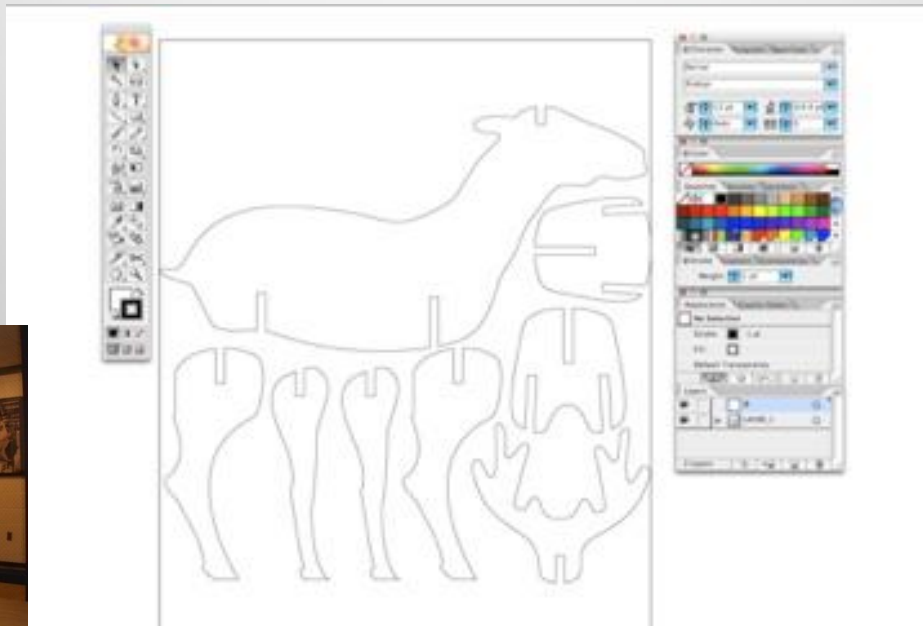
 - Curved - \$16

- Powder coated (various colors)

- Business Applied Technology and Welding



Metal Art Production



GET INVOLVED

SERGIL Mission Statement



Our mission is to partner with Newaygo County organizations in collaboration with the community, to effectively help reduce the amount of non-biodegradable glass going into landfills; while also utilizing a diverse workforce to help generate revenue that can be used to reduce the projects operating costs while still providing a unique and superior product to our customers

SERGIL

Students Effectively Reducing Glass In Landfills



- Grant from Fremont Area Community Foundation
- The workforce is comprised of students from the Enterprise program
- NCCTC Student Advisory Board

Student Advisory Board



- Business Plan
- Financial
- Marketing
- Sales

Student Involvement



We as a student team developed a cash flow analysis, a business plan, a marketing plan, and evolved into an advisory board.

Student Involvement



A special feature of this project is that the workforce is comprised of students from the Newaygo County Enterprise Program.

EDUCATION



SCORE Mentoring

- Small business counselors
- www.score.org
- Offered to assist, we accepted
- Emphasis on business plan and cash flow

SCORE Provides

- Expert speakers for five presentations
- PowerPoint slideshows
- Five consecutive Wednesdays (AM & PM)
- 10 hours of training
- Advice on textbooks
- Instructor assistance
- Counseling for potential entrepreneurs

SCORE Presentation Topics

- Week 1 – Laying The Foundation
- Week 2 – Cash Flow & How To Get Your Info
- Week 3 – The Business Plan & Dealing With Money
- Week 4 – Business Information
- Week 5 – Marketing

Presentation Topic Details

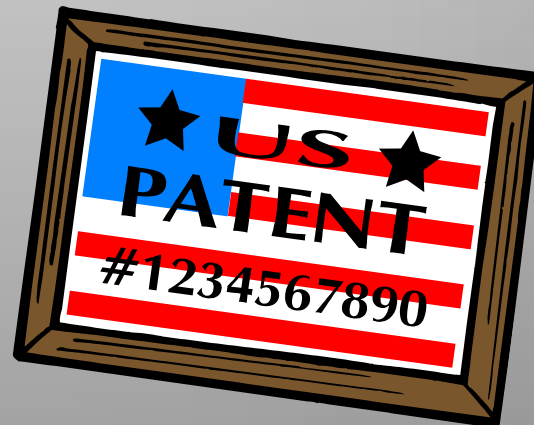
- Week 1 – LAYING THE FOUNDATION
 - Classify your business vision & concepts, create business identity, and get organized
- Week 2 – CASH FLOW & HOW TO GET YOUR INFO
 - Cash flow forecasting and cash needs
 - Research, target market, and your competition

Presentation Topic Details

- Week 3 –THE BUSINESS PLAN & DEALING WITH MONEY
 - Definition and parts of the plan
 - Credit, accounting lingo, banking, and sources of capital
- Week 4 – BUSINESS FORMATION
 - Legal forms, ownership structure, licenses, intellectual property, employment laws, and personnel policies
- Week 5 – MARKETING
 - Components of marketing

Patent/Trademark/Copyright

- Mr. Dan Girdwood, Attorney At Law
 - Mentor and classroom presenter
- Price, Heneveld, Cooper, DeWitt & Litton, LLP



NCCTC Provides

- Explanation/invitation to staff
- Room/Internet/laptop/projector/”free” lunch
- Possible donation
- Text for each student
- Student commitment to read text
- Student completion certificates
- Optional assessment (each instructor decides)

Original Grant Information

- Submitted application to Fremont Area Community Foundation
- Student presentation to Youth Advisory Committee
- Received \$21,000
- Equipment received
 - 10” Cabinet Saw
 - Two Laser Crossham Drill Presses
 - Manual Screen Printing Press
 - Vibratory Finisher
 - Powder Coating Oven

What's Required

- Administrative support
- Champion/coordinator
- Instructor buy-in
- Interested, committed students
- \$\$\$

Considerations

- \$0 cost of goods sold
- Dedicated sales line
- Spreadsheets
- Procedures
 - handling cash
 - processing orders
 - tracking inventory
 - tracking profit distribution
- Michigan CTE segments covered?


Issues

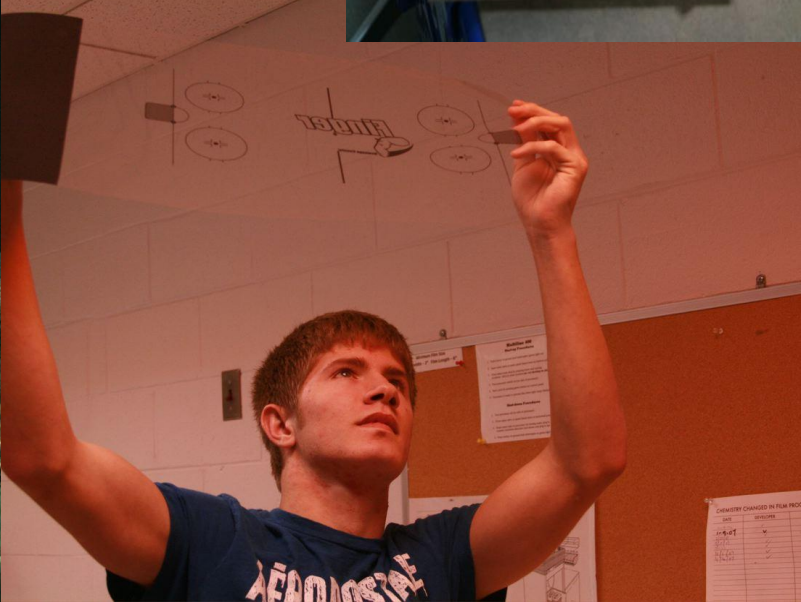
- Equipment
- Time
- Program fit
- TEACHERS, TEACHERS, TEACHERS
- Business office support/coordination
- Champion commitment
- How big do we want to get?

Profit Usage (NCCTC Instructor's Choice)

- Entrepreneurship scholarships
- Tool scholarships
- National organization costs (BPA, Skills USA)
- End of year activities.....FUN!
- Charity (all programs...10%)

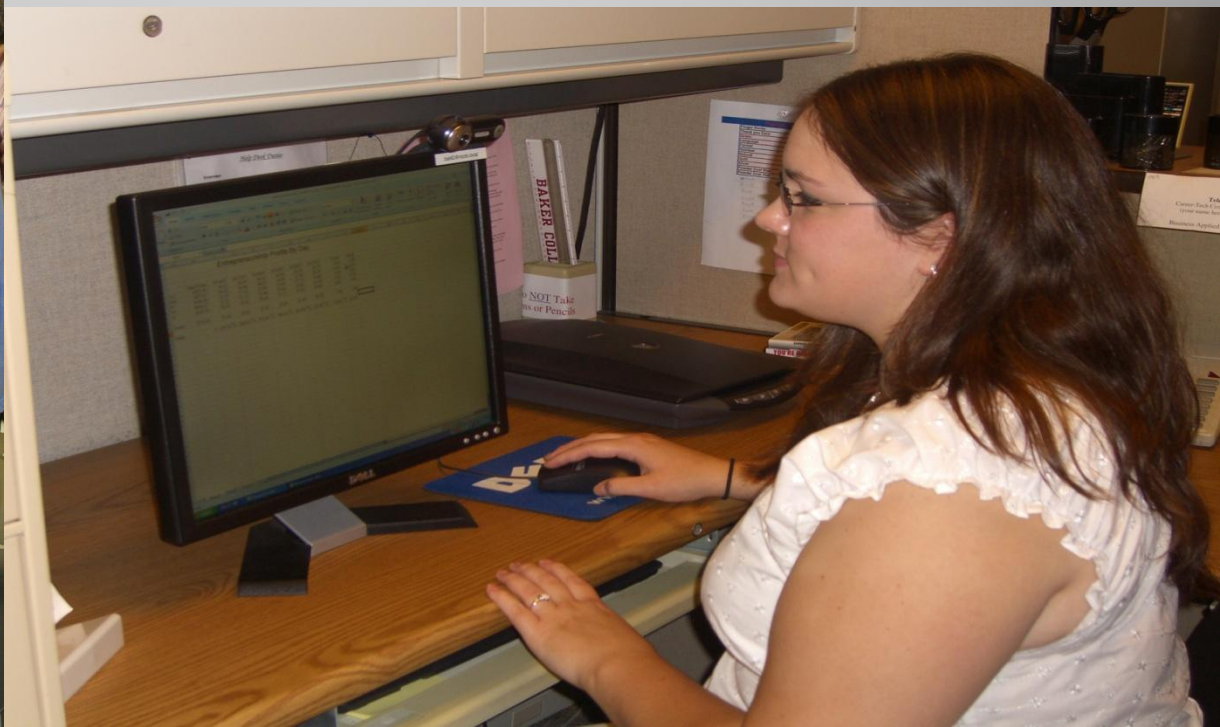
Director's View of the Benefits

- Real design
- Real production
- Real marketing
- PROFITS
- Student teamwork
- Education
- Problem-solving
- Scholarships
- Staff collaboration
- Community benefits
- Publicity
- Possible grant \$
-  Enrollments
- Fun & exciting
- Donation to charity
- Partnerships









NCCTC
Entrepreneurship
Sales Line

231.924.8909

Questions and Comments

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