Youth and Entrepreneurship: Teaching the Next Generation Business Skills in the Era of COVID

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Youth and Entrepreneurship
The Partners

University Library System

Future Makers
Build a Bright Future
A YOUTH PROGRAM OF
Oakland Planning and Development Corporation
The Grant

The STEAM Studio at the Hill District Community Engagement Center offered seed grants between $1,000 - $3,000, up to $30,000 to community partners and university departments.

Two types of seed grants awarded:

• Community organization STEAM grant
• STEAM team project seed grant
The Lunchroom

Modeled after the boardroom, the lunchroom is a social innovation competition for 7th-12th graders.

Students will develop skills in:
• Ideation
• Product creation
• Business financial literacy
• Market Research
• Pitching

Features weekly remote meetups, expert speakers and interactive virtual activities.
The Learning Outcomes

• The importance of and benefits to entrepreneurship in society and how everyone can be entrepreneurial in their daily lives.

• The skills and personality characteristics of successful entrepreneurs including the values of leadership, creativity, and teamwork.

• The process associated with starting a new venture from idea to market.

• How to pitch an idea appropriately for different audiences.

• The lexicon of entrepreneurship.

• How to use digital technology to become more competitive in the workplace.
The Curriculum

Week 1: The Entrepreneurial Mindset
Week 2: Ideation
Week 3: Business Planning and Market Research
Week 4: Prototyping and Using Technology
Week 5: Pitching
Week 6: Pitch Presentations
Student Deliverables

Students participating in the program will produce:

- Weekly journal entries
- Reflections on chapter readings and articles
- Mini business plan and budget form
- Digital presentation
- Pitch to “investors”
The Models and Tools

Entrepreneurship curriculums

- Everfi- NFTE Venture - Entrepreneurial Expedition
- Venture Lab

Business and tech tools

- Lean Canvas (modified)
- Business Plans Handbook
- Zoom
- Padlet
- Google Slides
- Books (*A Paperboy’s Fable* etc.)
- Libguide for students
The Why

The ULS Strategy Plan 2020-2025 Strategic goals:

• Have better engagement with Homewood and Hill Community Engagement Center
• Commit to diversity and inclusion in everything we do.
• Be active creators and connectors in local and global information networks.
University of Pittsburgh’s Year of Engagement:
A celebration of the work that’s central to our mission: collaborating to confront the world’s biggest challenges and mobilize toward a better, more equitable and just society for all. Engagement means co-creating opportunities and partnerships that produce ideas and initiatives, resulting in long-lasting and impactful change to our campus and our world.
The Tips

- Think, Pair, Share
- Use of Relevant Examples
- Topical Speakers
- Create Templates for Students to Use
Thank you!

Questions?

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