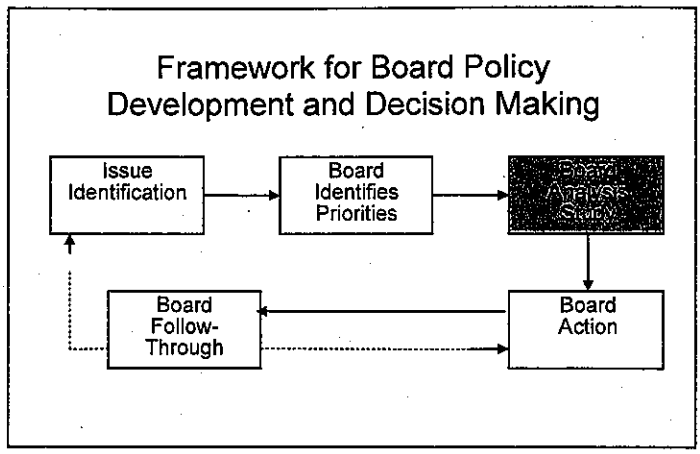
Iowa State Board of Education

Executive Summary

September 9, 2009



Agenda Item: Innovative Program – eSigourney Entrepreneurial Academy for Leadership (eSEAL)

Iowa Goal: All K-12 students will achieve at a high level.

Equity Impact Statement: Iowa Public Charter Schools are required to be open to all students in accordance with Iowa's nondiscrimination policies.

Presenter: Todd Abrahamson, Superintendent
Sigourney Community School District

Attachments: 1

Recommendation: It is recommended that the State Board hear and discuss this information.

Background: Charter school legislation was passed in Iowa during the 2003 session. It allowed for ten charter schools in Iowa. The 2006 General Assembly lifted the charter school cap to 20; however, no additional funding was allocated. At this time, there are eight public charter schools in the state of Iowa.

The eSEAL was formed with the unique focus to broaden choice for all students in the Sigourney Community School District in grades 7-12, including the district's alternative school students, to realize opportunities to be entrepreneurs, to select postsecondary options, and to expand opportunities in career fields. A long-range goal for the community is to stop the "brain drain" from the local area and to demonstrate that students can have a productive, successful life owning a personal business, locally, or within the state of Iowa.

eSEAL provides choice for students in grades 7-12 to grow entrepreneurial skills through the application of classroom knowledge to the actual experience of owning a personal business. A strong relationship with Indian Hills Community College allows students, through a flexible 4+1 schedule, to enroll in postsecondary classes leading to a variety of careers.

eSigourney Entrepreneurial Academy for Leadership (eSEAL)

Building Brighter Futures for Tomorrow

eSEAL: Why was eSEAL charter formed?

- eSEAL was formed with the unique focus to broaden choice for all students in the Sigourney CSD in grades 7-12, including alternative students and interested community members.
- To realize opportunities to be entrepreneurs.
- To select post-secondary options.
- To expand opportunities in career fields.
- Long-range goal for the community is to stop the "brain drain" from the local area and to demonstrate that students can have a productive, successful life owing a personal business, locally or within the state of Iowa.

eSEAL: What is the purpose of the eSEAL charter school?

- eSEAL provides choice for students in grades 7-12 to grow entrepreneurial skills through the application of classroom knowledge to the actual experience of owning a personal business.
- A strong relationship with Indian Hills Community College allows students to enroll in post-secondary classes leading to a variety of careers.
- eSEAL provides ALL students in grades 7-12 the opportunity for more flexible and broader programming.

eSEAL: Vision

- eSEAL is for all students in grades 7-12 to develop entrepreneurial skills.

eSEAL: Mission

- eSEAL is to provide an environment that nurtures entrepreneurial skills in all students as they prepare to graduate, to pursue post-secondary options, and to select a career.

eSEAL: Broad Goal

- eSEAL is to provide a model for Iowa schools that opens opportunities for students to start and manage a personal business.
- To pursue internships for real-life experience in the application of skills in local corporation/businesses.
- To employ others.
- To become inventors.

eSEAL: Student Achievement

- Student achievement will improve because eSEAL uses student learning from the classroom and applies it to actual experiences to make connections and to make changes in the personal life of each student.

eSEAL Experience

- Includes writing a business plan.
- Managing a personal business and/or e-incubator.
- Enrolling in post-secondary classes through a strong partnership with Indian Hills Community College.

eSEAL: Unique Component

- There is the option for adults in the community to participate in this new, innovative charter school.

eSEAL: Innovation

- Fundamentals of Business course for 7th graders.
- Leadership and Teamwork course for 8th graders.
- 7th & 8th grade classes have the option to participate in an Entrepreneur Club and summer activities (Junior SADC, Junior Achievement, entrepreneur camps sponsored by John Pappajohn Entrepreneurial Center - University of Iowa, and Indian Hills Community College).

eSEAL: Innovation

- Incubator and e-incubator
- eSEAL 9-12 grade students will begin a business located in the incubator, a facility dedicated to new start-up businesses.
- eSEAL students will become involved in an e-incubator.
- Local entrepreneurs and business leaders serve as mentors to students involved in the entrepreneurial program.
- Each student presents his or her business plan in a verbal and written format to indicate valuable communication skills, including writing.

eSEAL: Specific Goals

- Create a curriculum/framework for students to develop a business plan, to conduct product research and development, and to explore opportunities to capitalize their business.
- Teach students to identify and to evaluate opportunities for entrepreneurial ideas.
- Provide opportunities for students to work with other entrepreneurs at the local, state, national, and international levels.
- Create an incubator to grow business start-ups.

eSEAL: Curriculum

- Decision Education Foundation; Palo Alto, CA; Chris Spetzler, CEO (contact person).
- BUILD; Menlo Park, CA; Anne Diaz (contact person).
- National Foundation for Teaching Entrepreneurship, New York, New York; Steve Mariotti (contact person).
- BizWorld; San Francisco, CA (grades 7 and 8 only); Catherine Hulton (contact person).
- REAL Entrepreneurship Education; Kim Pate (contact person).
- Merrill Lynch Investing in Youth, Eddy Bayardelle (contact person).

eSEAL: Curriculum

- John Pappajohn Entrepreneurial Center (JEPEC) at the University of Iowa; Iowa City, IA; Dawn Bowlus (contact person).

eSEAL: Advisory Council

- Jeff Kirby: JR/SR HS Principal and Charter Manager - Sigourney CSD.
- Jhonna Wallerich: Guidance Counselor - Sigourney CSD.
- Shannon Svenby: Instructor - Sigourney CSD.
- Shannon Greiner: Instructor - Sigourney CSD.
- Mike Donnelly: Instructor - Sigourney CSD.
- Karen Swanson: High School Liaison - Indian Hills Community College
- Brian Ziegler: Business Instructor - Indian Hills Community College
- Keith Luettjohann: Business Leader - K & L Foods
- Dan O'Rourke: Senior Loan Officer - Keokuk County State Bank

eSEAL: Advisory Council

- Dawn Bowlus: Executive Director - John Pappajohn Entrepreneurial Center; University of Iowa.
- Bills Rees: Board President - Sigourney Community School District.
- Todd Abrahamson: Superintendent - Sigourney Community School District (ex-officio).

eSEAL: Partnerships

- Indian Hills Community College
- John Pappajohn Entrepreneurial Center; University of Iowa and University of Northern Iowa
- Decision Education Foundation; Stanford University
- Sigourney Area Development Corporation (SADC)
- SCORE

eSEAL: Businesses

- Aaron's Shave Ice: Aaron Meiners
- Wildfire Webpage Designing: Jessica Magill; Webpage Design and Maintenance
- DJ Cleaning: Dan Waechter & Justin Kleinschmidt; Hog Confinement and other livestock building cleaning; If your pigs are a poopin, we'll do the scoopin
- Bows & Ribbons Gift Wrapping: Katelyn Wheeldon; Packaging and gift wrapping presents
- Justin's On-Line Sales: Justin Alspach; Sells items for customers on eBay

eSEAL: Businesses

- Memories by Mackenzie: Mackenzie Lambert; Photography
- New Businesses still in development phase:
  - New type of Bandage: Crystal Tremmel
  - Custom Embroidery: Chelsea Bown

Why?

- The current videos explain why?
  - Go to youtube.com
  - Type in the search window:
    - Video I: Social Media Revolution
    - Video II: Learn to Change, Change to Learn

Contact Information

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