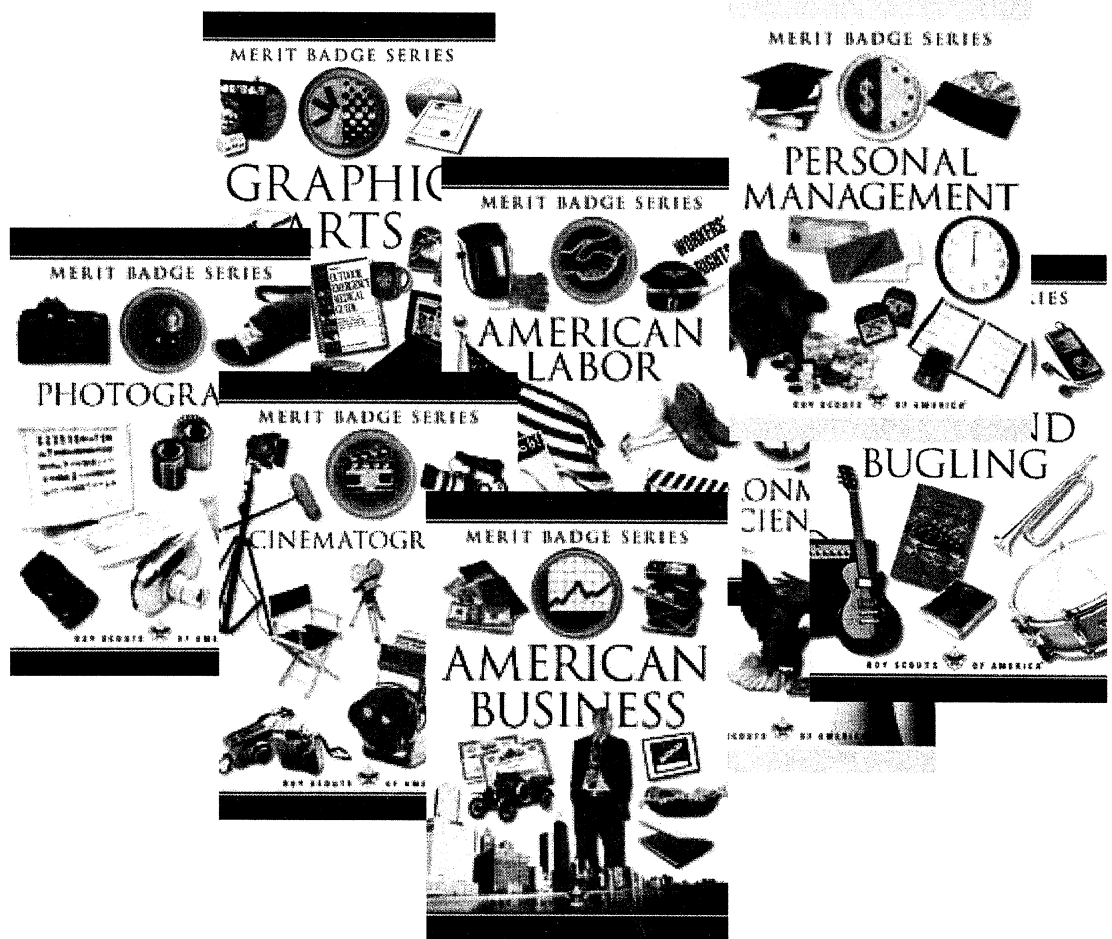


# FBLA DAY OF MERIT



American Enterprise Project  
North Forsyth High School  
Georgia  
2009-2010



# TABLE OF CONTENTS

## PURPOSE OF PROJECT

Introduction.....	1
Statement of Project Goals.....	1

## RESEARCH INTO SCHOOL AND/OR COMMUNITY NEEDS

Needs Assessment.....	2
-----------------------	---

## PLANNING AND DEVELOPMENT OF PROJECT

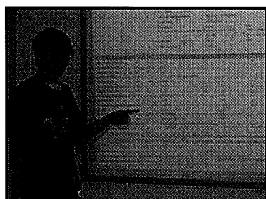
Organization.....	3
Project Name.....	4
Target Audience.....	4
Date.....	4
Location.....	4
Registration Process.....	5
Workshops.....	6
American Enterprise Based Workshops.....	6
Career Focus Workshops.....	7
Project Planning.....	8
Project Promotion.....	10
Budget.....	13

## IMPLEMENTATION OF PROJECT

Registration.....	14
Concessions.....	14
Instruction.....	15
American Enterprise Week.....	20
Overcoming Challenges.....	20
Philanthropic Donations.....	21
Project Hours and Involvement.....	22
Financial Statement.....	23

## EVALUATION AND RESULTS

Project Goals & Outcomes.....	24
Workshop Evaluation.....	25
Publicity.....	26



## **PURPOSE OF PROJECT**

---



### INTRODUCTION

Since the beginning of this great country, the founding fathers created a system of private enterprise regulated by government. They believed that economic freedom is essential for national growth and prosperity. This system has evolved over time into the American enterprise system. This freedom has allowed people of all backgrounds to craft businesses that have withstood the test of time, challenged the world, and stimulated youth.

The guidelines of the American Enterprise project direct that the project must promote the awareness of some facet of the American enterprise system within the school and/or community. It must be designed to help members learn more about the economic system that we live in and then share our knowledge with others outside the school.

We chose to concentrate our project on three facets of the American enterprise system: entrepreneurship, business and careers. Our targeted audience was middle school and high school aged students who were interested in learning more about the American enterprise system, as well as our Future Business Leaders of America (FBLA) chapter. As a chapter, we decided the best way to learn about the American enterprise system was to research the different facets, prepare workshops and then teach the American enterprise system to high and middle school students. This strategy for our project would allow us to discover, analyze information and share with other people our own age what we learned about the American enterprise system. People remember 10 percent of what they hear, 25 percent of what they see, and 65 percent of what they do. We know that people retain closer to 100 percent of what they teach others. Teaching another person

something that we have researched, prepared, and learned is at the two highest levels of Bloom's Taxonomy: "Synthesis" and "Evaluation."

### STATEMENT OF PROJECT GOALS

- To increase awareness of the American enterprise system among the community, especially middle and high school aged students, as well as FBLA members;
- To reach out to a minimum of 150 youth in our community in order to increase awareness and understanding of the American enterprise system through business related and career focused workshops;
- To incorporate all the project requirements into the FBLA Day of Merit;
- To provide a fun and educational environment for the FBLA and community members that promotes awareness of the American enterprise system; and
- To have fun while learning and teaching about the American enterprise system.



## RESEARCH INTO SCHOOL AND/OR COMMUNITY NEEDS



Before beginning to develop this project, it was important to assess the needs of the community, within and outside of our own high school, to determine who most needed and wanted to learn more about the American enterprise system.

### NEEDS ASSESSMENT

In the past decade, Forsyth County has abundantly grown in population. With a population exceeding 168,000, the county quickly transformed from a predominately rural farm community to a populated suburban community of metro Atlanta. North Forsyth High School (NFHS) is located in Forsyth County, approximately 40 miles north of Atlanta, Georgia. We have a student population of 2,163 students as of January 2010.

To collect data for our needs assessment within our school we surveyed a sample of our student body. We surveyed 286, approximately 13 percent of the 2,163 students at North Forsyth. Of those surveyed, 71 percent indicated that they did not know what the American enterprise system is. Fifty-four percent signified that they would be interested in learning more about the American enterprise system, but 22 percent were interested in attending a workshop about American enterprise. Realistically, even fewer students would be interested if that workshop required an after school or Saturday morning commitment. It is apparent through our needs assessment, that students within our community had a vague knowledge of the American enterprise system lacked the willingness, despite the desire to learn more, to give up their time to attend a workshop.

We agreed that we needed to direct our attention to a target audience that would be interested in learning more about the American enterprise system. Our chapter adviser, who is an assistant Scoutmaster with the Boy Scouts of America, suggested that we look at presenting workshops, in the form of merit badge clinics, to area Boy Scouts. There are several merit badges that are directly related to American enterprise and many more that are career related. "Merit badges are awards earned by youth members of the Boy Scouts of America (BSA), based on activities within an area of study by completing a list of periodically updated requirements." Based on our adviser's suggestion, we spoke to several Boy Scouts in our FBLA chapter and school and they agreed that this was a group of teenagers who would willingly attend our workshops. Our workshops would fulfill a need of the Boy Scouts to earn merit badges which are required in order to advance through the levels of achievement in scouting.

### NORTH FORSYTH HIGH SCHOOL AMERICAN ENTERPRISE NEEDS ASSESSMENT SEPTEMBER 2009

Do you know what American enterprise is?	
Yes = 85/286	No = 201/286
Would you be interested in knowing what American enterprise is?	
Yes = 154/286	No = 132/286
Would you be willing to come to a 4-hour seminar about American enterprise?	
Yes = 63/286	No = 223/286
Do you know what FBLA is?	
Yes = 272/286	No = 14/286
Do you know how FBLA is associated with American enterprise?	
Yes = 80/286	No 206/286

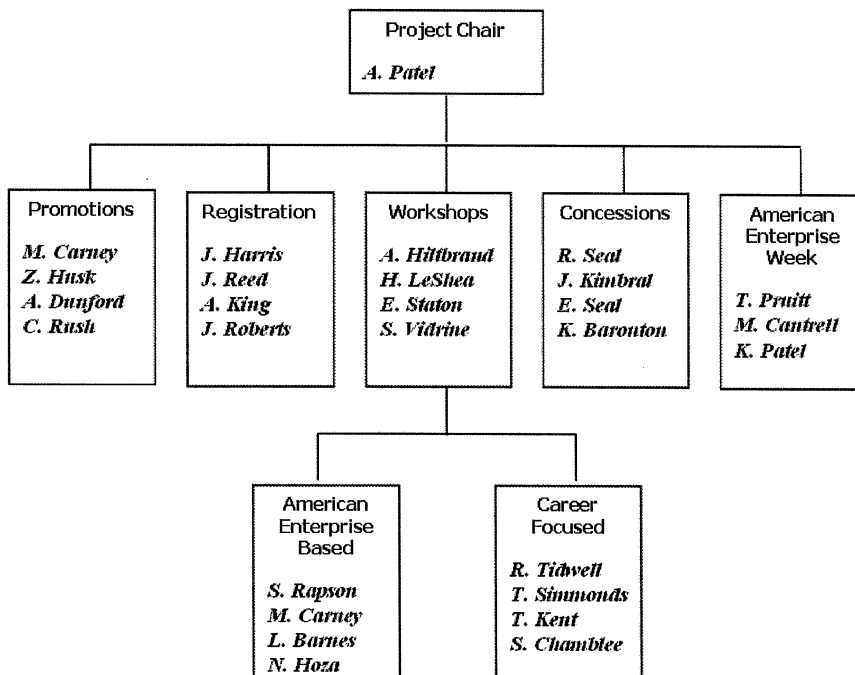
# PLANNING AND DEVELOPMENT OF PROJECT



## ORGANIZATION

To achieve our project goals, we initially appointed two committees: one for workshops and another for American Enterprise Week. After many discussions, we appointed additional committees for project promotions, workshop registration, and concessions. We also subdivided the workshops committee into two sub-committees: American enterprise based and career focused. Each committee appointed a chairperson who was responsible for

overseeing the committee and making sure that the goals of the project were met. Nine career-focused workshops were offered. Members of FBLA who expressed an interest in participating in the American Enterprise Project were placed on different committees depending on their specific interests.



### Career Focus Workshops

- Cinematography
- Communications
- Computers
- Disabilities Awareness
- Environmental Science
- Graphic Arts
- Model Design & Building
- Music
- Photography

### American Enterprise Based Workshops

- American Business
- American Labor
- Entrepreneurship
- Personal Management