

Press Release Template

(Updated: August 1, 2018)

Schools can publicize their Micro-Enterprise Credential efforts through a press release to local newspapers. **This press release is a sample only – teachers can and should edit this press release as they see fit.**

LOCAL BUSINESS EXPERTS SERVE AS JUMP START MENTORS

Area business leaders work with students to attain an entrepreneurship credential

[city], La. – Local business experts are working with high school teachers to help students attain an entrepreneurship credential and graduate with a Jump Start Career Diploma.

Jump Start is the Louisiana career and technical education program that enables high school students to graduate with industry-based credentials and other essential workplace skills, while completing the academic foundation to continue their education at a community or technical college.

[name of teacher] at [name of high school] has recruited a team of local business leaders to serve as Jump Start mentors to [his/her] students. These students are attempting to earn their Micro-Enterprise Credential, an industry-based credential that helps students master the skills they'll need to be effective small business employees and – perhaps one day – business owners and entrepreneurs.

“Jump Start mentors provide an invaluable service to our students,” said [name of teacher]. “Students make a presentation of their career interests, as well as their personal strengths and areas for improvement. Mentors provide feedback and guidance. We find that students are incredibly motivated by the opportunity to engage with business leaders. This is an interaction they'll always remember.”

So far [high school] has recruited [#] of local business experts to serve as Jump Start mentors. [##] of students are attempting to attain their Micro-Enterprise Credential. Juniors who are attempting to attain the Micro-Enterprise Credential this year will have the opportunity next year to attain an advanced version of this credential that enables them to master additional business and leadership skills.

[mentor quotation on how rewarding and easy serving as a mentor has been]

[principal quotation on how the school supports many different Jump Start graduation pathway]

[Superintendent quotation on how the district is preparing students to succeed in college and career]

To learn more about Jump Start, email your question to JumpStart@la.gov

For more information on how [name of high school and/or district] is helping students prepare for college and career go to: [district / high school link]

#####