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THE SCHOOL DISTRICT OF MANATEE COUNTY FEATURES A STUDENT AND A CAREER & TECHNICAL EDUCATION TEACHER



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Inquizi
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SCHOOL Biz



At the Head of the Class

Mike Ingram teaches DCT/OJT at Palmetto High School. What exactly does that mean? **DCT**, or Diversified Career Technology, is a group of comprehensive business education classes including the core classes of Business Principles, Application, and Marketing. **OJT** stands for On-the-Job Training, a collaborative work effort between the student, the school, and the student's employer. Through OJT, students work in an after-school job earning money while practicing the skills and knowledge they have acquired in class. Employers regularly evaluate the students' performance and knowledge, providing feedback so students can improve.

With jobs becoming scarce in today's economy, Mike is focused on providing his students with every opportunity to succeed. This year Mike was awarded three grants. One way he is using the grants is to improve students' reading comprehension. Students receive the USA Today newspaper as well as reading curriculum enhancements. Mike believes these grants are especially valuable. "Reading is particularly important in the workplace as entry level employees may require a higher Lexile level (comprehension level) than their bosses."

When it comes to transitioning students into the workplace, Mike Ingram is at the head of the class.

KIDZ Biz & Buzz



Building a Stronger Resume

Megan Koch has a lot on her mind. A senior at Palmetto High School (PHS), planning for the future is Megan's top priority. While striving for independence, Megan discovered that joining PHS's Career Education Clubs of Florida (CECF) would help her advance her personal goals. She was elected to serve as the CECF secretary and was also hired as a receptionist at the PHS front desk. She competed in the CECF District competition this past February, placed first in the Prepared Speech event, and went on to compete at the state level. Through these experiences, Megan is developing a stronger resume, earning money, and strengthening her communication, interpersonal, and leadership skills.

Megan is also a member of the PHS drama club. "Drama is a helpful tool to teach kids to read and write," she said. Megan's love of English and her flair for drama is a perfect combination for this future high school English and drama teacher.



InnoVators

YOUNG ENTREPRENEURS



Entrepreneur. This word is hard to pronounce, difficult to spell, and represents a world of new ideas and ventures. Countless businesses begin because of some clever inspiration and the hard work of men and women with a vision to see things change, to see a need met—and to earn money in the process.

Take Google for instance. Cofounders Larry Page and Sergey Brin developed this online search engine in 1998, starting out in a Stanford University dorm room and today boasting a net worth of \$18.5 billion. They were both under the age of 25 when they started what later evolved into Google. Jerry Yang and David Filo were graduate students when they created a website that served as a directory of other websites called "Jerry's Guide to the World Wide Web." Later it was renamed Yahoo! and now this search engine is the most trafficked network on the Internet.

These men are prime examples of entrepreneurs, or individuals who recognize a needed or wanted service, use their skills to form a business providing that service, take a little risk, and possibly end up successful.

Technology ideas are not the only market out there, although the Internet has many success stories such as YouTube, iTunes, and more. Inventions of new products and ideas can be *patented*—the government's way of protecting someone's idea and allowing him or her to legally own all rights to that idea. The patent process is difficult, but original inventions all around you prove that original ideas can pay off. Remember, these products and services began in a humble state—as ideas inside a creative mind like yours.

What's your idea?



Career Pathways in Manatee County

Regional Careers: Wages for entrepreneurs vary depending on the success of the business venture. The following wages represent various *managers* in the Suncoast Workforce Region.

Occupational	Entry Level	Exper.
Professional and technical service manager	\$25.13	\$48.32
Insurance financial manager	\$24.92	\$50.14
Retail manager	\$21.49	\$30.91
Real estate property manager	\$16.73	\$44.06
Social service manager	\$24.80	\$37.00
Educational services manager	\$21.65	\$34.18

Source: <http://fred.labormarketinfo.com>
FL Labor Market Statistics, Occupational Employment Statistics & Wages Program

Career Pathway: Students desiring a related career can find educational programs at these area schools*:

- Palmetto High School
- Manatee Technical Institute
- Manatee Community College
- University of South Florida

*Other Manatee schools may offer similar programs. Listed schools are related to today's issue.

WEB Wise

Check out the following websites:

- www.inventioncity.com/faq.html
- www.entrepreneur.com
- www.score.org/young.html
- www.cecf.org

Explore IT

Students: Start Your Own Small Business

Entrepreneur.com states that 6 out of 10 teens want to start their own business. Are you one of them? The first step is to recognize a needed (or wanted) service around you. Maybe your neighbors don't have the time to mow their lawns. Perhaps you could baby-sit for parents who could use a night out.

What skills or talents do you have? Use them to your advantage. Could you tutor younger children in specific subjects in whom you excel? If you've mastered the piano or guitar, teach lessons. Make and sell your own beaded jewelry. Are you handy with tools? Start a Fix-It service. If you have a car, run errands for people. Buy things at garage sales and sell them on eBay. Become a companion for a senior citizen who needs help around the house. The key is to find what you're good at, to see where your passions and interests lie.

After you decide on your business, figure out what you need to get started. Do you need to make the product first? Do you need to buy supplies?

Next, you have to market your product or service. Use a computer or poster board to make flyers advertising your service, and then pass them out to neighbors or put them in public places. Make sure you're allowed to post your flyers; some areas have rules against soliciting.

Use your imagination and have fun with it! Maybe this venture will open doors for future career opportunities.



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