

CT ★ STUDENT
INNOVATION
EXPO ★

'08-'09
Participant

E-Commerce Entrepreneurship Connecticut Career Choices E-Commerce Entrepreneurship Connecticut Career Choices E-Commerce Entrepreneurship Connecticut Career Choices E-Commerce Entrepreneurship Connecticut Career Choices

**STUDENT
PROGRAM
GUIDE**



“

Connecticut's Energy Vision for a Cleaner, Greener State is focused on lowering prices for consumers, the state becoming less reliant on foreign energy, fostering the use of environmentally sound technology, and making this state a center for economic development and technological innovation in the energy sector. ”

~Connecticut Governor M. Jodi Rell



Welcome to E-Commerce Entrepreneurship!

The Center for 21st Century Skills @ EDUCATION CONNECTION, in collaboration with Connecticut Career Choices (CCC), is pleased to announce the 2008–2009 E-Commerce Entrepreneurship (ECE) course, designed to prepare students for success in 21st century careers. ECE is a component of the CCC initiative, an array of programs funded by the Office for Workforce Competitiveness to support students from middle school through high school in understanding and gaining experience in science- and technology-related careers.

ECE develops student academic skills and 21st century skills through participation in the *E-Business Challenge*. Each school team, consisting of at least one teacher and six students, is challenged to develop an innovative for-profit or not-for-profit e-business that is related to sustainable energy and/or environmental responsibility, and is capable of receiving Internet-based electronic payment for its product or service. Throughout the school year, students learn about e-technologies and Internet-based business development by participating in online technical seminars and virtual conferences facilitated by content experts, high school teachers, and business professionals. Student teams develop mock e-commerce companies and assume positions in a company to complete the E-Business Challenge. Each student documents work in an ePortfolio that demonstrates the variety of skills developed and artifacts produced during the program. Participants compete for awards and recognition as they present their ideas and projects to a panel of business professionals and higher-education faculty, online and at the Connecticut Student Innovation Expo. The Expo will be held May 8–9, 2009, at the Connecticut Convention Center in Hartford, CT.

All ECE students and teachers have access to a password-protected online learning environment available via the Connecticut Education Network. The CCC course Web site (<http://ctcconline.org>) supports ECE participants and facilitates the completion of the E-Business Challenge. The ECE course demonstrates how students can improve their academic performance through the use of technology in a context that promotes diversity and collaboration.



CCC Course Web Site

The CCC course Web site is the online learning environment for all E-Commerce students:

<http://ctcconline.org>

THE E-BUSINESS CHALLENGE

A 2007 market survey* comparing US “Green Teen” Internet users to the general population of teen Internet users found that Green Teens engaged in e-commerce at a rate that was 10% higher than the general population. In fact, Green Teens were more likely to visit movie sites and mobile content sites, participate in chat rooms, and use a digital phone service than their non-green peers.

*JupiterResearch, “Green Teens: Researching a Trendy, Engaged Audience Online” as cited by MediaPost, July 31, 2007.



<p>accept the challenge</p>	<p>This year's E-Commerce Entrepreneurship (ECE) course challenges students to develop an innovative e-business that is related to sustainable energy and/or environmental responsibility.</p>
<p>research</p>	<p>Students brainstorm and research ideas from a broad range of environmentally conscious e-commerce services and products, either for-profit or not-for-profit. (See page 3.) Students also investigate case studies of successful e-commerce entrepreneurs and case studies of companies that have taken steps to “go green.”</p>
<p>develop</p>	<p>After researching domain names and validating ideas online, students form mock companies, author a business plan that describes their e-business, network with working professionals, and tackle the logistics of production and delivery.</p>
<p>design</p>	<p>After developing and refining their solutions, teams design marketing material, such as e-blasts (electronic newsletters), jingles, print advertisements, ring tones, and video commercials, to “sell” their solutions via the World Wide Web.</p>
<p>present</p>	<p>Each team presents its solution to the E-Business Challenge in three different venues for evaluation by a panel of business professionals and higher-education faculty. First, they post their business plan and multimedia marketing materials to a company Web site (including a fully automated online store) for online evaluation. Second, they create an interactive exhibition booth at the Connecticut Student Innovation Expo, May 8–9, 2009, at the Connecticut Convention Center. Finally, they deliver a five-minute oral presentation to demonstrate their innovative solutions.</p>

REQUIRED ELEMENTS



Each e-business may be either for-profit or not-for-profit, but must be able to receive electronic payment via the company Web site. Teams are highly encouraged to develop businesses that provide *electronic* products or services that reflect concern for the environment. Suggestions include, but are not limited to, the following topics.

Biofuel vs. Petroleum Fuel	Energy Conservation
Clean Air	Local Environmental Action
Clean Water	Redevelopment of Brownfields
Climate Change	Renewable/Sustainable Energy
Effect on Ecosystems	Waste and Recycling

Company Identity: Each team forms a mock company, assigns product development and research responsibilities, and develops a company identity that includes the following pieces.

- Company Name and Profile
- Company Slogan and Logo
- Company Organization Chart
- Company Employees' Resumes, Job Descriptions, and ePortfolios

Prototype or Simulation: Each team's solution is to be graphically described in a concept map and demonstrated through the use of a working prototype. Include:

- Concept Map of Business Concept and Elements
- Web-based E-store (including shopping cart and product description)
- Sample Product or Simulated Service

Company Web Site: Each team applies and documents the research, problem-solving activities, and critical-thinking skills used to design, plan, and produce the product or service presented on the team's Web site. In addition, each team ensures that the following items have been completed.

- Browser Compatibility Check
- Integrated Payment Functionality
- Posted on Our ctepo.org Server
- Company Domain (forwarded & masked)

Business Plan: Each team researches an e-commerce environmental concept to be described in detail in a business plan that includes the following components.

- Narrative Description of Service/Product
- Research and Development Citations
- Domain Name and Internet Search Results
- Market Test and Evaluations
- Business Info, Features, Characteristics

Marketing Tools: Each team designs and develops marketing materials to present its e-business solution via the company Web site. Materials should include the following elements.

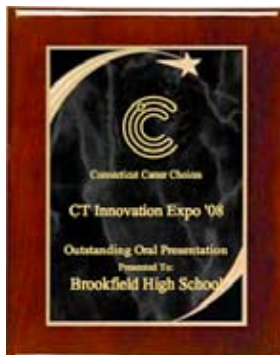
- Market Test Results
- E-Business Advertising Jingle
- E-Business Magazine Advertisement
- E-Business E-blast
- E-Business Video Commercial

ePortfolio: Each student documents project activities such as research, problem-solving activities, and multimedia development used to design, plan, and produce the e-business in an ePortfolio. Each ePortfolio documents individual progress during the project and should contain digital files, digital photographs, research citations, digital video, and personal reflection about the work.

AWARDS/EVALUATION CRITERIA

Awards & Recognition

ECE students are recognized for outstanding performance in a variety of categories.



- Outstanding Team Player**
- Outstanding Team Leader**
- Outstanding Business Plan**
- Outstanding Exhibition Booth**
- Outstanding Web Site Design**
- Outstanding Multimedia Elements**
- Outstanding ePortfolio**
- Outstanding Oral Presentation**
- Battelle Business Innovation Prize**
- CCC Internship Award**

Evaluation Criteria: A panel of distinguished business professionals and higher-education faculty will use the following criteria to evaluate participants at the Connecticut Student Innovation Expo.

Elements	Extraordinary	Above Average
Content	abundance of relevant material is properly cited and clearly relates to the E-Business Challenge; engaging presentation uses a wide variety of multimedia content	sufficient information is properly cited and relates to the E-Business Challenge; many good elements, but an uneven balance; presentation uses some multimedia content
Coherence and Organization	exhibition and presentation are organized and well-developed; specific materials illuminate a unique solution; presentation content flows together with a good variety of relevant materials	exhibition and information are presented in a logical order; generally well-connected, but not captivating to the viewer; content presented with some variety in format of materials
Creativity	unique presentation of ideas and materials; the unexpected element is used to full advantage, capturing audience's attention; effective variety of elements and layout	original presentation of ideas; nice variety of materials and media, but audience is not sincerely captivated or engaged
Marketing Materials	engaging marketing materials create a unique, cohesive brand identity; materials are accessible on the WWW (online and downloadable) and include all the required elements	brand identity created by marketing material is not uniquely original; materials are accessible on the WWW (online, but not downloadable) and include all the required elements
Oral Presentations	business casual dress; poised; clear articulation; proper volume; steady speaking rate; proper posture and eye contact; confident and enthusiastic presentation with team participation and support	business casual dress; acceptable articulation and presentation, but not as polished or enthusiastic; some fumbling and minor distractions; some team participation and support

STUDENT EXPECTATIONS

Student Behavior and Performance Expectations

'08-'09 E-Commerce Entrepreneurship

E-Commerce Entrepreneurship (ECE) students are expected to achieve a high level of success in *Academic Performance, Behavior, Project Participation/Performance, and Technology Use.*

Academic: Students must maintain a C average or above at school and have a minimum 90% attendance record. Successful performance in school and in the E-Commerce Entrepreneurship course is a major goal for students.

Behavior: Students must demonstrate acceptable behavior at school and at course meeting sites. Appropriate and exemplary behavior in school and in this course is a major goal for all ECE students.

Performance: Students are expected to perform to the best of their abilities at all times. One of the most important goals is to prepare students for the world of work. Therefore, all ECE students will be held to the same standards of performance as employees in a workplace.

Technology: Students are expected to adhere to the Acceptable Use Policy of their schools during all course activities. Equipment provided to ECE students and teachers is for the expressed purpose of completing course activities and projects. Any breach in the Acceptable Use Policy may result in suspension or termination from the course.

DRESS CODE: ECE students are expected to dress in *business casual attire* appropriate for a business environment. Students are expected to follow the dress code as detailed in the Business Casual Article during all course activities and meetings. Specifically:

- All students are expected to present a neat and clean appearance during course activities and meetings.
- No hats or inappropriate t-shirts may be worn during course activities or meetings.

EXPECTED CONDUCT: Appropriate conduct is expected of all ECE students. Mutual respect for all participants ensures an atmosphere that fosters creativity, collaboration, and participation.



Student responsibilities include, but are not limited to

- attending all scheduled classes and scheduled meetings;
- performing duties to the best of one's ability at all times;
- observing all fire and safety rules; and
- refraining from any and all acts of intimidation or violence against property and/or people.

DISCIPLINE: Teachers and the Course Director will closely monitor the attendance and performance of all ECE students. If it is determined that a student is displaying problems in any of the above areas, disciplinary actions may result, including a verbal warning, a written warning, and/or suspension or termination from the course.

The student, parent, and teacher have read, understand, and agree to adhere to the Student Behavior and Performance Expectations of the E-Commerce Entrepreneurship course. Your signature* indicates acceptance of these terms.

*Each student will receive a copy of this agreement to be signed and returned.

EXPO 2009 DISPLAY GUIDELINES



CT Student Innovation Expo Display Guidelines

To insure a safe and enjoyable experience and public exposition for all participants, student projects and displays must adhere to the following guidelines. If the CT Student Innovation Expo or CT Convention Center management considers the presence or operation of any equipment or material to be dangerous or unsafe, it shall have the right to prohibit or remove such equipment or material from the exposition.

1. An 8' x 10' x 8' exhibition booth will be provided with a 3' x 6' table and 2 chairs. All displays must fit within the 8' x 8' x 8' display space of the booth. No aspect of the display will be permitted outside or above the boundaries of the booth.
2. Projects, presentations, or exhibition booths may not display or involve the following at any time:
 - Blood products, fresh tissue, teeth, or bodily fluids
 - Nonhuman vertebrate animals or their parts
 - Pathogenic agents
 - Recombinant DNA
 - Carcinogenic or mutagenic chemicals
 - Compressed gas (including, but not limited to, CO₂)
 - Controlled substances
 - Explosive chemicals
 - Hazardous substances or devices (including, but not limited to, BB guns, paint ball guns, potato cannons, air cannons, knives or other sharp objects)
 - High-voltage equipment
 - Toxic chemicals
 - Lasers (any strength)
 - Ionizing radiation X-rays or nuclear energy
 - Radioactive materials
3. Glass bottles and lab ware, either empty or containing any substance, are prohibited from all displays and must be replaced by break-resistant containers.
4. Mercury thermometers are prohibited from displays.
5. Drugs, over-the-counter medications, antibiotics, and vitamins are prohibited from displays.
6. The operation of high-pressure vessels and pressurized systems is not permitted.
7. No open flame, torch, or burner is permitted in the display area.
8. No food or candy of any kind may be displayed or distributed.

EXPO 2009 PROGRAM SCHEDULE

The Connecticut Student Innovation Expo

www.ctexpo.org

Throughout the Expo you will see exciting demonstrations of innovative, technology-driven activities that include creative problem solving, digital media, science research, Web site design, and imaginative, interactive project displays. The energetic student presenters will explain and present their work to distinguished representatives from our business-sector and higher-education partners. Projects will be judged and awards given in several categories as detailed on page 4 of this guide.



Friday, May 8th

	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.
	TSA Opening Ceremony	TSA: Ongoing Competitions				TSA Awards Ceremony			
							CCC Exhibition Booth Set-up		

Saturday, May 9th

	8:00 a.m.	9:30 a.m.	10:00 a.m.	10:30 a.m.	11:00 a.m.	11:30 p.m.	12:00 p.m.	12:30 p.m.	1:00 p.m.	1:30 p.m.	2:00 p.m.	2:30 p.m.	3:00 p.m.
			CCC: Exhibitions										
						Student Lunch Cyber Cafe							CCC Awards Ceremony
			CCC: Ongoing Competitions for CTIA, E-Commerce, Biotechnology, CTASR, and Foundations of Health Science and Technology										
	CT EXPO Business Breakfast	CT EXPO Opening Ceremony	CPEP: Ongoing Competitions								CPEP Awards Ceremony		
						Student Lunch Cyber Cafe							
			PLTW: Capstone Presentations			Student Lunch Cyber Cafe		PLTW Awards Ceremony					

QUARTERLY MEETING SCHEDULE

October

October 17: 9 AM to 1 PM—Field trip to Southern Connecticut State University

November

November 21: 9 AM to 1 PM—Field trip to Manchester Community College

January

January 30: 9 AM to 1 PM—Field trip to the University of New Haven

March

March 27: 9 AM to 1 PM—Field trip to Manchester Community College

April

April 3*: 9 AM to 1 PM—Field trip to Southern Connecticut State University
(*make-up date if March 27th meeting is cancelled)

Expo Schedule and Deadlines

May

Monday, May 4: by 5 PM—Post ECE team Web site to our ctexpo.org server.

Friday, May 8: 3 PM to 6 PM—Exhibition Booth Set-up
6 PM to 8 PM—Connecticut Student Film Festival

Saturday, May 9: 9 AM to 4 PM—CT Student Innovation Expo Awards Ceremony and Public Viewing



Top Reasons to Become an Entrepreneur

- *To Use My Skills and Abilities*
- *To Build Something for My Future*
- *To Be My Own Boss*
- *To See My Ideas Realized*

Survey of 8- to 21-year-olds by Harris Interactive, Inc. Commissioned by the Ewing Marion Kauffman Foundation, MO, 2007.
<<http://www.kauffman.org/items.cfm?itemID=950>>

PROGRAM PARTICIPANTS

Participating School Districts

AITE
Berlin HS
Danbury HS

Hartford Pathways HS
Litchfield HS
Manchester HS

Region 6 WRHS
Region 16 WRHS

Region 18 LOLHS
Simsbury HS

Program Partners

The Center for 21st Century Skills
@ EDUCATION CONNECTION
www.skills21.org

Connecticut College of Technology Regional
Center for Next Generation Manufacturing
www.nextgenmfg.org

Connecticut Education Network
www.cen.ct.gov

Connecticut State Department of Education
www.state.ct.us/sde

EDUCATION CONNECTION
Regional Educational Service Center
www.educationconnection.org

Manchester Community College
www.mcc.commnet.edu

Metro Hartford Alliance
www.metrohartford.com

The Office for Workforce Competitiveness
www.ct.gov

Southern Connecticut State University
www.southernct.edu

University of New Haven
www.newhaven.edu

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<<http://ctcareerchoices.org>>



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"We cannot solve our problems with the same thinking we used when we created them."

~Albert Einstein



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