



## EAST CHAPEL HILL HIGH SCHOOL

### East Chapel Hill High School Chapel Hill, NC

Program Enrollment: 65 students

#### Success Metrics:

- Validates the entrepreneurship skills taught in CTE courses.
- Provides students with real world skills to start their own business.
- Gives students a credential that carries into college and career.
- Recommended for three College Credit Hours by the American Council on Education.



East Chapel Hill  
High School



Entrepreneurship  
and Small Business

### East Chapel Hill High School Adds Entrepreneurship and Small Business Certification to Marketing Courses

East Chapel Hill High School is a highly competitive public school in Chapel Hill, North Carolina. It was established in 1996 and serves more than 1300 students. In 2012 East Chapel Hill High was ranked among the top 100 in Newsweek's "America's Best High Schools."

#### Challenge

As part of North Carolina's CTE initiative to prepare students to be successful citizens, workers and leaders in a global economy, East Chapel Hill High offers CTE programs, including a Marketing and Entrepreneurship program.

Karen Sanders, who teaches Honors Marketing and Honors Strategic Marketing at East Chapel Hill High, has had many students come to her with business ideas. She has guided them to create business plans and has helped several students launch successful businesses.

She recognized that entrepreneurship education is critical to helping her marketing students succeed in the real world. Her students needed to learn and be confident in their entrepreneurial skills and she appreciates the additional benefits that come with entrepreneurship education, including: creativity, accepting failure as growth, resilience, collaboration, and the additional benefits entrepreneurs bring to communities through economic development.

#### Solution

East Chapel Hill High accepted the invitation to be part of a pilot program for Certiport's Entrepreneurship and Small Business (ESB) program.

Sanders was already familiar with Certiport since she had administered Adobe Certified Associate certification with her eCommerce classes. "I had great success, so I knew that Certiport certifications were valuable and I was willing to take a look at piloting the ESB program," said Sanders.



In addition to entrepreneurship curriculum provided by her state, Sanders exposes her students to real world entrepreneurship experiences and case studies. She also utilizes LearnKey's ESB course and the practice tests, to make sure her students are well prepared for all of the exam objectives.

## Results

The first semester Sanders had 25 students take the ESB exam with an 86% pass rate. She described her students as being unusually engaged and interested in the content and principles she was teaching. Her students were already learning valuable entrepreneurship skills in her course, but now they had validation from industry-recognized certification that is sponsored by Intuit, the makers of QuickBooks, TurboTax, and Mint. Additionally, several students from Sanders' course have received

college credit by presenting their schools their ESB certifications. The American Council of Education recommends that colleges grant three credit hours in undergraduate business administration or business information technology to those who earn the ESB certification.

Another student started an online business to help high school students find jobs. An investor was so impressed with the young man that he gave him free office space to run the new business.

"ESB certification is an extra benefit they get from taking my marketing classes and I've had a great response. I tell my students the ESB exam is valuable for their future and since the district pay, they are saving money, plus they are saving the cost of a college course in entrepreneurship."

Now that the pilot program has

ended, Sanders is working to certify all her students each year, about 65. The budget is tight but the district, Chapel Hill-Carrboro City Schools, helps pay for the exams so they are free for students. Since this pilot, 15 other states have incorporated ESB into state funding lists to help cover the costs and more are looking at it. Furthermore, in 2020, 49 out of 50 states have incorporated guidelines, standards or other entrepreneurship concepts in K12 curriculum requirements because those concepts and principles are becoming more important than ever, as the gig economy becomes more prevalent and intrapreneurship is being more closely utilized within enterprises.



<http://www.certiport.com/esb>