



## **POLICY: ENTREPRENEURIAL CERTIFICATION**

**Board Approved:** March 3rd, 2021

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### **Siembra Entrepreneurship Certification**

This industry-responsive certification is an internal Siembra specific certification designed in collaboration with the entrepreneurial industry in Albuquerque, New Mexico. This certification supports Siembra's promise of making the community a better place to live by engaging young people in entrepreneurship & economic development. This micro credentialing honors students' entrepreneurial learning and skill development beyond traditional education.

#### **Requirements:**

Siembra graduates receive an Entrepreneurship Certification by meeting requirements in 1) entrepreneurship classes/credits, 2) Senior Capstone and Entrepreneurial Project-based Learning, and 3) Experiential Education.

#### **1. Entrepreneurship Classes/Credits**

Siembra students participate in high school electives and dual enrollment courses that are aligned with the entrepreneurial sector. Siembra students will have completed at least three of the following Siembra specific or CNM dual enrollment courses:

- 1.1. Siembra Business Communications credit (ELE)
- 1.2. Siembra Business Management credit (ELE)
- 1.3. Siembra Financial Literacy credit (packet)
- 1.4. Siembra Academy Career Experience credit (ELE)
- 1.5. Siembra Technology credit (ELE)
- 1.6. CNM Introduction to Business Professionalism class (DE)
- 1.7. CNM Introduction to Entrepreneurship class (DE)
- 1.8. CNM Financial Literacy (DE)

#### **2. Senior Capstone & Entrepreneurial Project Based Learning**

Siembra graduates participate in a Capstone experience that begins as early as their 11th grade year that consists of running a startup business. Upon enrollment, Siembra graduates begin participating in entrepreneurial project-based learning that is grounded in Entrepreneurial Learning Outcomes that have been collaboratively designed by the industry experts and Siembra curriculum designers. Siembra graduates will have demonstrated mastery in 22/29 Learning



**SIEMBRA LEADERSHIP**  
HIGH SCHOOL

Outcomes focus areas listed below through Senior Capstone and/or Entrepreneurial Project-based Learning:

**2.1. Entrepreneurial Processes**

- 2.1.1. Discovery
- 2.1.2. Concept Development
- 2.1.3. Resourcing
- 2.1.4. Actualization

**2.2. Entrepreneurial Traits/Behaviors**

- 2.2.1. Leadership
- 2.2.2. Personal Assessment
- 2.2.3. Personal Management

**2.3. Communication & Interpersonal Skills**

- 2.3.1. Fundamentals of Communication
- 2.3.2. Group Communication

**2.4. Digital Skills**

- 2.4.1. Computer Skills
- 2.4.2. Computer Applications

**2.5. Economics**

- 2.5.1. Economic Concepts
- 2.5.2. Cost-profit Relationship
- 2.5.3. Economic Indicators & Trends
- 2.5.4. Economic Systems

**2.6. Financial Literacy**

- 2.6.1. Personal Money Management
- 2.6.2. Financial Services
- 2.6.3. Money Basics

**2.7. Marketing Management**

- 2.7.1. Product/Service Creation
- 2.7.2. Marketing Information Management
- 2.7.3. Promotion
- 2.7.4. Pricing
- 2.7.5. Selling

**2.8. Operations Management**

- 2.8.1. Business Systems
- 2.8.2. Channel Management
- 2.8.3. Purchasing



2.8.4. Daily Operations

**2.9. Strategic Management**

2.9.1. Planning

2.9.2. Controlling

**3. Experiential Education:**

In addition to courses, Senior Capstone and Entrepreneurial Project-based learning, students also participate in community-based Experiential Entrepreneurial Education. Graduates receiving this certification will have engagement in at least three of the following:

- 3.1. Graduate business pitch and consult with Siembra's Entrepreneurial Committee
- 3.2. Graduate business pitch to the Siembra Leadership High School School Board
- 3.3. 1:1 Consultation with a local small business development office to include but not limited to: WESST, SVEDC, IDED, etc.
- 3.4. 1:1 Consultation with finance/bank partners to include but not limited to Rio Grande Credit Union
- 3.5. Paired Mentorship with a seasoned entrepreneur
- 3.6. Peer to Peer Mentorship with up and coming Siembra Entrepreneurs
- 3.7. Peer to Peer Mentorship with Siembra Entrepreneur Alumni
- 3.8. Paid or unpaid internship
- 3.9. Participate in Siembra Commercial Competition

**4. Alumni support through continued connections:**

Siembra graduates with an Entrepreneurial Certification also have continued alumni support with access to 1) Growth Wheel Licensing software for startups, 2) Color Theory Network, and 3) on-site facilities. Color Theory Network includes: South Valley Economic Development Center, Rio Grande Community Development Corporation, International District Economic Development Center, Roanhorse Consulting, WESST, Siembra Leadership High School, NM Dream Team, Encuentro and NM Immigrant Law Center.