



"The gift of an entrepreneurial mindset could be life saving for [disenfranchised] populations. They desperately want to support their families but are not being taught that they have other options. They need to hear about the freedom of entrepreneurship to give them hope. Thank you for equipping me."

"The resources provided were amazing and can easily be adapted to any student level in a variety of subjects. Our ability to collaborate with such diverse educators throughout the Commonwealth was priceless. What an amazing opportunity to learn from colleagues each class via breakout rooms. Thank You for this life-changing educational opportunity."

"This class provided a wealth of information about how the entrepreneur mindset can be used in every subject taught and how it will benefit students in life overall, even if they are not interested in being an entrepreneur. These are real life skills and that is what I want to bring into every class I teach."

ONLINE ENTREPRENEURSHIP INSTITUTE FOR ADULT SERVICE PROVIDERS

Put GED and employment skills to work (literally) for your students!

Entrepreneurship is an excellent multidisciplinary, **real-world context for teaching literacy, basic skills, and GED academic subjects** (English, math, social studies, science) while simultaneously developing workforce-based skills—integrated education and training at its finest. Developing an entrepreneurial mindset (opportunity recognition, critical thinking, problem solving, etc.) prepares individuals to also become better employees in any career field (intrapreneurship) and solve community problems (social entrepreneurship). Entrepreneurship seamlessly integrates across **workforce development** program and optimizes engagement by unleashing individual potential to pursue unique interests, hobbies, and passions in the new Innovation/Gig Economy. Self-employment is a real "game-changer" for disenfranchised youth/adults living in impoverished areas because it offers freedom, hope, and empowerment via more personally fulfilling career options while capitalizing on and affirming existing skills and talents. Important life skills are also developed (intrinsic motivation, growth mindset, resourcefulness, resiliency, calculated risk-taking, etc.) by starting **simple "side hustles" requiring minimal start-up costs to earn additional income** that may lead to full-time careers.

The overarching goal of this field-tested, 10-week Institute (**45 hours of professional development**) is to streamline adult service providers' simultaneous learning of entrepreneurship content and pedagogy by reviewing instructional resources (400+ free, online, real-world resources including news articles, videos, podcasts, infographics, textbooks, lessons, PPT slides, test bank, etc.). The Institute content is extremely flexible and accessible to a variety of adult service providers so that they may easily customize it for their organization's mission and target population. **Online modules are self-paced and synchronous Zoom classes** feature introductions to supportive community resources, grassroots entrepreneurs who share "lessons learned," and breakout groups for WIOA and cross-state/agency collaboration, resource sharing, and planning. Practical module assignments result in a business plan first draft and a collection of lessons and workforce-based activities created by the field's frontline providers to inspire creative strategies for high quality education and employment outcomes. **Certificate of Completion, COABE Certified Entrepreneurship Educator exam, credential, and email signature badge included.**

Who Should Attend?

Any adult service provider who works in adult education, basic skills, HSE/GED programs, literacy, workforce development, employment centers, social services, aging and vocational rehabilitation, benefits/work incentives, disability services, corrections, veterans affairs, American Job Centers, Goodwill Industries, United Way, immigrant services, disenfranchised youth programs (alternative education, juvenile justice, Job Corps, etc.), foster care, substance recovery programs, homelessness aide, community colleges, and other like-minded nonprofit and government organizations.

**400+ Free, Online
Resources**

**Real-world
Instructional Context for
GED Academic Subjects**

**Skills-based
Workforce Preparation**

**National Zoom Breakout
Groups for WIOA & Peer
Collaboration**

MODULE TOPICS

- Types of Entrepreneurship
- Workplace Intrapreneurship
- Entrepreneurial Mindset
- Economic Way of Thinking
- Entrepreneur Personal Finance
- Entrepreneur Self-Assessment
- Opportunity Recognition
- Innovation & Design Thinking
- Lean Canvas
- Business Plan
- Marketing
- Operations
- Management
- Funding Sources
- Financial Statements
- Business Structures
- Elevator Pitch

February 1 – April 8, 2022

10 Weeks ♦ 45 Hours

\$450



TO REGISTER & PAYMENT INFO

<https://tinyurl.com/EntreAdultVA>

REGISTER BY January 21

QUESTIONS

Dr. Cheryl Ayers
cheryl42@vt.edu

www.econempowerproject.com

COABE

*This Institute is generously sponsored by the Coalition on
Adult Basic Education, the leading professional
association in the field of adult education.*