

BOSS

Building Occupational Skills for Success

On January 9th, 2017 the City of Milwaukee unanimously passed resolution 161087 establishing a Milwaukee Public Schools and City of Milwaukee partnership and authorized the creation of the Milwaukee Innovative Network for Education MINE. The main transformational vehicle of this initiative is the BOSS Building Occupational Skills for Success program. On May 31st, 2017 the bi partisan Joint Committee on Finance unanimously passed budget motion 296 authorizing matching funds from the state to support the program. This partnership between Milwaukee Public Schools and City of Milwaukee will implement educational, occupational, and behavioral development strategies alongside wrap-around services in mental health, trauma, AODA, opioid abuse prevention, housing, and parenting. Program services will be offered to both student participants and their families. The initiative will be launched at the Barack Obama School of Career and Technical Education 5075 North Sherman Blvd, Milwaukee, WI, 53209 serving 425 high school students and their families, with the eventual goal of expanding the initiative to other Milwaukee schools.

Cultivating Business and Community Leaders

Every community's success depends on a civil society of private citizens working together to achieve the community's goals and address its challenges. A strong civil society requires local leadership and the development of social capital, trust, and shared values. These qualities are frequently developed in the business sphere, where the daily exchange of goods and services builds those bonds of trust. Small business owners form the backbone of every community, investing in neighborhoods and employing the local citizenry. A lack of local businesses not only starves a community of economic development, but also stagnates the development of the human resources needed to create independent and vibrant neighborhoods.

The BOSS program is being developed to address this growing need for community leadership by equipping students with the skills and tools needed to become future small business owners. BOSS is a hybrid program that complements existing technical training programs that are already designed to deliver the skills and knowledge needed for students to find success as employees. BOSS takes the next step for participants to find success as future *employers*.

BOSS is a three-year program. It will begin in a student's Sophomore year and be completed upon graduation. The first two years of the program are oriented around developing foundational skills and knowledge, as well as exposure to career and community partners. The Senior year of the program will be organized around a capstone project of designing and implementing a business plan. This business concept will be based on the trade-skill program

in which the student is already enrolled. The capstone project will also involve applying those essential and technical skills in a real world business environment.

PROGRAM OBJECTIVES/OUTCOMES

COMPREHENSIVE UNDERSTANDING OF BUSINESS FORMATION

Students will be taken through each step of starting a business, gaining an understanding of a host of topics, including: establishing a business entity, banking and financing, government loans and grants, accounting, branding, marketing, web presence, customer service, and creating a business plan.

GEOGRAPHICALLY RELEVANT KNOWLEDGE OF LAWS AND REGULATIONS

Students will gain a practical understanding of legal and business concepts rooted in their geographic location. Students will learn local and state laws that are relevant to their business, as well as local resources available to them that could assist in their endeavors.

TRADE SPECIFIC UNDERSTANDING OF BUSINESS

Students will learn how general business concepts would apply to the specifics of their chosen trade. Students will gain a more indepth understanding of how their industry works and the role they could play in their profession.

REAL WORLD CAREER NETWORK

The BOSS Program involves a lot of interaction with community partners to help students establish a real world network of professionals and employers that will prove valuable to them for many years.

PERSONALIZED GUIDE TO STARTING A BUSINESS

During the Senior Capstone Project, students will build a portfolio that documents their project. This portfolio will become a how-to guide for the student to one day use for starting a real business in their trade.

CAREER PATH CONFIDENCE

Upon completion of the program, graduates will have the confidence that one day they will be able to start a business, *because they just did all the real steps involved in starting a business*. Students will be able to bridge the gap between what they are learning in school, and how that translates into a successful career path.

COMMUNITY ENGAGEMENT

Students will gain a better understanding of their own role as a partner in their community. They will develop a sense of the economic landscape in their community, and how they may fit in it.

Year One

The first year of the program (Sophomore Year – starting summer after Grade 9) will establish the essential skills necessary to have a successful summer employment and build toward the capstone project:

- Communication/Improvisation – Integrated into English 10 and CTE
- Problem Solving – Integrated into Social Studies and CTE
- Self-Direction – Integrated into Science and CTE
- WorkKeys – Integrated into Math and CTE – Gold or Platinum level
- The Power of Executive Function (Institute for Child and Family Well Being)
- Geometry in Construction
- Inspire Proficiency
- Summer Employment - Earn & Learn (Employ Milwaukee)

Year Two

Personal Finance

A finance-oriented math class emphasizes applied math skills towards topics such as basic accounting or understanding interest, budgets, direct deposits and other employment related financial issues.

Business Communications

Communications skills would involve oral communications, conflict resolution, basic technical writing, and a basic familiarity with Office programs such as Word or Excel. In addition, cultural proficiency and communication will be explored.

Leadership and Entrepreneurship (The Commons)

Introduction to business and leadership will be the program's main point of community interaction. The focus will also include the economic impact on business from market shifts, automation, supply chain, logistic and distribution challenges, global markets and conflicts, etc.

Health and Safety / CTE Program of Study

The health and safety portion of the program will serve two goals. The first is to prepare students to operate safely in their trade, and get them the real-world work credentials that reflect that. The second is to ensure that they are properly prepared to do the hands on work involved in the third year of the program, and do it safely.

Year Three: SENIOR CAPSTONE PROJECT

The Senior Capstone Project will be made up of sequential modules that lead the student through the steps of creating a business. Each module will emphasize a skill the student has developed in the previous years (Finance, Communication, Business, CTE Program of Study). While the details and skill emphasis will vary module to module, the basic structure of each module will remain the same.

- Classroom Instruction
- Independent Research
- Community Partner
- Hands On Activity
- Written Assignment

Classroom Instruction

The classroom instruction portion will be conducted through a partnership with University of Wisconsin-Milwaukee's Small Business Development Center. These classroom sessions will introduce the students to the topic of the module, giving background information, explaining the assignments, and giving resources for research.

Independent Research

The research topic will flow logically from the classroom session, and will be a way for students to dig a little deeper into the subject.

Community Partner

Each section will have a subject matter-appropriate community partner that the student must meet with. These partners will be people who are actual members of the community working in their respective fields. In addition to learning first hand from professionals, the students will be building their own personal network, establishing relationships with members of their community.

Hands On Activity

This section can vary widely, but will always involve the student engaging with a real world issue. Whether it is filling out forms, creating a business plan, or applying their trade skills, students will see first hand what is done in the real world.

Written Assignment

The written assignment is meant to serve as a summary of the module, and to get the student to think about the critical thinking and problem solving involved in the module.

MODULES

While each module will require a variety of skills to complete, there are specific skill sets that will be emphasized in each module. Broadly speaking, these are the same skill sets that the student develops in the foundational portion of the program: Finance, Business, Communication, and CTE Program of Study. Additionally, the modules that emphasize those shared skill focuses are grouped together. Therefore, the entire project could be broken down into four overall Units, which are then made up of individual modules.

Unit 1: Finance

- 1.1 - Legal
- 1.2 - Banking and Credit
- 1.3 - Grants and Special Programs
- 1.4 - Accounting

Unit 2: Business

- 2.1 - Exploring Business Needs
- 2.2 - Capital Investments
- 2.3 - Creating a Business Plan
- 2.4 - Implementing Your Business Plan

Unit 3: Communication

- 3.1 - Branding
- 3.2 - Marketing
- 3.3 - Web Presence
- 3.4 - Customer Service

Unit 4: CTE Program of Study

- 4.1 - Creating an Estimate
- 4.2 - Performing the Job
- 4.3 - Following Up
- 4.4 - Paying Taxes

EDUCATION SYNERGY

A recent NFIB [Young Entrepreneur Foundation](#) survey found that 90 percent of teachers and guidance counselors said their students were interested in becoming entrepreneurs, but 75 percent of the students didn't know where to start. The BOSS Program's goal is to address this crucial knowledge gap in our high school students, and empower them to take their future in their own hands. Around the country, entrepreneurship programs for high school students are being implemented to address this growing issue. However, the BOSS Program is the first entrepreneurship program to be created that roots business education within a Career and Technical Education, empowering students with business savvy and a foundational skill set to power their future.

Participants will learn financial management, marketing, sales, customer service, communication and negotiation, leadership, project management and planning, delegation and time management, problem solving, and networking. In addition to developing these skills, students will become an active member of their community, cultivating a network of professionals that will prove valuable to them for years. Our students will have the knowledge, skills, work ethic, and understanding of the business world to be highly qualified employees, and one day become employers and community leaders.