

Media and Volunteer Participation

Teaching the BizWorld program is part of a national initiative to ignite the nation's consciousness about the importance of real world learning using entrepreneurship education. *EntrepreneurshipWeek USA* is a week-long effort to make America's youth aware of their potential and inspire students to think BIG. Your involvement in *EntrepreneurshipWeekUSA* provides your school with a unique opportunity to get community members involved in your classroom as well as to invite local media into your school.

Plan to teach BizWorld during *Entrepreneurship Week* (February 24 - March 3). You can teach in two hour blocks to complete the program in one week.

We have provided some suggestions to leverage your efforts:

Media Outreach Tips

- Inform your local media outlets to discuss your involvement in *EntrepreneurshipWeek USA*- including newspaper, radio and television. Search for contacts using www.congress.org/congressorg/dbq/media/ and locate your local media contacts by entering your zip code.
 - Send media the attached press release provided by the BizWorld Foundation
- If the local paper plans to send a photographer, talk to the students about presentation skills and make sure to send us the article or photographs!
- Look for local community members to come to your class and speak to your students about the benefits of entrepreneurship and business. In our experience, business people love to give back to students in their area, which will also attract media to your class. (Examples of influential people who have taught the BizWorld program are San Francisco Mayor, Gavin Newsom, US Senator, Michael Enzi, and NC State Treasurer, Richard Moore).

Community in Classrooms

- Ask local community members to come into your class and assist with the program. Below are some roles parents and community members can fill during the BizWorld program:
 - Begin to ask other teachers/principals if any of their parent's would like to get involved with BizWorld.

- Design
 - Have a volunteer act as the government in Session 4. Each company visits the government to officially form their corporation for \$1 Biz Buck and receive 10 shares of stock.
 - Invite a Venture Capitalist in the classroom during Session 5 to listen to your students' pitches and buy stock from each company.
 - Have a parent serve as the storekeeper, selling supplies to each company in Sessions 5, 6 and 8.
- Manufacturing
 - Bring in a volunteer to act as the bank and loan companies BizBucks in \$10 BB increments in Session 7.
 - Invite a Venture Capitalist in the classroom during Session 7 to listen to your student's pitches and buy stock from each company.
- Marketing
 - Invite a marketing or advertising professional in during Session 9 or 10 to discuss marketing and sell the marketing packet to each student for \$10 BizBucks.
 - Bring back a Venture Capitalist during Session 10 to listen to the student's final pitches and buy stock from each company.
- Sales
 - Invite a class to your sales bazaar to be the shoppers in Session 11
 - Have a financial professional assist with the student's performance evaluation and finance tracking in Session 12
- Organize a field trip to a business or end of program speaker

