

Disclaimer

This document contains examples of and links to resources created and maintained by other public and private organizations. This information is provided for the reader's convenience and is included here to offer examples of the many resources that educators, parents, administrators, and other concerned parties may find helpful and use at their discretion. The U.S. Department of Education does not control or guarantee the accuracy, relevance, timeliness, or completeness of this outside information. Further, the inclusion of links to items and examples do not reflect their importance, nor are they intended to represent or be an endorsement by the U.S. Department of Education of any views expressed, or materials provided.

Entrepreneurship Education

Entrepreneurship, or starting one's own business, is on the rise in the United States. In its [National Report on Early-Stage Entrepreneurship in the United States: 2020](#), the Ewing Marion Kauffman Foundation reported that the rate of new entrepreneurs in the U.S., which is the percentage of adult non-business owners who start a new business, increased sharply during 2020, rising among both men and women, among all major racial and ethnic groups, among all age groups, and among all educational levels. During 2020, an average of 380 out of every 100,000 U.S. adults became new entrepreneurs in a given month, the highest number since the Kauffman Foundation first began its reporting on this indicator in 1996.

Through entrepreneurship education, high schools, area career and technical education centers, providers of educational and enrichment programs outside non-school hours, community colleges, and others can prepare students to be successful in these efforts, helping them to create new jobs for themselves and for their communities. For state and local educators who are interested in addressing the growing interest in starting your own business, we highlight a variety of informational resources on entrepreneurship education in three categories:

- [State Leadership to Advance Entrepreneurship Education](#)
- [Federal Government Resources to Support Entrepreneurship Education](#)
- [Non-Profit Resources to Support Entrepreneurship Education](#)

State Leadership to Advance Entrepreneurship Education

Entrepreneurship education is prominent in the elementary and secondary education standards in several states.

Entrepreneurship Education Across the Curriculum

Since 2009, the state of Wisconsin has promoted the inclusion and integration of entrepreneurship education in all curricular content areas at both the elementary and secondary levels. An Entrepreneurship Education Task Force was convened by the Wisconsin Department of Public Instruction, with support from the Wisconsin Department of Financial Institutions, to

develop a vision for schools and districts interested in entrepreneurship education. The Task Force was charged with addressing two questions:

- How can Wisconsin's schools ensure that all students experience an education that nurtures and fosters independent and creative thinkers?
- How can Wisconsin's schools lay the groundwork for new approaches to entrepreneurship in a rapidly changing, competitive global environment?

The Task force produced [Wisconsin's Vision for Entrepreneurship Education](#) to assist school and district leaders in better understanding entrepreneurship education and identifying opportunities to incorporate it in the curriculum. The vision includes:

- The Wisconsin Framework for Entrepreneurship Education, which identifies the essential knowledge and skills necessary to prepare students to be entrepreneurs or entrepreneurial thinkers.
- An Action Plan for Entrepreneurship Education that provides a road map for expanding and supporting entrepreneurship education.
- A self-assessment tool to assist educators and administrators in reflecting on their current practices and how they may be changed to better develop students' entrepreneurial skills.

Entrepreneurship Education and College and Career Readiness Standards

In Colorado, the state's [Essential Skills Framework](#) identifies skills and competencies that are necessary for all students to enter the workforce or continue education after high school. One of the four categories are entrepreneurial skills, which include critical thinking and problem-solving, creativity and innovation, inquiry and analysis, and risk-taking.

In Pennsylvania, entrepreneurship is one of the four strands of the state's [Career Education and Work Standards](#). Students begin learning about entrepreneurship in the 3rd grade, study historical or contemporary entrepreneurs and their character traits in the 5th grade, learn about the components of a business plan in 8th grade, and, in the 11th grade, every student is expected to develop a business plan. Pennsylvania also developed [aligned lesson plans and curricular resources](#).

Similarly, the [Nebraska Standards for Career Ready Practice](#) describe the varieties of expertise that educators at all levels should seek to develop in their students. The tenth standard, "Manages personal career development," requires career-ready students to—

- Understand the knowledge and skills required of an entrepreneur.
- Describe the opportunities for entrepreneurship in a given industry.
- Weigh the opportunities, benefits and risks of entrepreneurship versus employment in a career.

Entrepreneurship as a Topic in State Social Studies Standards

In 16 states, entrepreneurship is included as a topic or strand in state social studies standards. These states include: [Arizona](#) (grade 5 standards), [Georgia](#) (grades 6 through 12), [Idaho](#) (grades 4 and 5, and high school economics, which is a required course), [Illinois](#) (grades 6 through 8), [Indiana](#) (grades 4 and 8, and high school economics), [Kentucky](#) (grade 2, 7, and high school economics), [Maine](#) (grades 5 and 6), [Michigan](#) (grades 3, 8, and high school economics), [Mississippi](#) (high school economics), [New Mexico](#) (high school economics), [Oregon](#) (grade 8 and high school economics), [Rhode Island](#) (grade 3 and high school), [Texas](#) (high school economics), [Virginia](#) (grade 12), [Washington](#) (high school), [Wisconsin](#) (grades K-2 and 3-5)

Six states have established state standards for financial literacy that include learning about entrepreneurship, including [New Jersey](#), [Ohio](#), [Oklahoma](#), [Vermont](#), [Virginia](#), and [Wisconsin](#).

Entrepreneurship Education and Career and Technical Education

Entrepreneurship education is an important part of career and technical education (CTE) in more than a dozen states.

The Florida Department of Education (FLDOE) has taken a strong leadership role in promoting the growth of entrepreneurship education in CTE. Entrepreneurship features prominently in its [2020 State Plan](#) for the Carl D. Perkins Career and Technical Education Act, as amended by the Strengthening Career and Technical Education for the 21st Century Act (Perkins V). For example, the plan notes that:

Efforts at scaling innovation in career and technical education must consider the role of an entrepreneurial mindset. We know that a robust entrepreneurial ecosystem matters for the future of the Florida economy (Prosperity Now, 2016). Business equity is the second largest source of wealth behind home equity, and for special populations, self-employment and the ability to effectively create value contributes to greater economic security. In short, becoming an entrepreneur is just as viable a path to improving Florida's economic and social mobility rates as is engagement in traditional CTE programs and coursework.

- Review an [Executive Summary](#) of Florida's Perkins V State Plan.

During the 2020-21 school year, FLDOE used \$1.6 million in special reserve funds available under section 112 of Perkins V to award grants to fund innovative entrepreneurial education and training projects that “cultivate entrepreneurial mindsets and entrepreneurial capabilities in CTE students.”

- Read the Florida Department of Education's [Request for Proposals](#).

In Nebraska, entrepreneurship has been identified as one of the state's 16 career clusters.

- Review Nebraska's [virtual industry video](#) that introduces students to the entrepreneurship career cluster, a [teacher discussion guide](#), and [instructional resources](#).

Seven states have identified entrepreneurship as a CTE program of study or a career pathway:

- Entrepreneurship is a pathway in California's Marketing, Sales, and Service career cluster with defined [curriculum standards](#).
- Florida has identified entrepreneurship as a [program of study](#).
- Georgia has an entrepreneurship [program of study](#) and has set state standards for entrepreneurship courses in the [Business Management and Administration](#) and [Marketing](#) career clusters.
- In Hawaii, entrepreneurship is a program of study in all six of Hawaii's [career pathways](#).
- Illinois has an entrepreneurship [program of study](#).
- Nevada has established [state standards](#) for its program of study, a 3-credit course sequence in entrepreneurship.
- Tennessee has established a [program of study](#) in entrepreneurship and set state standards for an advanced [Entrepreneurship](#) course and a capstone [Business and Entrepreneurship practicum](#).

Other states have established state standards or curriculum frameworks for CTE courses in entrepreneurship. They include:

- Alabama, which has set standards for an [Entrepreneurship](#) course.
- Indiana, which has state standards for its [Introduction to Entrepreneurship](#) course and its Entrepreneurship and [New Ventures Capstone](#) course.
- North Dakota, which has established curriculum frameworks for an introductory [Principles of Entrepreneurship](#) course and an advanced [Entrepreneurship](#) course.
- South Dakota, which has identified standards for a foundational course in [Entrepreneurship](#) and the advanced course [Entrepreneurial Skills](#).
- Utah, which has standards for a course in [Entrepreneurship](#).
- Entrepreneurship also has been identified as a career pathway in [Kansas](#) and [North Carolina](#).

Federal Government Resources to Support Entrepreneurship Education

The [U.S. Small Business Administration](#) (SBA) is a federal government agency that provides technical assistance and support to help Americans start, build, and grow businesses. In addition to guaranteeing loans and surety bonds, managing federal contracting assistance programs like the 8(a) Business Development program for small, disadvantaged businesses, and providing other supports to small businesses, the SBA website includes a wealth of information resources relevant to entrepreneurship education:

- The [Business Guide](#) is a collection of information resources for aspiring entrepreneurs that covers topics like choosing a business structure, how to obtain federal and state tax identification numbers, and common types of business insurance.
- The [Learning Center](#) offers short video courses on topics related to starting and growing a small business, such as *How to Write a Business Plan*, *Introduction to Pricing*, and *Understanding Your Customer*. There is a video specifically designed for secondary students, [Young Entrepreneurs](#).
- The [Ascent for Women](#) program offers short video courses and learning tools on small business development and growth designed for aspiring or current women entrepreneurs. Topics include *Strategic Marketing*, *Your Business Financial Strategy*, and *Access to Capital*.

The [Federal Reserve System](#) conducts the nation's monetary policy by setting short-term interest rates and influencing the extent to which credit is available in our economy, as well as its cost. It also promotes the stability of our financial system, supervising financial institutions, and promoting consumer protection and economic development. Two of the regional Reserve Banks that comprise the Federal Reserve System have developed entrepreneurship educational resources.

- The Federal Reserve Bank of Kansas City's [Entrepreneurship in the Classroom](#) website is a collection of resources, articles, videos, and lesson plans intended for use by teachers at the elementary, middle, and high school levels. Examples include:
 - [The Case for Youth Entrepreneurship Education](#) explains why promoting entrepreneurship among young people is important to our economy.
 - [Jay Starts a Business](#) is an interactive video book that introduces younger students to entrepreneurship. It includes a teacher manual and a student journal.
 - [Are You Ready to Take the Risk?](#) is a self-assessment survey for middle school students that explores the 10 talents of successful entrepreneurs identified by the Gallup Organization.

- [Location, Location, Location: Let's Start a Business](#) is a lesson plan in which students compare economic data from three different states to determine the ideal location for their business.
- The Federal Reserve Bank of Dallas has published [Entrepreneurs](#), an introduction to the role that entrepreneurs play in the economy that is intended for high school students.

The Employment and Training Administration (ETA) in the **U.S. Department of Labor** supports the Competency Model Clearinghouse to inform the public workforce system about the value and uses of competency models, which are descriptions of what a person needs to know and be able to do to succeed in a job, occupation, or industry. ETA worked with the Consortium for Entrepreneurship Education to develop a [competency model for entrepreneurs](#), which can be used by educators to design entrepreneurship education programs.

Non-Profit Resources to Support Entrepreneurship Education

There are numerous non-profit organizations that provide entrepreneurship resources at no cost.

- In [Creating Entrepreneurship Pathways for Opportunity Youth](#), the [Aspen Institute Forum for Community Solutions](#) explores the potential for engaging opportunity youth (youth who are neither in school nor employed) in entrepreneurship education and training initiatives. The publication reviews some existing entrepreneurship education programs and relates the experiences of 24 organizations that received grants from the Youth Entrepreneurship Fund to adapt these programs for opportunity youth.
- [DECA, Inc.](#) is a national non-profit organization for students interested in careers in marketing, finance, hospitality and management. Its website features resources on school-based enterprises, including [Guide for Starting and Managing School-Based Enterprises](#) and [instructional units](#) on related topics like financial analysis, market planning, and pricing. Some of the student organizations that offer competitive events to promote the entrepreneurship mindset and motivate students who aspire to become entrepreneurs include [Business Professionals of America](#), [Future Business Leaders of America-Phi Beta Lambda](#), [Family, Career, and Community Leaders of America](#), and the [National FFA Organization](#) (formerly known as the Future Farmers of America).
- [Junior Achievement USA](#)® engages volunteers in 105 communities across the U.S. to deliver programs for children and youth that share lessons in financial literacy, work and career readiness, and entrepreneurship. It maintains a [library](#) of free videos and self-guided supplemental educational resources that can be downloaded by educators and parents.
- The Ewing Marion Kauffman Foundation supports two online entrepreneurship education resources that are available at no cost. [Kauffman Entrepreneurs](#) is a web-based repository of articles, videos, and podcasts on starting and growing a new business. [Kauffman FastTrac](#)® is an entrepreneurship education program that is available virtually online or taught in-person by local affiliated organizations.

- The [National Consortium for Entrepreneurship Education](#), EntreEd, is a membership organization that champions entrepreneurship education and provides its paid members professional development related to teaching entrepreneurship education. It also has published [national standards for entrepreneurship education](#) and offers [free lesson plans](#) (“lesson kickstarters”) for integrating entrepreneurship education in elementary and secondary classrooms that are searchable by grade and subject.
- The [Network for Teaching Entrepreneurship](#) brings entrepreneurial education to youth in low-income communities, partnering with schools in which at least 50 percent of students qualify for free- or reduced-priced lunch or with community-based organizations, or other entities that serve low-income youth. Some [curriculum resources](#) are available at no cost on its website, such as brief, web-based interactive programs that help students explore different aspects of the “entrepreneurial mindset.”
- [Real World Scholars](#) engages elementary and secondary students in establishing an Education Corporation that makes and sells products or services to customers outside the school community using the organization’s e-commerce platform. Real World Scholars awards some micro-grants to schools to support the costs of the program.
- [SCORE](#) is a national network of small business experts who volunteer their time to educate and mentor new entrepreneurs. It sponsors free weekly [webinars](#) on topics like writing a business plan and has a large [library of free publications](#) and other information resources on such topics as “*Finance Fundamentals: 6 Areas of Focus to Successfully Operate Your Business*,” “*12 Steps to Starting a Restaurant*,” and “*Smart Credit Strategies for Small Business Owners*.”
- For rural areas, promoting and supporting entrepreneurship can be a powerful economic and workforce development strategy that can generate jobs and wealth that will remain in the community.
 - The organization REAL ([Rural Entrepreneurship through Action Learning](#)) began in the early 1980s with two educators who created school-based enterprises in rural North Carolina high schools to teach work readiness skills and introduce entrepreneurship as an alternative, hometown career option for youth who were increasingly leaving rural communities after high school to look for work. Supported today by the Sequoyah Fund, Inc., a certified Native Community Development Financial Institution, REAL offers teacher training and entrepreneurship education curricula that are used in the elementary and middle grades, high school, and community colleges. REAL offers visitors to its website a free copy of its publication, *Beyond the Lemonade Stand: Growing and Supporting Youth Entrepreneurship*.
 - The U.S. Department of Labor’s Workforce GPS technical assistance website includes a paper on [The Role of Entrepreneurship in Rural YouthBuild Programs](#) that explores how entrepreneurship education and training can contribute to creating

jobs and securing future employment for rural YouthBuild participants. Though prepared specifically for YouthBuild program leaders, the paper presents information that may be of interest to organizers of other types of youth programs that are located in rural communities.

- SCORE also has a dedicated webpage on [rural entrepreneurship](#).

Entrepreneurship Education and Native American Youth

Fostering entrepreneurship among Native American youth can promote greater economic opportunity for Tribes while also advancing Tribal sovereignty and self-determination. Several organizations have stepped up to offer entrepreneurship education programs for Native American youth.

- Based at New Mexico State University, the Arrowhead Center leads the [Innoventure](#) program that seeks to develop entrepreneurial knowledge and skills among Native American children and youth residing in New Mexico and El Paso, Texas. Designed for elementary school students, *Innoventure, Jr.* introduces children to foundational entrepreneurial concepts and engages them in a hands-on activity that encourages them to invent their own product idea. The *Innoventure Challenges* are competitive events, one for middle grades students and the other for high school students, that invite teams of Native American youth to think like entrepreneurs by developing product prototypes. The Arrowhead Center also has summer camp programs. *Camp Innoventure* meets weekly to share with youth in the middle grades information about different entrepreneurs and industries and offers at-home activities that youth can complete to learn more about each industry. Through a partnership with Navajo Technical University, *Innoventure Ranch Management Camps* introduce Native American youth to entrepreneurial thinking and agricultural science to encourage them to consider becoming the next generation of Native American farmers and ranchers.
- The Native Nations Institute at the University of Arizona's [Native American Youth Entrepreneurship Program](#) is a five-day summer program for Native American high school students that offers opportunities to engage with Native American business professionals and builds entrepreneurial skills through collaborative exercises in which participants learn how to develop their ideas into businesses and market them to consumers.
- [American Indigenous Business Leaders](#) (AIBL) is a national non-profit organization that aims to increase the representation of Native Americans and Alaska Natives among business leaders and entrepreneurs through education and leadership development opportunities. AIBL authorizes student chapters at the high school and postsecondary levels that provide peer support, leadership training, career and college guidance, and networking opportunities for Native American students interested in business careers.

- A partnership that includes AIBL, First Nations, and the National Center for American Indian Enterprise Development sponsors an annual [**Native Youth Business Plan Competition**](#) for Native American youth who are enrolled in high school or postsecondary education and who are interested in entrepreneurship. Participants work in teams to develop business plans for their products or companies. Ten semi-finalist teams are selected to receive mentoring from Native American business owners to further refine their plans. The teams then compete for a panel of judges who decide which business venture best merits a capital investment.

Other organizations provide free resources on business planning and development that could be useful in entrepreneurship programs for Native American youth.

- Operated by Lakota Funds, a Native community development financial institution on the Pine Ridge Reservation, the [**Building Native Industry Institute**](#) offers free online business education courses for aspiring entrepreneurs, including a series for artists on starting, managing, and marketing a business. Lakota Funds also manages the [**Building Native Art program**](#) that supports local art entrepreneurs by providing capital, training, and customized coaching and technical assistance.
 - **Coalition for Oregon Native Enterprise** (ONE Coalition) at StartUp Oregon offers a series of eight [**free online business development workshops**](#) led by Native American entrepreneurs in Oregon. Topics include: “Define Your Market,” “Price and Practices,” and “Types and Sources of Capital.”
-