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FOR IMMEDIATE RELEASE



CARROLL
Independent School District

Carroll ISD to Create Innovative Opportunity for Students with Carroll Business Academy

Southlake, TX - Carroll ISD has announced plans to create a one of a kind experience for high schoolers, which is planned to begin next school year.

Jeremy Jennings, the Secondary Math and Science Curriculum Coordinator for the district, has been selected to lead the program. He gave a presentation at the November 6th board meeting to inform the community about the upcoming plans.

“This is going to be something that when our students graduate from Carroll Business Academy, industry leaders are going to know that they’re from Carroll Business Academy because they are innovative thinkers. Because they are thinking outside the box. Because they are shaking a hand, looking you in the eye,” said Jennings. “These skills are going to be really practical for the students.”

He said the program will modernize the Carroll business pathway by updating and replacing some of the currently-offered classes, which are geared primarily towards students interested in entrepreneurship. For instance, there are plans to introduce a Social Media Marketing course, courses like Honors Security and Investments, and graduated Honors Entrepreneurship classes.

The core teachings of the Business pathway will remain, such as principles of business, marketing, and finance, but the program will be getting a facelift based on student and faculty feedback.

“These changes are really going to excite and entice students to stay with the program,” said Jennings.

Other exciting changes include a “Shark Tank”- like experience, called “Dragon Tank,” “Ted Talk”- style scenarios, and, as a culmination of their Carroll Business Academy experience,

students will have an opportunity to complete a practicum in entrepreneurship, in partnership with local community leaders and businesses.

The courses will be taught by Carroll ISD faculty members. Staff will begin communicating about these changes with students in the upcoming spring '24 semester in order to gauge interest, with the course changes expected to take place in the fall '24 semester.

Jennings, who has been with the district since 2020, has a background in organizational leadership. The early part of his career was spent in liaison roles between business and education, giving him a unique perspective when merging the two. He was chosen as an Inspire Excellence Teacher of the Month in October of 2022 and has served in many leadership roles throughout his time with the district.

"I'm excited for this opportunity for our students, and I can think of no better leader than Mr. Jennings to help us launch this program. His background in business and leadership gives him the qualifications needed to serve in this capacity in Carroll ISD," said Superintendent of Schools Dr. Lane Lebdetter. "Carroll Business Academy is going to be a great chance for our students to get real world business and entrepreneurial experience that will carry over into their professional lives and into our community."