How Entrepreneurship Education Increases Student Engagement and Success in Post-Secondary Pathways

Emily Donato, BUILD Pittsburgh
Welcome Everyone!

Who’s who in our learning space today?

Let’s introduce ourselves:
- Name
- Organization
- On a scale of 1-5, how familiar are you with entrepreneurship education?
Meet the BUILD Pittsburgh Team!

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BUILD’s mission is to ignite the power of youth in under-resourced communities to build Career success, Entrepreneurial mindsets, and Opportunity.

We help students become the CEO of their own lives.
The pandemic proved that no one really knows what the future will bring.

In order to thrive our children must be able to create, adapt, solve problems, pivot, invent & reinvent themselves.

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41% of youth nationwide want to become entrepreneurs.

50% believe they will invent something that will change the world.
In 2023, BUILD’s digital offerings were used in hundreds of classrooms across the U.S.

- 8,600+ Students Engaged
- 400+ Teachers Trained
- 100+ Cities Reached
Entrepreneurship Education is deeply rooted in Project Based Learning (PBL) and Experiential Learning.
Mindsets and Skillsets

**Mindsets**
- Develop **self-agency**
- Maintain **resilience and grit**
- Foster a **growth mindset**
- Pursue **adaptability**

**Skillsets**
- Build **21st Century “Spark Skills”**
- Be proactive about **financial wellbeing**
- Improve **technology skills**
- Gain **social capital & networking**
Entrepreneurship is imperative.

“Entrepreneurship can be taught using a scaffolding of skills, building upon our natural ability to imagine:

1. Imagination is envisioning things that don’t exist.
2. Creativity is applying imagination to address a challenge.
3. Innovation is applying creativity to generate unique solutions.

Entrepreneurship is applying innovations, scaling the ideas by inspiring others’ imagination.”

What is one aspect of great teaching?

Student Choice

“[At the heart of every great project is student choice. When students have choices in their learning and how they demonstrate it, they’re more engaged, invested, and able to see the relevancy and application of their learning.]"

—Amanda Schaeffer, Teacher
Student Choice

Types of Choice:

Choice of:
- What
- How
- Assessment

Skills Students Gain:
- Autonomy
- Competence
- Relatedness
This sounds great in theory...

...But what does it look like in practice?
Cafe Vine

While watching, consider:

- What do the educators do to support students?
- Which 21st Century skills are students learning?
- What impact has the class and business had on students?
Integrative Learning

INTEGRATIVE LEARNING CYCLE

Prepare
Receive information needed to be successful

Experience
Activities that create learning opportunities

Reflect & Observe
Review the experience + consider themes

Develop Ideas
Organize themes into conclusions

Integrate & Apply Learning
Develop a deeper understanding through real-life practice
A world where all students - regardless of race, socioeconomic status, or neighborhood - develop the skills and connections needed to achieve economic power and freedom.
How can you do this in your school?

1. Free resources
   - Fam.Biz Entrepreneurship Simulation
   - BUILD Design Challenge

2. Professional Development Opportunities

3. Join us!
   - Youth Pitch Competition
   - Curriculum
SWPA Youth Pitch Competition
WHAT IS THAT THING:

THE PRODUCT PITCH

You will be assigned one of the strange products pictured on the right. **Then, you must create a 1-minute pitch that gets us excited and makes us want to buy your product.** Tell us:

- Your Product’s Name
- What Your Product Is and Does
- Who Your Product Is For
- What Your Product Costs
- Where We Can Buy Your Product

Be creative. Be clever. Be convincing! You have 5 minutes to prepare your product pitch. Any questions?...You may begin!
Bring Learning to Life
with BUILD’s 21st Century “Spark Skills.”

**COLLABORATION**
To work in a team to achieve a common goal.

**GRIT**
To demonstrate perseverance and passion for short and long term goals.

**PROBLEM SOLVING**
To define and analyze problems; identify and execute solutions; and evaluate and improve based on experience.

**COMMUNICATION**
To express and clarify ideas orally and in writing.

**INNOVATION**
To think creatively and take positive risks to develop new ideas or improve on existing ideas.

**SELF-MANAGEMENT**
To act in their own best interest by regulating emotions and identifying their strengths, weaknesses and growth.