

## Overview of the Statewide Micro-Enterprise Credential

(Updated: June 16 2017)

### Step One: The Regional Core Micro-Enterprise Credential

The Regional Core Micro-Enterprise Credential (formerly the "basic" Micro-Enterprise Credential) helps students develop the financial literacy, workplace behaviors and communication skills necessary to be effective small business employees and . . . one day . . . successful small business owners and entrepreneurs.

*All* Louisiana high school students can complete the Regional Core Micro-Enterprise Credential components and attain this Jump Start credential.

*Students who enjoyed earning this entry-level Micro-Enterprise Credential - and who have the determination to learn more - now have the opportunity in high school to complete advanced exercises that will create the foundation for their future entrepreneurial success.*

### Step Two: The Statewide Micro-Enterprise Credential

*The Statewide Micro-Enterprise Credential provides students with hands-on opportunities to expand the skills that will make them effective small business employees and young entrepreneurs, culminating in an international entrepreneurship and small business (ESB) credential.*

*University-bound students will find that the Statewide Micro-Enterprise Credential prepares them for future college-level studies in a variety of fields (Business Administration, Finance . . . even Psychology / Organizational Behavior.)*

Working through a series of real-world exercises, students will:

- 1) develop and "pitch" business concepts to teachers, small business owners and entrepreneurs;
- 2) complete exercises that help entrepreneurs and small business owners lead their ventures;
- 3) learn how to "network," since creating a network of helpful professionals is a critical entrepreneurial skill;
- 4) develop business and marketing plans;
- 5) create business plan presentations and make these presentations to actual industry experts; and
- 6) pass the ESB certification exam that provides students with an internationally-recognized industry credential.

Many of these hands-on exercises are based on instructional resources developed by Camelback Ventures (<http://www.camelbackventures.org/about/>). Camelback Ventures provides coaching, capital and connections to young entrepreneurs, creating a more diverse innovation ecosystem that leverages the genius of all people.

*Students attaining the Statewide Micro-Enterprise Credential will learn about the determination, self-confidence and sense of mission that drive successful entrepreneurs.*

Each of these real-world exercises should also be fun, reflecting the sense of adventure and accomplishment that entrepreneurs experience as they develop and launch their innovative new ventures.

### Step Three: College Studies in Entrepreneurship

Louisiana colleges across the state - like Delgado Community College, Bossier Parish Community College, East Baton Rouge Community College, McNeese State University and LSU - offer courses and programs in Entrepreneurship.

This means that *all* students who complete the Statewide Micro-Enterprise Credential - those pursuing a TOPS University diploma as well as those pursuing a Jump Start diploma - can continue their entrepreneurship and small business leadership studies after they graduate high school.

### What Should the Statewide Micro-Enterprise Credential Achieve

Students completing the Statewide Micro-Enterprise Credential should experience the following:

- **SELF-CONFIDENCE** - students who earn the Statewide Micro-Enterprise Credential will have skills that make them highly-valued small business employees, capable of finding mentors who will help them develop into the amazingly successful entrepreneurs that drive Louisiana's future prosperity;
- **EXCITEMENT** - hands-on exercises will call upon every student's creativity and enthusiasm. Working individually and in teams, students attaining the Statewide Micro-Enterprise Credential will find that they enjoy this course as much or more than any high school work they ever complete; and
- **SENSE OF MISSION** - students will find that Micro-Enterprise assignments captivate them just like entrepreneurs are mesmerized by the opportunities they pursue. Students who are driven to complete their Micro-Enterprise assignments will find they have the same sense of mission that drives entrepreneurs to business, financial and social success.

*No time like the present to get started!* Review the Statewide Micro-Enterprise Student Portfolio Checklist and get started on your first hands-on projects. *Good luck!*

**If you need assistance or have a question about any of the Micro-Enterprise Credential resources, please email:**

**[JumpStart@la.gov](mailto:JumpStart@la.gov)**

**Subject Line: *Micro-Enterprise Credential Help Request***

**You can also send corrections or suggested improvements to any Micro-Enterprise Credential materials to [JumpStart@la.gov](mailto:JumpStart@la.gov)**