Business Plan After-School Academy

An After-School Learning Academy

<table>
<tr><td>Objective:</td><td>Create an after-school program that provides an interdisciplinary project based learning for after-school students…high school, home school and drop outs.
Provide essential skills not generally taught in schools… problem solving, thinking skills, collaboration, process methods, communication with others, continuous improvement, quality processing, risk taking, learning from failure, values, character development</td></tr>
<tr><td>Vision</td><td>Define a clear vision with values.</td></tr>
<tr><td>Mission statement</td><td>Our mission is to get students excited about learning and have the skills to manage in today’s society.</td></tr>
<tr><td>Elevator speech

marketing/sales pitch?</td><td>Present education leaves students bored, not engaged in learning and finding it difficult to manage the complexities of life relating to the interface of society, schools and business. Our after-school program will provide a fun environment around interdisciplinary project based learning for charter, public high school, home school and drop outs. We will provide the missing skills like problem solving, creative and critical thinking, questioning, character development and society values needed in today’s environment. Assessment will be by the skills and innovative approaches in problem solving and involvement of the community.</td></tr>
<tr><td>Customers
various market segments

Will begin with the first two groups</td><td>School will service the following potential customer base:
After school parents
Home School Parents to supplement their content based learning
On-line learning organizations that need a face-face learning facility
High school drop outs
Career changing adults for are re-entering the work force
Existing after school programs</td></tr>
<tr><td>Management team</td><td>Needed Partners (help to start and lead; Marketing, Curriculum)

<table><tr><th>Position</th><th>Person</th></tr><tr><td>Founder/ BOD</td><td>Bill Wolfson,</td></tr><tr><td></td><td></td></tr></table></td></tr>
<tr><td>Needs</td><td>The skills needed in our vastly complicated world, whether to earn a decent living or to be an active and informed citizen, are radically different from those required historically. Quite simply, the world has changed, and our schools remain stuck in time. “Knowledge workers” have become obsolete. What the world demands today are “smart</td></tr>
</table>

EngineeringLens

<table>
<tr><td></td><td>creatives," the term that Eric Schmidt and Jonathan Rosenberg use to describe the kind of people Google needs to hire in their book How Google Works…Most Likely to Succeed: Preparing Our Kids for the Innovation Era</td></tr>
<tr><td>Competitors
Knowing details about your competition</td><td>Existing after school programs that are held in local schools.
http://afterschoolprograms.com/after-school-programs
http://www.kidscornerwinchester.org/
http://highlandsafterschool.org/ Newton Middle School children
http://www.masonrice.org/ School based afterschool program
Home Schooling on-line www.icademy.com/Homeschooling
Most like ours http://www.kidsborough.com/
Mass Bay community College Summer Program … 2 weeks, $300 STEM programs Grades 7,8</td></tr>
<tr><td>Uniqueness

The school will have a learning culture where projects are owned by the students and set their own project learning targets.</td><td>Provide supplementary soft-skills to students. These skills are not subject matter skills but life skills to support the student in work, dealing and interface with society, and citizenship.

<table><tr><th>Area</th><th>Tools</th></tr><tr><td>Society</td><td>Character traits, Problem solving, Design thinking, Soft-skills</td></tr><tr><td>Citizenship</td><td>Thinking skills(creative and critical thinking, questioning, reflection), Values, Character development</td></tr><tr><td>Work</td><td>Process methods, Collaboration, Innovative thinking, Financial understanding</td></tr><tr><td>Lifelong learners</td><td>Excitement in learning, Risk taking, Feedback, Values</td></tr></table></td></tr>
<tr><td>Courses:

Tie to the Common Cord Learning

Community input
Interdisciplinary
Learning culture
Student ownership</td><td>The courses will be project base learning to fully engage the student. They will work in teams and do final projects that will be demonstrated to family/community members. World problems can be local community problems as well.
Examples:<table><tr><td>Feed the World</td><td>Heal the World</td></tr><tr><td>Clean the World</td><td>Power the World</td></tr><tr><td>Respect the World</td><td>Connect the World</td></tr><tr><td>Entertain the World</td><td>Sports of the World</td></tr><tr><td>Music of the World</td><td>Record the World</td></tr></table></td></tr>
<tr><td>Ages Groups:</td><td>The course will be designed for the following age groups
16-22</td></tr>
<tr><td>Uniqueness of the program</td><td>Teachers do development/ assessment and research on learning
Organization structure is non-silo based</td></tr>
</table>

EngineeringLens

	• Students do their own assessment on how to judge projects and their learning • Focus on students strengths • Learning by developing solutions to real issues verses a scripted approach • Focus on stretched goals/objectives • A culture of support for the students
Course Content: *Students will own their learning …* *LEARNING GOALS*	Each course will be designed around the appropriate age group and include the following: • Problem Solving Methods • Thinking Skills (Creative and Critical thinking, Questioning, Reflection and System thinking) • Collaboration • Entrepreneurship • Work force needs, Basic financial skills
Course Size, length	Each course will contain a max. of 12 students and no less than 8 students Each course will be 16 session over 16 weeks
First year plans	
Learning Goals ***By the end of this course, the students will be:***	• Clearly articulate the nature of the design process • See the world as a place of excitement and inspiration • Use assessment strategy and feedback as learning tools • Use of relevant soft-skills in their life and interface with society • Begin the steps to become a lifelong learner • Understand the processes within a business and personnel finance • Understand that problems are opportunities in life

EngineeringLens

Short term goals

Goals	Priorities

Budget

You need to be aware about the competitive pricing and how your product/service will add more value.

Expense Items	Expense
Initial Capital cost for Instruments	
Facility Set-Up	
Monthly Facility	
Internet/ Phone/Utilities	
Marketing	

Monthly Income	
Courses After School	
Evening Courses	
Selling Supplies	
Lab fee for on-line classes	

Product/ Services

Open issues

Facility, Financial, Organization structure, Partners (help to start and lead; Marketing, Curriculum)

EngineeringLens