**MCCPTA Committee Work Plan 2021-2022**

**-Draft-**

**Committee: Connect Business Challenge Committee**

**Email:** **connectbusinesschallenge@mccpta.org**

**Vision**

* The Student Business Challenge Committee supports the continuation of a county-wide, middle school business challenge *Connec*t. The *Connect* business challenge focuses on students finding solutions to a local community problem (environment, education, nutrition, safety etc.) and will be open to any MCPS student in grades six through eight interested in learning about what it takes to be an entrepreneur. The work of this committee facilitates the partnership between MCCPTA, MCPS, Junior Achievement (JA), and other organizations. Such partnership would align MCCPTA’s goals of making our children’s potential a reality with MCPS’s mission of connecting MCPS to its diverse community while empowering young people to own their economic success.
* The Student Business Challenge answers the need for more educational enrichment connected to real life experiences while increasing motivation for academic and career excellence.

**Goals**

* The Committee will facilitate the planning and organization of the program with critical support from MCPS (organizational expertise and logistics) and JA (resources, training, and logistics)
* The Committee will conduct outreach to local PTSAs and MCPS staff and community members in Montgomery County to attend the 2022 Connect Student Business Challenge.
* Acknowledging the challenges associated with returning to in-person learning after a very difficult year and, depending on the school responses received, we are planning on starting the Student Business Challenge in February with the culminating event (the business competition) taking place in April 2022.

**Action Steps**

* Secure the JA and MCPS partnership
* Coordinate with JA the design of a flyer detailing the framework of the program and the benefits for students and community
* Review the school survey results in December
* Explore possible collaboration with other educational organizations
* Coordinate with MCPS the distribution of the program flyer
* Follow up on the MCPS’s outreach to schools and finalize the list of teachers interested in sponsoring the after-school clubs
* Follow up on the finalization by MCPS of waivers and JA’s program registration
* Coordinate the scheduling of the JA sponsored teacher training
* Reach out to the MCCPTA community to identify parent volunteers for pitch practice (in collaboration with schools)
* Coordinate planning for the final competition event
* Work with the MCPS Communication Office to share competition event details
* Draft program outline including bios of guest speakers
* Coordinate the last details for the business competition, including the distribution of certificates and awards

**Expenses**

* T-shirts for student participants, volunteers, and teachers
* Program materials printing
* Certificates of participation and trophies

We ask that for the moment we keep the approved budget for the Connect Business Challenge Committee. The school/teacher/student responses in January will frame the expenses moving forward. An updated expenses section will be shared with the MCCPTA BOD in January.

**Financial Literacy advocacy**

In the larger context of financial literacy advocacy, we are pleased to report that the Financial Literacy Group received the support of the MCPS SMOB who introduced at the October BOE a resolution to expand Personal Finance courses to all high schools in MCPS. The Financial Literacy Group including InnovateX, MCPS, MCCPTA and other stakeholders, released a survey earlier this year on the current state of personal finance educational offering for students across the county. We received more than 1,000 responses from 18 different schools with the overwhelming majority of respondents being in favor of expending personal finance elective courses to all MCPS high schools.

The Connect Business Challenge Committee is planning on continuing the engagement in financial literacy advocacy and work with MCPS, InnovateX and other stakeholders towards increasing accessibility to financial and entrepreneurial opportunities for MCPS students.