

ORANGE COUNTY  
BOARD OF EDUCATION

AGENDA ITEM ABSTRACT

Meeting Date: March 25, 2013

AGENDA ITEM No. 13-03-(2)-12

ACTION: (Y/N) N

SUBJECT: Virtual Enterprise International (VEI) Program Report

INFO. CONTACT: Dr. Denise Morton, Patricia Harris PHONE: (1919)732-8126

ATTACHMENTS: 1. Virtual Enterprise Program Power Point

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**PURPOSE:** To provide the Board of Education a report on the two newly formed VEI programs being offered this school year in the district's high schools.

**BACKGROUND:** At their December 2012 Board meeting, the Board of Education approved the staff request to offer the VEI program in the district for the 2012-2013 school year. Interest to pursue these programs came as a result of staff exploring entrepreneurship opportunities for high school students over the last several years.

The VEI is an in-school entrepreneurship program and global business simulation that draws on the European tradition of apprenticeships, transforming students into business executives and classrooms into office settings. VEI empowers and motivates participants to develop a range of academic, business, technology and professional skills that prepare them for success in post-secondary education, employment and the community. The Virtual Enterprise Program has drawn national attention as an applied learning instructional model for business, economics, finance, entrepreneurial and career education. As part of this report, teachers and students will describe some of the exciting projects the classes are participating in.

Both Orange High and Cedar Ridge High School are offering the VEI program this school year. Enrollment in the classes as follows: Cedar Ridge High School has 12 students and Orange High School has 9 students enrolled in the class.

**FINANCIAL IMPACT:**

Staff Training Costs	\$2,587.00
Trade Show Costs CRHS/OHS	\$3,523.00
Franchise Fee for CRHS/OHS	\$2,400.00
End-of-Year Exams CRHS/OHS	<u>\$ 399.00</u>
<b>TOTAL COSTS</b>	<b>\$8,909.00*</b>

\*These funds are included in the current year budget.

**RECOMMENDATION:** The Superintendent recommends that the Board of Education receive for information the VEI report.

## Orange County Schools Virtual Enterprise



Blake Brewer, *Chief Executive Officer* – The Blend, Inc.  
Will Collins, *Chief Executive Officer* - Ignite

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## Inside the VE Environment



## What is Virtual Enterprise International?

Virtual Enterprise International, or VEI, is a global, in-class entrepreneurship program.

Students are engaged in a collaborative learning environment that mirrors the business environment

Students determine name, product line, how to operate the business, and they develop a website

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## The Blend vs. Ignite

OHS Firm

Category: Food Service

Products: coffee, pastries, smoothies, catering packages



CRHS Firm

Category: Clothing and Apparel

Products: shirts, pants, shoes



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## VE – Student Roles

Students are “employees”

These students are “paid” for their work, with virtual money

Students “buy” goods and services

Students generate the business, making the learning experience possible



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## VEI – The Learning Experience

After basic organizational functions are carried out, students design Cover Letters, Resumes, and gather Letters of Recommendation to apply for jobs



After which we assume our roles in our respective departments and begin collaborating to craft a business plan

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## - The Process to Success -

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## Third and Ongoing Step: Daily Operations

Daily processes "designed" to guide day to day activities for employees

Now the tasks for our companies are managing these day-to-day operations, payroll, managing orders, and ensuring the ongoing marketing plan is carried out

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## First Step: Business Plan

The Business Plan is the first part of developing our self sustaining business

While working on a sharp deadline, we must complete a detailed and in depth business plan that must be submitted

This is used to acknowledge our existence as an active business

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## - Program Rewards and Challenges -

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## Second Step: Marketing

Sales and Marketing teams began implementing marketing plans to sell products

We created great websites that exemplify our business and target market, especially to the teen consumer



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## Rewards

21<sup>st</sup> Century Skills

Collaborative learning environment → NO ISOLATION

Learn to draw upon individual strengths and gifts

Career planning

Teaches professionalism

Learn to communicate and delegate tasks

Acquire basic leadership skills

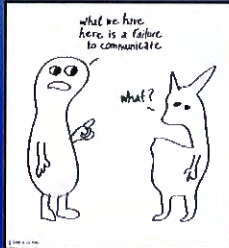
Organizational skills and time management

Project-based, no lecture

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## Challenges

- Technology issues (web hosting)
- Communication barriers between employees
- Differing personalities and styles of work
- Determining organization, name, and products



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## Our Future

With the help of the educational and local community, we hope to continue to attend VE sponsored events to extend the classroom experience and apply our knowledge



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## Trade Show



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## Our Future

This can only be done with your help! Through mentorship, financial support, and advocacy our program can thrive and continue to make a positive impact in the lives of students

## Trade Show

