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## Task force calls for infusing entrepreneurship in education

MADISON — Today, State Superintendent Tony Evers released a framework developed by the Wisconsin Entrepreneurship Education Task Force to help infuse entrepreneurial skills and competency throughout the PK-12 curriculum.

“Entrepreneurs strengthen our state and local economies through job creation, and entrepreneurial thinkers strengthen our society in many other ways,” said State Superintendent Tony Evers in announcing the publication of *Wisconsin’s Vision for Entrepreneurship Education*.

The task force was made up of 41 business and community representatives; educators and education leaders, including teachers from multiple disciplines; and entrepreneurs. Convened in January 2009 by the Department of Public Instruction with support from the Department of Financial Institutions, the group was charged with developing a framework for schools and districts interested in initiating or enhancing entrepreneurship education. Serving as honorary chair was Lorrie Keating Heinemann, secretary of the Department of Financial Institutions, and serving as co-chairs were Rep. Sondy Pope-Roberts and Jim Morgan, vice president, Wisconsin Manufacturers and Commerce.

“Many of our well-known companies were created by Wisconsin residents who were willing to take a risk,” Heinemann said. “Our strong work ethic, combined with our passion and persistence to succeed against all odds, have created an excellent base for building our innovation economy. If we can inspire our youth to create their own jobs, even if they fail the first time or two, we will build an economy that is dynamic and sustainable well into the future.”

“This new framework will help teachers of any subject to see the ways they can prepare young entrepreneurs as well as other students,” Morgan said. “Successful entrepreneurs need traits that benefit everyone. They exhibit leadership and creativity, while developing financial literacy and the ability to assess their own strengths and weaknesses in order to continually improve.”

(more)

“This publication will help us to educate productive, responsible citizens, sustain the incredible array of enterprise that keeps Wisconsin strong, and foster partnerships between business and education to maintain our competitive edge,” Pope-Roberts said.

During meetings in 2009, the group reviewed and affirmed the value of the National Content Standards for Entrepreneurship Education from the Consortium for Entrepreneurship Education. The task force then developed specific educational recommendations and compiled its three-part report.

The first element, the Wisconsin Framework for Entrepreneurial Education, identifies three basic categories of knowledge and skills essential for students to become entrepreneurial thinkers or entrepreneurs:

- Foundational skills. Examples: digital skills; business, economic, and financial literacy; communication and interpersonal skills.
- Entrepreneurial processes. Examples: concept development, resourcing, actualization.
- Business functions. Examples: information management, human resources management, operations management.

In support of all these pieces, the task force identified the overarching traits and behaviors of leadership, personal assessment, and personal management.

The second element of the document, the Action Plan for Entrepreneurship Education, comprises strategies to be used at the classroom, school, or district level to implement the framework. For example, teachers can work with students to open a school-based business, and school districts can develop partnerships with industry.

The third element of the publication is a self-assessment tool to assist teachers, principals, and district administrators in charting their progress toward a curriculum infused with entrepreneurial skills.

“A quality education should nurture these skills,” Evers noted. “Many of the same skills highlighted in this report have also been identified in earlier efforts such as the Partnership for 21st Century Skills and the Wisconsin Task Force on Arts and Creativity in Education. This document provides a road map that our educators can use to engage students to develop these abilities. I thank the task force for providing this important tool in our work to ensure that every child graduates ready for further education and the workforce.”

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**NOTE:** A list of members of the Wisconsin Entrepreneurship Education Task Force follows. The task force report is available at <http://dpi.wi.gov/cte/pdf/eshiplit.pdf>. Additional entrepreneurship education resources are available at <http://dpi.wi.gov/entre>. This news release is available electronically at [http://dpi.wi.gov/eis/pdf/dpinr2010\\_07.pdf](http://dpi.wi.gov/eis/pdf/dpinr2010_07.pdf).

# State Superintendent's Entrepreneurship Education Task Force

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