The background of the entire page is a stylized, wavy American flag. The stars are white on a dark blue field, and the stripes are red and white. The flag appears to be waving, creating a sense of movement.

AMERICAN ENTERPRISE PROJECT 2018-19

PROJECT RESONATE

**Homestead High School, CA | Chapter 8990
Aryaa Sapkota | Mayuri Hebbar | Arnuv Tandon**

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Promote Understanding

Emerging from the heart of Silicon Valley, the American Enterprise (AE) Project from Homestead High School, Project Resonate, strives to guide its members to seek knowledge, gain experiences, and discover their voice, as well as aims to promote local understanding of and support for the American Enterprise System. The AE System is comprised of competition, networking, and the prevalent presence that governmental influence has on businesses and in everyday life. At the end of this journey, members and the community will gain a understanding of the relationship between government and business and be equipped with the skills needed to thrive in the American Enterprise System.

After conducting proper research, Project Resonate determined the project focus to be government and business, because it would be the most effective way to promote the local understanding of the American Enterprise System. Project Resonate identified the main concepts of the AE System that relate to this focus and them incorporated them into a yearlong plan, full of feasible future steps and activities.

AE Concept	How Project Resonate Promotes Local Understanding of Concept
Bridging Government & Business	By conducting research for debates and participating in project wide discussions on different topics, members will gain a better understanding of how government and business are related. Members will analyze effects of political action committees, businesses, and political parties on the American Enterprise System. Project Resonate will implement a Mock Election which will allow members to apply the skills they learn throughout the year, including debates, public speaking, and marketing.
Communication	Project Resonate will strengthen members' communication skills through activities that will develop members' public speaking. Throughout the project, members will develop communication skills by actively participating in debates. Project members will also work in small groups throughout the year, improving their interpersonal communication skills .
Marketing	During the Mock Election, members will utilize marketing strategies to advocate for themselves and promote their platforms through debates, speeches and designing posters and flyers targeted towards audiences of different demographics.
Networking	During the project, Sunnyvale's mayor Glenn Hendricks will speak at a guest speaker event on November 15, 2018 in celebration of National FBLA American Enterprise Day. At this guest speaker event, members will network with the mayor by asking him questions regarding local government's effect on businesses in the community. Furthermore, while presenting booths at local elementary school Business Nights , members will connect with parents, students, and educators, acquainting themselves with the community and connecting with people from different backgrounds.



Project Resonate Officers Aryaa Sapkota and Mayuri Hebbar

Support for American Enterprise System

By collaborating with members of the community, Project Resonate created a yearlong plan which addressed the community's needs and equipped members with the skills necessary to thrive in the American Enterprise System. By focusing on the government and business aspect of the American Enterprise System, Project Resonate was able to educate and highlight the importance of its relationship by connecting to everyday life. In this way, Project Resonate will dramatically increase support for American Enterprise.

FUTURE ACTIVITIES

Future Project Plans

Middle Level Workshop: Project Resonate plans to host workshops at local middle schools in Cupertino and Sunnyvale. Project Resonate members will apply the skills they have learned in the project and lead the workshops, teaching middle school students the correlation between business and government. Members will develop public speaking skills while educating the community about essential concepts of the American Enterprise system on the topic of government and business.

Mock Election Night Culmination Event: Project Resonate will host a culmination event on March 1, marking the end of the project’s Mock Election phase. At this event, members will present speeches summarizing their experience and discussing the project’s impact on their lives. In addition, the Mock Election winner will be announced, and members will participate in a guest speaker presentation and business centric activities.

Mock Election: Project Resonate members will participate in a mock election which will be a recurring event in the future. Project members will be divided into three groups: candidates, campaigns, and businesses, for the Mock Election. Project members will gain insight into how elections work and the importance of democracy in the American Enterprise System. Since midterm elections have a large effect on society, understanding the election process is especially important for high school students and future voters.



Project Resonate officers Aryaa and Mayuri with Ms. Anderson at Business Night.

Project Legacy

Business Night: Project Resonate hosted two successful Business Nights at two local elementary schools, Cherry Chase and Cumberland, where project members led workshops teaching different aspects of government and business such as views of political parties and business regulations in a manner tailored towards elementary school students. Project Resonate members developed important soft skills such as maintaining professionalism and communicating a variety of audiences ranging from educators to parents and students of all ages. Since the Business Nights were received positively by the community, they will become an annual event at both elementary schools in the future, leaving a lasting legacy.

STEAM Night Opportunity: Due to the large-scale success of Business Nights, Ms. Tiffany Anderson, Cherry Chase Elementary School’s activities director, presented project members with an opportunity to make an impact at another Cherry Chase event. Members led stations at STEAM Night, an event dedicated to promoting science, technology, engineering, the arts and math. Project Resonate will continue collaborating with Ms. Anderson in the future for more opportunities for members to further develop their public speaking, communication, and leadership skills.

“Judging by the amount of dedication and effort that was put in, evident by the outstanding success of Business Night, it will definitely become an annual event! Members of the community gained valuable business knowledge while recognizing the connection between government and business.

-Tiffany Anderson, Cherry Chase Elementary Activities Director



Planning of Research

Project Resonate conducted in-depth research during the summer of 2018 to gain insight into community needs. The project created detailed year plans for three potential project focuses: entrepreneurship, financial literacy, and government and business.

Entrepreneurship

With a focus on entrepreneurship, members would have the opportunity to plan and promote a small business fair showcasing Sunnyvale’s small businesses. Members would learn the day to day operations of a small business. This project focus would educate members on what it takes to thrive our competitive economic system.

Financial Literacy

The project focus of financial literacy would allow Project Resonate to educate community members from diverse financial backgrounds about money management and the American economic system. Through activities such as stock market games, members would learn the skills necessary for good financial habits.

Government and Business

By focusing on government and business, Project Resonate members would learn more about the intersection of business and government through debates, business nights, and the mock election. In the chapter-wide Mock Election, members would take on the roles of businesses, campaign management teams, and candidates.

Project Focus	Advantages	Disadvantages
Entrepreneurship	<ul style="list-style-type: none"> Members will learn how to utilize a variety of marketing strategies Members will gain insight into the mechanics of entrepreneurship 	<ul style="list-style-type: none"> Small businesses may not show interest, making it difficult to acquire a partnership Hard to effectively market the small business fair to the community
Financial Literacy	<ul style="list-style-type: none"> Members will be exposed to better money management techniques Members will explore the importance of money in the American economy 	<ul style="list-style-type: none"> Challenging to develop interesting curriculum for financial literacy The complexity of financial literacy would make it difficult for younger students to understand
Government and Business	<ul style="list-style-type: none"> Members will apply critical thinking and analysis skills to understand the connection between government and business No classes at Homestead currently cover these concepts 	<ul style="list-style-type: none"> Requires immense logistical and detailed planning to execute the yearlong plan Difficult to find professionals in the field to collaborate with

Execution of Research

In the beginning of the year, Project Resonate conducted a survey to gauge members’ skills and interests. Over 90% of members were interested in improving their public speaking and marketing. The curriculum of the project was tailored to meet this interest and incorporate the advice and guidance given by the former Mayor of Sunnyvale, Glenn Hendricks and chapter advisors.

Evaluation of Research

After the initial research, the project chairs used the collected data to select a project focus. Project Resonate officers met frequently with the chapter advisors and the officer team to determine the final project focus. After consulting the chapter advisors and officers, analyzing the survey results, and comparing the strengths and weaknesses of each project focus, Project Resonate chairs determined that Government and Business would be the ideal project focus.

Meetings with the Mayor of Sunnyvale

On July 13, 2018, Project Resonate reached out to Sunnyvale’s mayor, Mr. Glenn Hendricks, to evaluate the municipal government’s relationship with businesses and create a year plan centered around government and business.

Cumberland and Cherry Chase Elementary Schools

On October 7, 2018, Project Resonate worked with Mrs. Edith Mourtos, Cumberland’s principal, and Mrs. Tiffany Anderson, Cherry Chase’s activities director, to develop ten member-led workshops for Business Nights.

Middle School and High School Surveys

Project Resonate surveyed its high school member base and middle school students to gauge their interest in various business skills. Project Resonate used the information received about member interest levels in business topics to create a yearlong plan and educational workshops. The most popular interests among both middle and high school students were public speaking, leadership and marketing.

Collaboration within Chapter Leadership

Project Resonate officers communicated with other chapter officers to formulate a yearlong curriculum during Officer Retreat, which is an annual event where 20 officers and 3 advisers spend over 72 total hours collaborating to plan events and activities for the upcoming school year. Additionally, the project officers had bi-weekly meetings with chapter advisers to brainstorm ideas for project meetings and discuss the overall project direction.

Project Goals

Goal	Implementation
Business Knowledge Increase the overall business knowledge of at least 75 high school members	<ul style="list-style-type: none"> Register a member count of at least 75 project members Hold 16 engaging weekly project meetings Provide at least one work event per month to provide extra time and resources to enrich members’ experiences
Government and Business Education Educate members about the American Enterprise System by bridging government and businesses	<ul style="list-style-type: none"> Conduct activities that highlight the role of government and business in the American Enterprise system Hold at least one speaker event featuring a government official
Community Impact Educate students of all ages about government and business in the American Enterprise System	<ul style="list-style-type: none"> Hold two Business Night events at local elementary schools with at least 10 workshops on concepts ranging from election process and management structures to marketing plans Hold at least one guest speaker event on campus that allows members to network with business professionals
Marketing Skills Provide members with the opportunity to develop strong marketing skills	<ul style="list-style-type: none"> Teach members marketing concepts with hands-on activities Help members apply marketing concepts to the mock election
Public Speaking and Communication Equip members with strong communication and public speaking skills	<ul style="list-style-type: none"> Increase public speaking skills through debates Develop the ability to communicate using platforms including social media by working in small groups for the Mock Election
United States Election Process Educate members about the US election process	<ul style="list-style-type: none"> Facilitate a mock election where members role-play as businesses, campaign groups, and candidates
Development of Soft Skills Encourage the development of critical thinking, problem solving and professionalism	<ul style="list-style-type: none"> Increase average skills self-assessments of skills such as critical thinking, problem solving and professionalism Hold a workshop at local middle schools to educate younger students about business and government

Event Rationale

After communicating with professionals and conducting research into community needs, Project Resonate created a year plan which consisted of three main phases: Debates, Business Nights, and the Mock Election.

Event	Event Rationale and Goals Fulfilled
Introduction to the Government Business Aspect of the American Enterprise System (Oct. 1)	This event addressed the goal <ul style="list-style-type: none"> Educate members about the American Enterprise System by bridging government and businesses
Introduction to Debates Workshop (Oct. 2)	<ul style="list-style-type: none"> Educate members about the American Enterprise System by bridging government and businesses Increase the overall business knowledge of at least 75 high school members
Debate Brainstorm Sessions (Oct. 17 & 24)	
Public Speaking Development Workshop (Nov. 4) Members refined their speaking style through stimulating activities.	<ul style="list-style-type: none"> Equip members with strong communication and public speaking skills Educate members about the US election process
Debates Showcase (Nov. 6)	
Business Nights Committee Meetings (Nov. 9 & 12) Members developed their organization and planning skills.	<ul style="list-style-type: none"> Encourage the development of critical thinking, problem solving and professionalism
Mayor Hendricks Guest Speaker Event (Nov. 15) Members interacted with the former Mayor of Sunnyvale to ask questions about the election process and mayoral duties.	<ul style="list-style-type: none"> Increase the overall business knowledge of at least 75 high school members Educate members about the American Enterprise System by bridging government and businesses
Introduction to Mock Election (Nov.19) Project Resonate outlined the election process and taught members key government topics and their effects on business operations.	<ul style="list-style-type: none"> Educate members about the US election process Encourage the development of critical thinking, problem solving and professionalism
Cumberland and Cherry Chase Business Nights (Nov. 14 and 19)	<ul style="list-style-type: none"> Educate students of all ages about government and business in the American Enterprise System
Components of an Election Workshop (Nov. 26)	<ul style="list-style-type: none"> Educate members about the US election process
Bridging Government and Businesses through the Election Process Activity (Dec. 3)	<ul style="list-style-type: none"> Educate members about the American Enterprise System by bridging government and businesses
Brainstorm Session to Create Marketing Platforms and Business Profile (Jan.7)	<ul style="list-style-type: none"> Provide members with the opportunity to develop strong marketing skills
Introduction to Speech Writing Workshop (Jan. 14) Members learned engaging and effective speech writing skills.	<ul style="list-style-type: none"> Equip members with strong communication and public speaking skills
Candidate Opening Speeches (Jan. 28) Candidates presented their goals and political platforms.	<ul style="list-style-type: none"> Encourage the development of critical thinking, problem solving and professionalism Educate members about the US election process
Debate Training (Feb. 1)	
Candidates' Debate (Feb. 4) Candidates justified their stances on various global issues.	<ul style="list-style-type: none"> Educate students of all ages about government and business in the American Enterprise System Encourage the development of critical thinking, problem solving and professionalism
Mock Election Culmination Event (Mar. 1) Members delivered speeches summarizing their involvement in AE.	



Introduction to Debates

The first phase of our project was debates. To give members exposure to this topic, Project Resonate hosted an Introduction to Debates workshop where members learned about the general structure and types of debates, ranging from Lincoln Douglas to Parliamentary Debates. Project members made the connection between government and business by debating on topics including media biases and campaign ethics. In addition, Project Resonate hosted two experienced debaters who demonstrated different debate techniques.

Critical thinking, Analysis, and Problem Solving

Debates were centered around developing members' critical thinking and analysis skills. They required members to think quickly on their feet to create counterarguments and rebuttals. Throughout the phase, members participated in activities that required them to develop and support their own opinions.



Project members present debates to receive feedback from fellow project members.

Debate Workshop

As members developed critical thinking skills, they continued working on their own debate topics relating to government and business. Members worked with a partner to support a platform for topics ranging from business competitor analysis to campaign structures. During this workshop, members had the opportunity to refine their debates and present it in front of officers. This activity strengthened their analysis skills and gave them an opportunity to practice before the final debates.



Project members preparing for debates showcase

Communication and Collaboration

Debates played a key role in preparing members for the rest of the year's curriculum. Some key skills they developed were communication and collaboration. Members communicated and collaborated effectively with their peers, FBLA officers and professionals to develop their platforms, refine their debating skills and complete research on their topics.

Debates Showcase

Finally, Project Resonate hosted the first debates showcase in Homestead FBLA history where members presented their debates in front of professionals, teachers, peers and officers, showcasing their knowledge on their own individual topics. After their debates, members received feedback on their debates and saw how much they had improved during the phase.

BUSINESS NIGHTS AND MAYOR HENDRICKS GUEST SPEAKER EVENT

Business Night Logistics

During the second phase, project members applied their business knowledge and leadership skills by creating workshops for elementary school students. During meetings, Project Resonate officers worked closely with members to help them ideate potential workshop ideas.

Workshop Planning

Project members started planning their Business Night workshops in mid-October, conducting research on potential workshops topics and reflecting on what they learned from the project to create their workshop content.



Collaboration with Community Education Leaders

Project Resonate collaborated with Ms. Tiffany Anderson, activities director of Cherry Chase Elementary School to better understand the interests of the elementary school students. Project Resonate officers also communicated with Mrs. Edith Mourtos, the principal of Cumberland Elementary School to plan the business night at her school.



Project member Arnuv Tandon teaches elementary schooler about marketing

Business Night

Project members led 10 different workshops on topics that each highlighted different components of the government and business relationship in the American Enterprise system. One workshop, led by project member Kaitlyn Chow, educated elementary school students about the differences between political parties and how their influence over the public can affect the election process. Another workshop, led by project member Peri Platenberg, focused more specifically on the debate structure used by candidates during the campaigning trail. Members were especially receptive to this workshop because Peri simplified the concept of debate while keeping the debate structure consistent. In her workshop, members learned about the debate structure while debating on topics that were relevant to them such as flavors of ice cream and animal preferences.

GUEST SPEAKER EVENT

Mayor Speaker Event

Sunnyvale Mayor Mr. Glenn Hendricks spoke at a guest speaker event on November 15, 2018 in celebration of National FBLA American Enterprise Day. He covered topics ranging from his personal experience in business to the flow of commerce in Sunnyvale and neighboring cities. He also discussed the importance of the impact that large businesses have on the economic stability of small businesses and business owners. From the event, members gained insight on the relationship between government and business on a local level and learned about the role of a mayor.



Project Resonate members at Sunnyvale Mayor Hendricks guest speaker event on American Enterprise Day.

MOCK ELECTION

Election Process workshop

Members were split up into three groups based on their interests: businesses, campaigns, and candidates.



Businesses

There were three businesses in this mock election, each specializing in a different sector of business: real estate, music, and hotel management. Members made decisions on behalf of the business's values and extended or withdrew financial support from candidates as they saw fit. For example, the real estate business group sided with our candidate from the Republican party since they were both in favor of lowering the income tax.



Candidates working on opening speeches

Campaigns

Members in campaign management teams worked together to support the candidate, focusing heavily on marketing efforts for the election and learning about the campaign's significance in the election process.

Candidates

Members had the unique opportunity to take on the role of candidates in the Mock Election. They collaborated with their campaign management teams and pitched themselves to business through speeches and debates to gain funding.



Project Resonate members collaborate for the Mock Election

Candidate Debates and Speeches

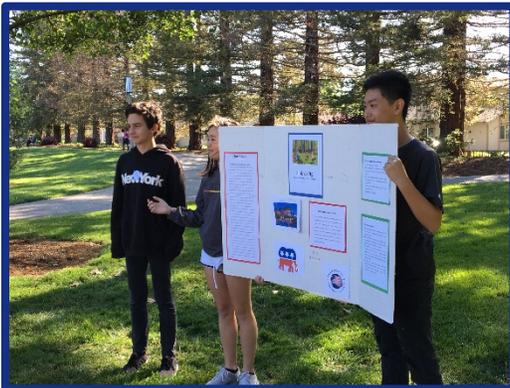
Candidates kickstarted their campaigns by giving opening speeches on January 28, 2019. Opening speeches consisted of an introduction to their campaign, their political platforms and goals, and their future plans. Candidates also used the debate skills they gained at the beginning of the year when debating on different topics such as levels of taxation and corporate regulations. The campaigns helped prepare the candidates for the debates by researching potential debate topics including current events to political platforms.

Campaign Platforms

While candidates prepared their platforms and worked on their speeches and debates, campaign management teams curated marketing materials, including social media accounts, posters, brochures and other promotional activities.

Role of Businesses in Election

Businesses played a unique role in the mock election process, each choosing a sector of business to embody for the election and working on identifying goals for their business to thrive. Using these goals, businesses scouted the candidates whose ideals aligned with their own and financially supported them. These members learned how businesses influence the election process.



Businesses presenting at Mock Election Event

Mock Election Night

This phase ended with the Mock Election Night, where members gave speeches on different skills they learned. Candidates gave their closing speeches and voters cast their ballots. The winner of the Mock Election was announced that night. In addition, there was a special guest speaker dedicated to speak about government and business.

Sacramento Capitol Building Tour

To wrap up the year and conclude project activities, project officers planned an enriching field trip to visit the State Capitol building in Sacramento, California, during the California State Leadership Conference, as an extension to our project where members recognized the real-world applications of government and business. Project members received the opportunity to visit the building and experience the atmosphere in which state politicians work.



Project Resonate strived to create impact and has dynamically changed the community with its lasting legacy. The project has collaborated closely with local government officials, businesspeople, educators, chapter officers and advisers to plan activities and events to benefit elementary school students, middle school students, Homestead High School, and the local community. After 4000+ hours, 17 weekly high school project meetings and seven community-wide events including two Business Nights, three middle school presentations, guest speaker events, and the Mock Election Night.



Project Resonate member teaching an elementary school student about the components of a campaign.

Elementary School Students

Project Resonate taught essential business skills to over 200 elementary school students at Cumberland and Cherry Chase elementary schools through Business Nights. Through a variety of workshops on topics such as components of an election and the different political parties, elementary school students had the opportunity to gain exposure and learn about these different government and business topics. The presentations were tailored towards the elementary schoolers and included activities for them to understand and retain the information more effectively.

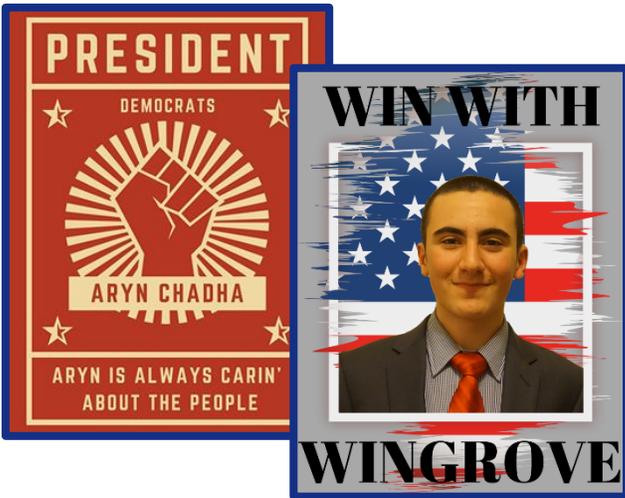
Middle School Students

Through local member-led middle school outreach presentations at Cupertino and Sunnyvale Middle Schools, Project Resonate strengthened the middle schoolers' understandings of the effect government and business have on each other. Project Resonate also spoke about how businesses operate under the federal, state, and local government at Pseudo Bay, a local mock regional conference targeted towards middle school students.

"I feel so honored that I was selected to be a part of the Business Night Committee. It was such a fulfilling experience to see everyone's hard work shared with children in our community. It was incredible to finally see the students' faces light up when the student understood the concept.

-Virginia Anderson, Project Resonate Member





Campaign posters created by candidates for Mock Election

Homestead High School

Project Resonate held weekly project meetings with over 95 members. These meetings were filled with activities, lessons, and hands on learning that helped members understand how to process and analyze information to understand the world around them. In addition, the project hosted monthly to give members more opportunities to learn about government and business while expanding and developing their soft skills such as public speaking, communication, collaboration, and a love of learning. By conducting research and leading Business Night workshops, members expanded on their understanding of government and business. After 30+ hours of preparation, members presented booths at business nights and not only spread the knowledge they gained, but also improved their public speaking and communication skills.

Local Community

Project Resonate impacted over 500 members of the local community through the Business Nights. In addition to elementary school students, parents and other adults in the community learned more about the project focus of government and business through the workshops that emphasized the connection.



Project member, Zibaa Adil



Flyers used to advertise Business Nights to local community

Real World Application

Project activities sparked members' interest to further pursue opportunities in the fields of government and business. After the project, member Zibaa Adil is taking on an internship with Sunnyvale City Councilmember Nancy Hirstein Smith. With this internship, she will conduct research to make policy recommendations and review business zoning proposal. Other members, like Leor Porat, ran for student government in May 2019 and will use the knowledge gained from the project while serving in their elected position.



"This year because of the American Enterprise Project, I ran for student government. Being a part of this project has taught me so much about government and business and has given me the skills needed to be a successful leader. Most importantly, it has given me the confidence to take initiative and share out my ideas during discussions and debates. I will apply all the skills I learned this year to lead effectively lead my peers in student government."

-Leor Porat, Project Resonate Member



Homestead FBLA

Apart from the weekly project meetings, Project Resonate was featured on the Homestead FBLA website. Through the website, the project updated the chapter member base of 200+ members about the project's current and future plans.

Homestead Epitaph and Homestead Horizon

The schoolwide newsletter, Homestead Epitaph, was available to the 2400+ students at Homestead High School and highlighted the Mayor Hendricks guest speaker event featuring the mayor. Additionally, the Homestead FBLA chapter wide newsletter, Homestead Horizon, gave frequent updates about the project and was distributed to over 200+ chapter members.



Project Resonate officers met with Former Mayor of Sunnyvale, Glenn Hendricks



Certificates of Recognition awarded by government officials to Project Resonate

Social Media

Project Resonate heavily utilized social media this year due to its popularity and accessibility. The project used various social media platforms including Facebook and Instagram. Project Resonate had its own Instagram dedicated to posting about project events, attracting over 150 followers.

Government Recognition

Project Resonate sent letters to government officials highlighting the purpose and accomplishments of the project. Government officials including Congressman Ro Khanna, Senator Diane Feinstein, Senator Kamala Harris, and the previous Mayor of Sunnyvale, Glenn Hendricks, congratulated Project Resonate's success by awarding the project with certificates commending the its effective work in the community.

Intra-district Council (IDC)

Project Resonate was recognized throughout the entire district at an Intra-district Council meeting where representatives of the district's five high schools applauded the accomplishments of Project Resonate. Project Resonate officers spoke about how events such as Business Night and Mock Election created impact in the community and fostered the understanding of the U.S. election process

Elementary School Newsletters and Business Night Flyers

Project Resonate held business nights at two local elementary schools. To gain publicity, the project promoted Business Nights to the community through the elementary school weekly newsletters and electronically distributed business night flyers.



"The American Enterprise Project from Homestead High School is an incredible addition to our community and provides an amazing opportunity for students to develop their skills to reach their professional goals."

-Glenn Hendricks, Former Mayor of Sunnyvale



Evaluation of Goals

Project Resonate met and exceeded all the goals set in the beginning of the year, successfully educating members, dynamically changing the community, and leaving a lasting legacy.

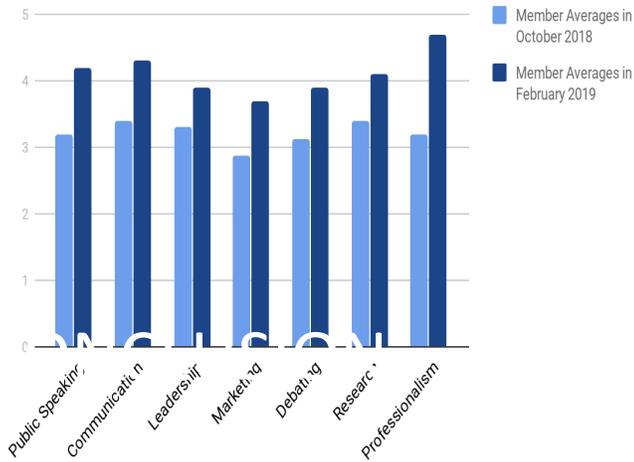
Goal	Achievement
Increase the overall business knowledge of at least 75 high school members.	Project Resonate exceeded this goal by registering 95 active members. These members attended weekly project meetings and monthly workshops which developed their understanding of business topics including marketing, critical thinking and communication.
Educate members about the American Enterprise System by highlighting the relationship between government and businesses	Project Resonate held a guest speaker event featuring the former Mayor and current Councilmember of Sunnyvale Mr. Glenn Hendricks spoke about the impact that local businesses have on legislature and how the daily operations of a city affect the flow of commerce. Furthermore, Project Resonate offered its members several opportunities including workshops on debates, one on one public speaking mentoring, and tours of government establishments throughout the year to facilitate members' understanding of the connection between government and business in the American Enterprise System.
Create impact in the community by educating students of all ages about the government and business aspect of the American Enterprise System	Project Resonate impacted over 500 individuals in its local community through 2 business nights, 7 outreach presentations and guest speaker presentations. Project Resonate dynamically changed the community's perspective about government and business especially concerning how businesses and government are financially interwoven.
Provide members with the opportunity to develop strong marketing skills	Project Resonate members improved their marketing skills by designing promotional material for the Mock Election which included the creation of marketing platforms which utilized social media and guerilla marketing techniques.
Equip members with strong communication and public speaking skills	Members of Project Resonate developed their public speaking skills by presenting debates, which strengthened their impromptu public speaking skills and their ability to think critically within time constraints. By collaborating in small groups, members gained integral communication skills which allowed for them to voice their ideas.
Encourage the development of critical thinking, problems solving and professionalism	Project Resonate encouraged the development of critical thinking and problem-solving skills through debates which gave members the skill set needed to generate ideas on the spot. Members gained professionalism through presenting formal debates and speeches and by interacting with professionals in the business field.



Member Improvement

Project Resonate members took a self-assessment survey at the end of the year and compared it with their responses at the beginning of the year to gauge their improvement. The end of the year survey showed an overall increase of 88% in skill areas including public speaking, marketing, research, and professionalism.

Member Self Assessment Scores (1-5)



Recommendations for Change

Project Resonate received recommendations for change should the project be repeated. Project members recommended the implementation of more workshops during the debates phase to cover more types of debates in greater depth. Additionally, the coordinators of Business Night suggested that extending marketing efforts to in class presentations during school hours would boost attendance rates. Project members also recommended that integrating a professional guest speaker during the Mock Election would have been beneficial in helping them understanding the real-life work people do in campaigns.



“Before AE this year, I didn’t know how elections worked and how campaign teams helped their candidates get elected. I learned about the different campaigning methods used in elections and have now developed critical thinking skills I will use for the rest of my life. The skills and knowledge I gained will directly impact me by helping me make informed decisions as a future voter.”

-Lydia Huang, Project Resonate Member

