



Marketplace for Kids 2021-23



The Entrepreneurs of Tomorrow
Are in Our Schools and Homes Today!

Mission:

To encourage youth to explore entrepreneurship and self-employment through the recognition and development of their inventive, creative thinking and problem-solving skills.

Vision:

Our vision is for every student to receive entrepreneurship education and encouragement to become a lifelong partner in building stronger communities.



2021/22 Goals

- ✓ Host First Virtual Education Day at DSU 2/15/21
- ✓ First "LIVE Virtual" Education Day Bowman/Fargo 3/15/21
- ✓ Regular "In-Person" Education Day Williston 4/27/21
- ✓ Regular "In-Person" Education Day Jamestown 5/11/21
- ✓ Regular "In-Person" Education Day Wahpeton 5/17/21

HOW DOES MFK ALIGN WITH CTE'S VISION?

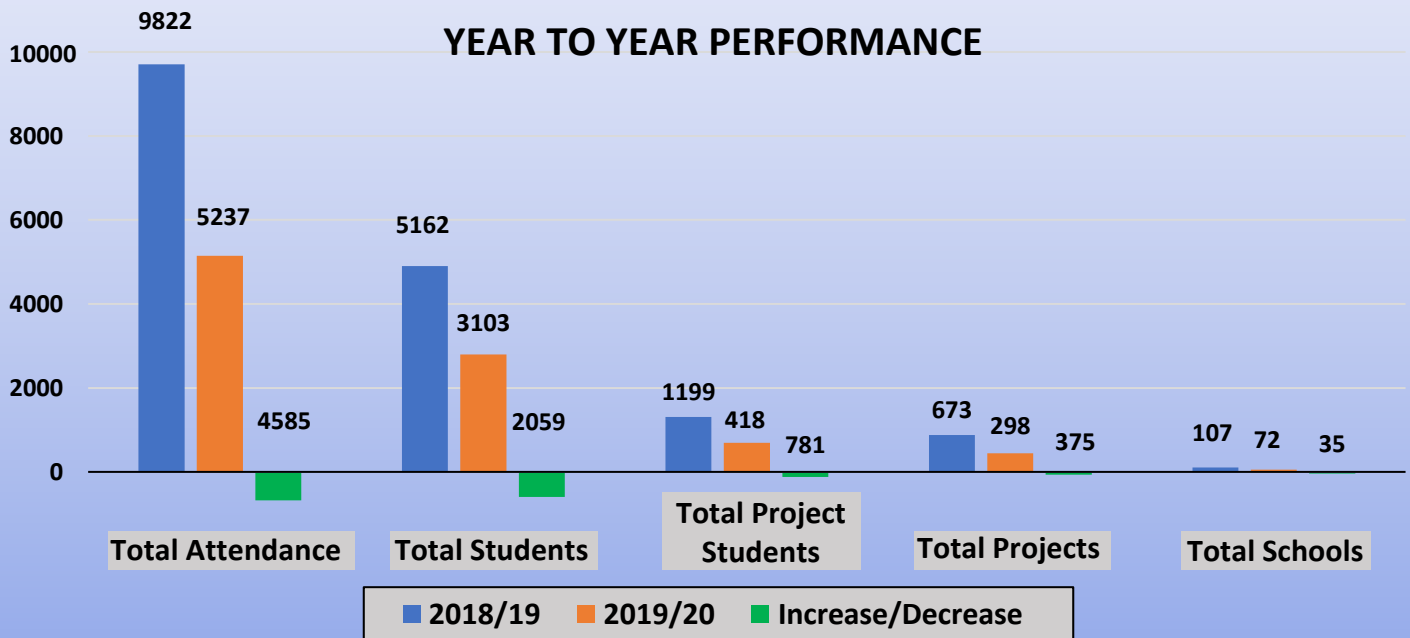
MFK, in partnership with CTE, annually provides ***“entrepreneurial educational experiences based on labor market information relating to the needs of North Dakota's business, industry and the private sector”***. This is accomplished using feedback from students, presenters, business and industry. This information is used to target future programming in the greatest needs areas AND careers that students WANT to get involved with. MFK is ***“committed to providing career awareness”*** by partnering directly with Career & Tech Centers, Colleges, and industry leaders using their knowledge, equipment and processes to introduce these career choices to thousands of students across the state who may never have this opportunity. This allows our students to use ***“the latest methods of instruction while using up-to-date technology”***. MFK's focus on elementary students in grades 3-8 is the only Statewide program that ***“provides youth with exploration opportunities and the foundation skills needed to enter the world of work”***.

Covid-19 Affects

Registered attendance was 46.7% lower - 3 Education Days were held, 2 - new. With expected attendance including ALL Education Days scheduled - an increase of 1,439 or 14.7% would have been realized.

2020 Donation Reductions

- ✓ Private donations were down February 1st through December 31 in 2019-20 period (year on year) \$-21,155.99
- ✓ Decrease Percentage (Not including CTE) - 46.4%



WHERE IS MARKETPLACE FOR KIDS NOW (during/after Covid-19)?

- ❖ In 2021/22 Marketplace for Kids has **5 Education Days** tentatively scheduled
- ❖ Currently we are in the testing phase of **"A-Synchronous and Synchronous" Education Days** (3,500 est. attendance this year!)
- ❖ A schedule will be set in the coming weeks for the year including 3 In-Person Education Days (dependent on guidelines).
- ❖ Classes such as **"Electrical Circuits"**, **"Power Plant Puzzle"**, and **"WHAT DO LAND SURVEYORS REALLY DO?"** at all Education Days for the 20/21 year.
- ❖ Covid-19 virus has had a **Massive Impact** to MFK attendance and finances. A **reduction of nearly 47%** in both total attendance and private sponsor donations.
- ❖ MFK staff and grant writers have been working feverishly to overcome the financial deficit by applying for new grants and reaching out to past and new supporters.

MFK AND OPPORTUNITY:

Dear Chairman Holmberg,

December 28, 2020

My name is Mary Haugo and I have been a Region 5 co-chair on the Marketplace for Kids (MFK) Leadership Team since 1995 and currently a Board Member for MFK.

I am writing to request sustaining our regular funding for MFK. Governor Burgum suggested a \$50,000 cut for the biennium but due to Covid-19 our private funding for the year is down. If we lose that funding, we will fall short next year.

MFK is an amazing and worthwhile program for young entrepreneurs. The Education Day provides learning and hands-on activities for teachers, parents, and students helping them discover entrepreneurship, explore career fields, new technology and self-employment.

Students can showcase their inventions that they've designed. Each inventor creates a project board that requires using reading, language, and technology skills. They also practice their skills on public speaking, meeting new friends, and listening to others, following the Standards of North Dakota and National Standards in Science, Technology, Entrepreneurship Education, Arts, Math, and Language in all attending grades.

Our vision is for students to become lifelong partners building stronger communities in ND. Showing students these possibilities, they will realize the opportunities in our great state.

I urge you to continue with our regular funding for this worthwhile program. We are investing in the future of North Dakota by educating and keeping the leaders of tomorrow in ND.

Dear Chairman Holmberg,

December 28, 2020

I am Roger Demers, (Partner Acct. Exec.-Wex Health) and I'm asking you to continue to fund the Marketplace for Kids (MFK) at the **same level or even greater** in your next budget round.

I have had the Pleasure of speaking at this event a few years ago. I can tell you that it was a Great day of learning for all of the students, parents and School faculty that attended.

Among the many other skills that Marketplace for Kids teaches these young students, they also focus on Career Opportunities that are available right here in North Dakota. Our goal should be to continually educate your Young Students about the great diversity of career opportunities in our Home state.

Did you know that the many teachers and former teachers who run this program are Volunteers who never take any Salary for their work with this Great program? We should acknowledge these founding members for their Great work over the years!

I urge all North Dakota Legislators to strongly consider funding this program at their current levels, or even digging deeper to add some additional funding to this Great program for the Students of North Dakota!

Respectfully submitted,
Roger Demers



Marketplace for Kids

"The Entrepreneurs of Tomorrow Are Preparing Today!"

WHY DOES MARKETPLACE FOR KIDS HAPPEN?

ND CTE and MFK believe that ***"every student has the right to receive entrepreneurship education and encouragement to become a lifelong partner in building stronger communities."*** We strive to ***"encourage youth to explore entrepreneurship and self-employment through the recognition and development of their inventive, creative thinking and problem-solving skills."***

HISTORY:

- ✓ Marketplace for Kids started in 1995 as a pilot.
- ✓ Elementary teachers designed a concept to encourage students to showcase their innovative ideas and attend age appropriate experiential classes of all types.
- ✓ The Advisory Leadership Team elected Jamestown as the site for that first Education Day was a success with over 600 students/teachers/dvisorsparticipating.
- ✓ 1997 the regional concept was developed, expanding to 12 Education Days in 2015

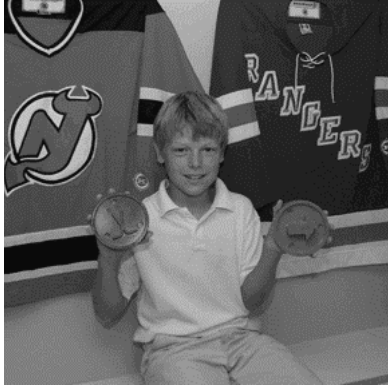
STANDARDS:

- ✓ MFK meets State and National Standards in Science, Technology, Entrepreneurship Education, Arts, Math, and Language.
- ✓ Numerous MFK representatives reviewed the standards and provided feedback to the Consortium for Entrepreneurship Education to validate and/or improve the content and organization of the National Content Standards for Entrepreneurship Education. These standards represent a framework for all organizations to work together to "Accelerate Entrepreneurship in America."

RESOURCES:

- ✓ MFK provides continuing education credit to the education network.
- ✓ Does classroom outreach sessions to help students and teachers get started with planning.
- ✓ Supplies lesson plans (from teachers), Learning Guide and resources to meet the demand of a growing/changing education network.

Success Stories



Riley Giauque is an Ambassador for the MFK Program and has represented the program as a Keynote Speaker at the Consortium for Entrepreneurship Education Annual Meeting and numerous Marketplace for Kids Education Days. Riley's passion for hockey and creativity led him to invent the EZPUCK and ONETIMER. EZPUCK is a stationary disk that allows users to improve their stickhandling and puck control on the ice. ONETIMER is a hockey training device that allows users to practice passing both on and off the ice. Riley featured his EZPUCK invention at Marketplace for Kids when he was in the fourth grade and has since filed and received a patent for both the EZPUCK and ONETIMER. He currently markets his products online through his website www.ezpuck.com and has sold his products across

the globe. Riley was also the recipient of the 2018 Scholarship for Entrepreneurship at North Dakota State University.



Ethan Bowman is an Ambassador for the MFK Program. Ethan's invention, EZGRO, a self-watering system was the 1st Place winner of the Bright Ideas Showcase and Contest in 2012. He has gained national recognition with an interview in a National Agriculture magazine and his garden concept was used at a nursery in his hometown of Jamestown, ND where he also volunteered his time to improve his concept. You can view his EZGRO invention on YouTube at:

<https://bit.ly/3nu6iIi>



Joshua Boen is an Ambassador for the MFK Program. In 2014, his love of competitive swimming and technology came together in the invention, iCoach, a real-time coach-athlete communication tool. iCoach is an app that enables coaches to directly communicate with their athletes while they're in action. The app connects with the athlete's headpiece via Bluetooth allowing the coach to speak to the athlete and gives the coach control over who is receiving their communication. iCoach allows the coach to pick recipients by displaying a list of all the athletes and allowing them to select one or all. Josh's iCoach invention was the 2014 1st Place winner of the Marketplace for Kids Bright Ideas Showcase and Contest held at Minot State University. Also, in 2014, Marketplace for Kids arranged for

Joshua to present his invention to Microsoft, Myriad Mobile, and One Million Cups in Fargo.



Marketplace for Kids

“The Entrepreneurs of Tomorrow Are Preparing Today!”

WHAT’S AN EDUCATION DAY?

Education Days are unique, one-of-a-kind experience where students **explore careers, technology, and the future through hands-on activities** that are rooted in **entrepreneurship and innovation**. We have Education Days scheduled throughout North Dakota each year and will be in Dickinson, Bowman (Virtual events), Williston, Jamestown, and Wahpeton (tentative In-person events)!

WHAT DOES MARKETPLACE FOR KIDS TEACH?

MFK has a primary focus on **Entrepreneurship** and is many times a student’s first look at **business ownership, career choices, innovative technology and even college settings**. The vast array of class choices at all Education Days are nothing short of **phenomenal, including STEAM classes, HANDS-ON LEARNING ACTIVITIES** such as **Financial Literacy, Starting a Business, Wildlife, Industry Safety, Railroad, Energy Resources etc., Agriculture, Automotive, Aerospace, Construction, Plumbing, HVAC, Robotics, Electronics, Drones and Virtual Reality applications**.

WHO MAKES MARKETPLACE FOR KIDS HAPPEN?

MFK (in partnership with ND CTE) begins with the programming created and approved by **Regional Advisory Leadership Teams and Marketplace staff**. Hundreds of volunteers including people from **business, Chambers of Commerce, Economic Development Corps., Score, Retired Teachers Associations, students from DECA, 4-H, Honor Societies** etc. present classes and provide guidance, direction, and hands-on help to presenters, students and staff throughout the day. Volunteer hours during the 2018-19 Education Day season amounted to over **2,001.5 hours (\$51,578.67)**.



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RECOGNITION:

- MFK has been recognized as a program that should be replicated by the Consortium for Entrepreneurship Education.
- Featured in the national publication “Education Update” (a publication of ASCD Association for Supervision and Curriculum Development) as a program to begin teaching entrepreneurship early.
<http://www.ascd.org/publications/newsletters/education-update/jun09/vol51/num06/Educating-Emerging-Entrepreneurs.aspx>
- Recognized in the Midwestern Office of the Council of State Governments Newsletter as “**One of the best youth Entrepreneurship programs in the nation.**” (MFK students have presented at their annual Conference)
- Collaborates with the Consortium for Entrepreneurship Education on National Entrepreneurship Education Standards to provide entrepreneurial education programs to all Americans.

SUMMARY:

Entrepreneurship education positively impacts learners at all levels in a wide number of contexts. Marketplace for Kids is the **only** Elementary (Grades 3-8) Entrepreneurship Education Program (provided in partnership with CTE) in North Dakota. We support entrepreneurship education and the Consortium for Entrepreneurship, CTE and all programs that fall under the framework of the National Standards for Entrepreneurship Education. The North Dakota Legislature has supported Elementary Entrepreneurship Education since 2005 with a total number benefiting from that funding surpassing **155,000**.



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REMARKS:

My experience, while limited to the one year, has shown me that the Marketplace for Kids program has merit as an instructional tool for a large group of students in a very short period of time.

The diversity of the material and presentations, the interaction between students and presenters, and maybe most importantly, the enthusiasm of the children/students is something that I certainly feel is beneficial for our North Dakota kids. It's an experience worth having and an experience worth funding.

Jim Murphy, Executive Director
Traill County Economic Development Commission

"Fantastic Entrepreneurial day for 3-8th grade students"; "we believe the future of our state's economy lies in the innovative spirit of our children."; "It's a day where students learn that they can do and be anything they want to, and they can do it in North Dakota"; "those contributions do not cover the cost of the event. CTE funding is critical to the continuation of the program"; "there is something for everyone, some students want to showcase business plans, inventions, bring ideas to life and create something"; "MFK allows for both in a non-competitive environment. MFK is something our area students and teachers look forward to year after year"; "It is a program that greatly contributes to the future Workforce Development goals that the state has." "My son attended one of the first Marketplace for Kids when it was held in Jamestown. He now owns and operates his own home design service. This is one example of how this program is beneficial to the North Dakota population."; "since 2005 we have had over 7,500 students, teachers, chaperones and parents walk the halls of Dakota College to enjoy a large variety of classes"; "Our community is actively building tomorrow's workforce with the help of this educational program, which needs the CTE grant to be able to continue."; "North Dakota's economy is changing, and we're seeing the emergence of new solutions built on innovative ideas."; "My granddaughter is in elementary school (third grade) and she is a builder. Her dad, our son, is a house designer and he attended one of the early Marketplace for Kids in Jamestown while he was a student. When she gets to grades 5-6, I sure hope that she can attend a Marketplace for Kids! This is an age group who really needs to have opportunities like Marketplace for Kids available to them."