

# Entrepreneurship as a Postsecondary Pathway

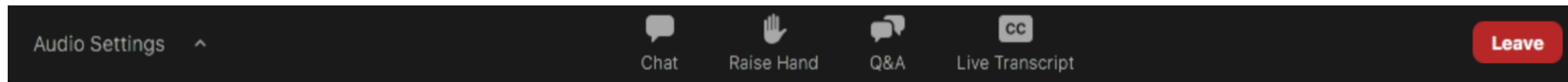
*mefa*<sup>®</sup>

## About MEFA

State authority created by the Commonwealth of Massachusetts in 1982, helping families plan, save, and pay for college



## How to Participate



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*mefa* INSTITUTE  
WEBINAR

## Entrepreneurship as a Postsecondary Pathway



**Adanna Ude**

Regional Director, Network for Teaching  
Entrepreneurship (NFTE)



**Laysa Mourao**

NFTE Alumna



**Moderated by Jennifer Bento-Pinyoun**

MEFA's Director of K-12 Services



Tuesday, February 13



3:00 PM

*mefa*



# Webinar Description

- How to support students on their post-secondary entrepreneurship pathway
- Webinar participants will hear student stories and learn about resources and recommendations geared towards supporting students who want to start their businesses or incorporate the entrepreneurial mindset into their steps to success!



# Agenda

1. Introductions
2. What is NFTE?
3. Entrepreneurship as a Pathway:  
**Conversation between Laysa and Adanma**
4. Questions/Wrap Up





Network for Teaching  
Entrepreneurship



# Inspire, Ignite!



## Our Mission

NFTE ignites the entrepreneurial mindset with unique learning experiences that empower students to own their future.



## Our Vision

Every person owns their future



## Our Purpose

Lead the global movement for equitable access to entrepreneurship education.



## Our Values

We value entrepreneurial thinking, hard work, equity, respect, creativity, collaboration, honesty, quality, transparency, and accountability.



## Who We Are

Network for Teaching Entrepreneurship (NFTE) is a global nonprofit founded in 1987 that provides high-quality entrepreneurship education to middle school, high school, and postsecondary students to young people from underserved communities.

We bring the power of entrepreneurship to students, regardless of family income, community resources, special needs, gender identity, race, or ethnicity.

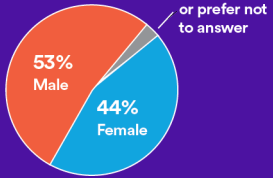
# 1,300,000 Students Educated Since 1987

## WHO

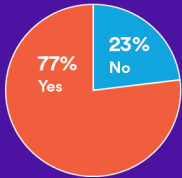
**45,000**

Students reached globally in 2022-23

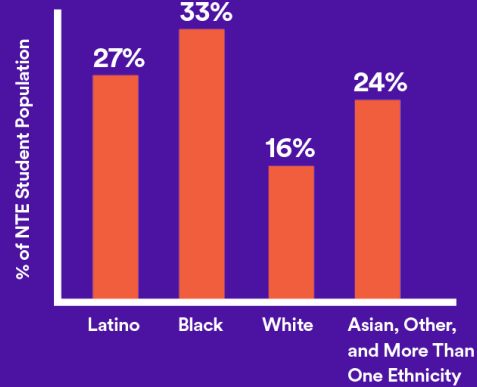
### Gender



### FRL Eligible



### Race/Ethnicity



## WHERE

### Find NFTE in...

- High schools
- Middle schools
- Summer camp programs
- Postsecondary institutions
- Community-based organizations



**30** U.S. states served

**27** Countries served

**7** U.S. regions, including Capital, Mid-Atlantic, Midwest, New England, South, Southeast, and West

## WHAT

### 10 programs that include:

- World Series of Innovation
- Entrepreneurship Essentials
- Startup Tech
- Entrepreneurship 1
- Entrepreneurship 2
- Startup Summer
- BizCamp
- Venture
- ESB Prep
- Start it Up!



[NFTE.com/programs](https://www.nfte.com/programs)

## HOW



### NFTE program Delivery options:

- In-school
- Out-of-school
- In-person
- Online
- Hybrid (online + in-person)



**2,765**  
NFTE volunteers in 2022-23



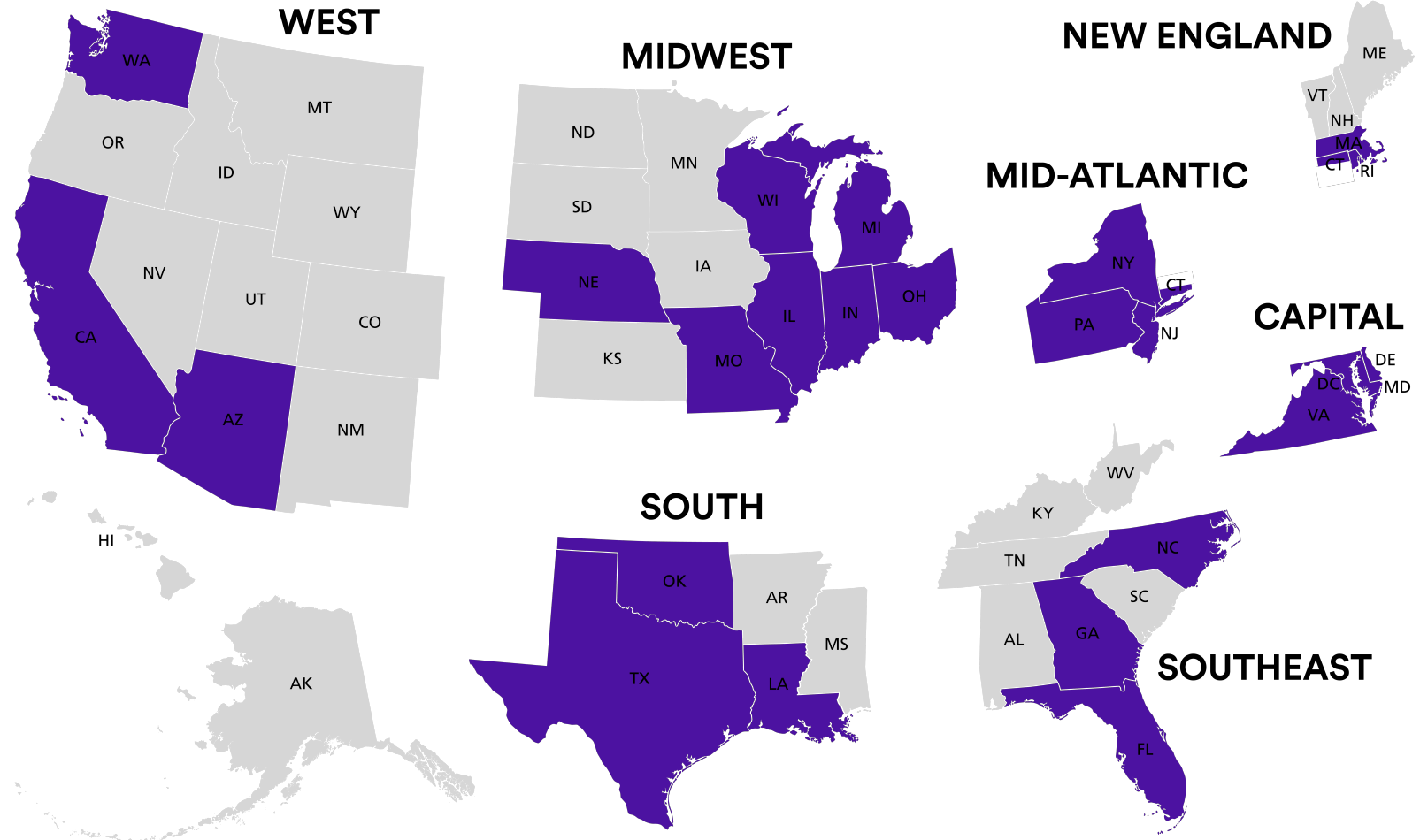
**12,000+**  
Hours of volunteerism invested in 2021-22 NFTE classrooms and programs



# Program Locations

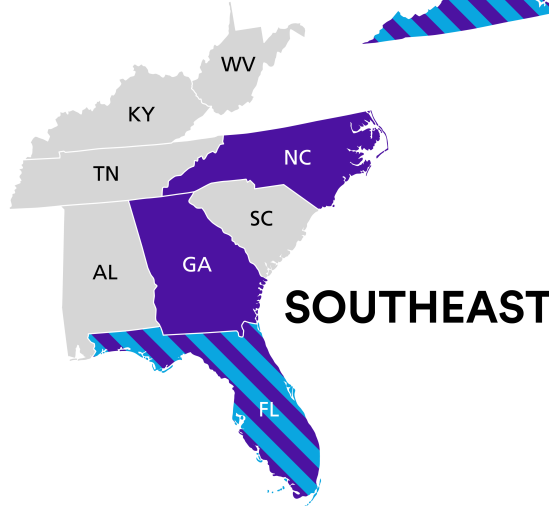
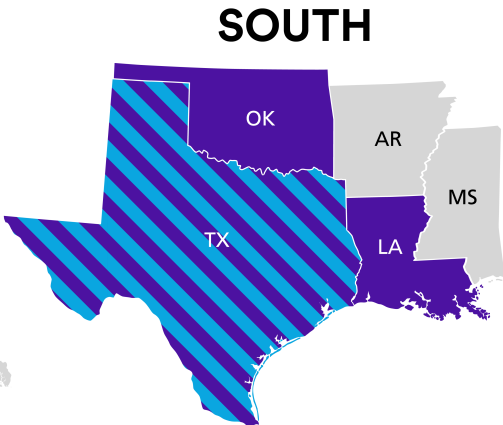
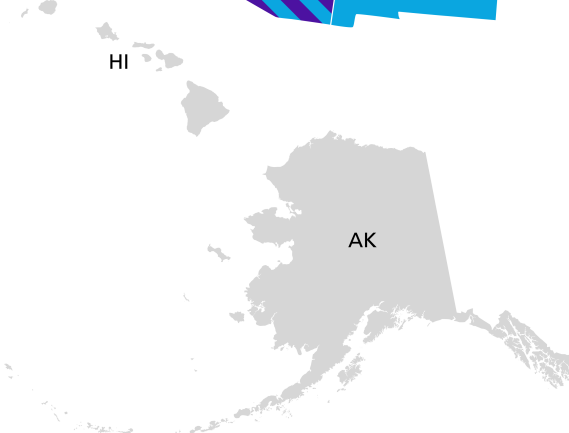
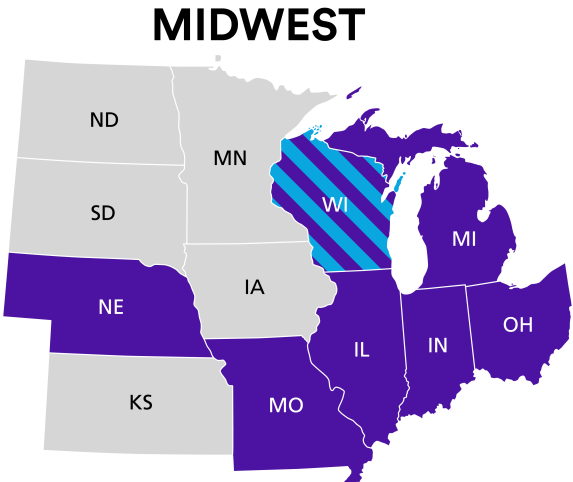
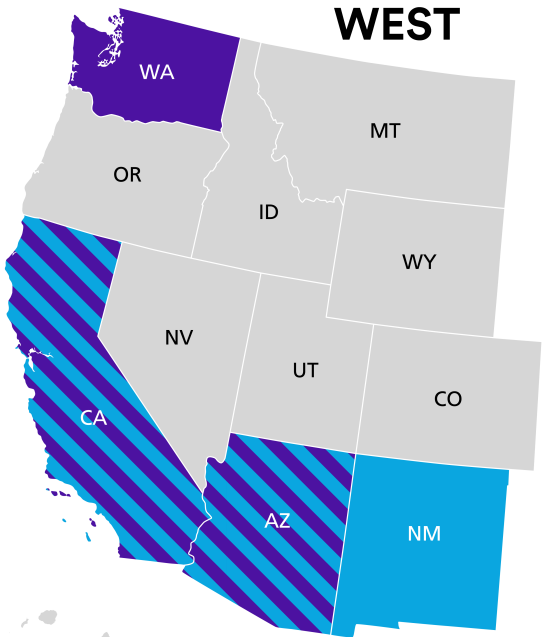


GLOBAL

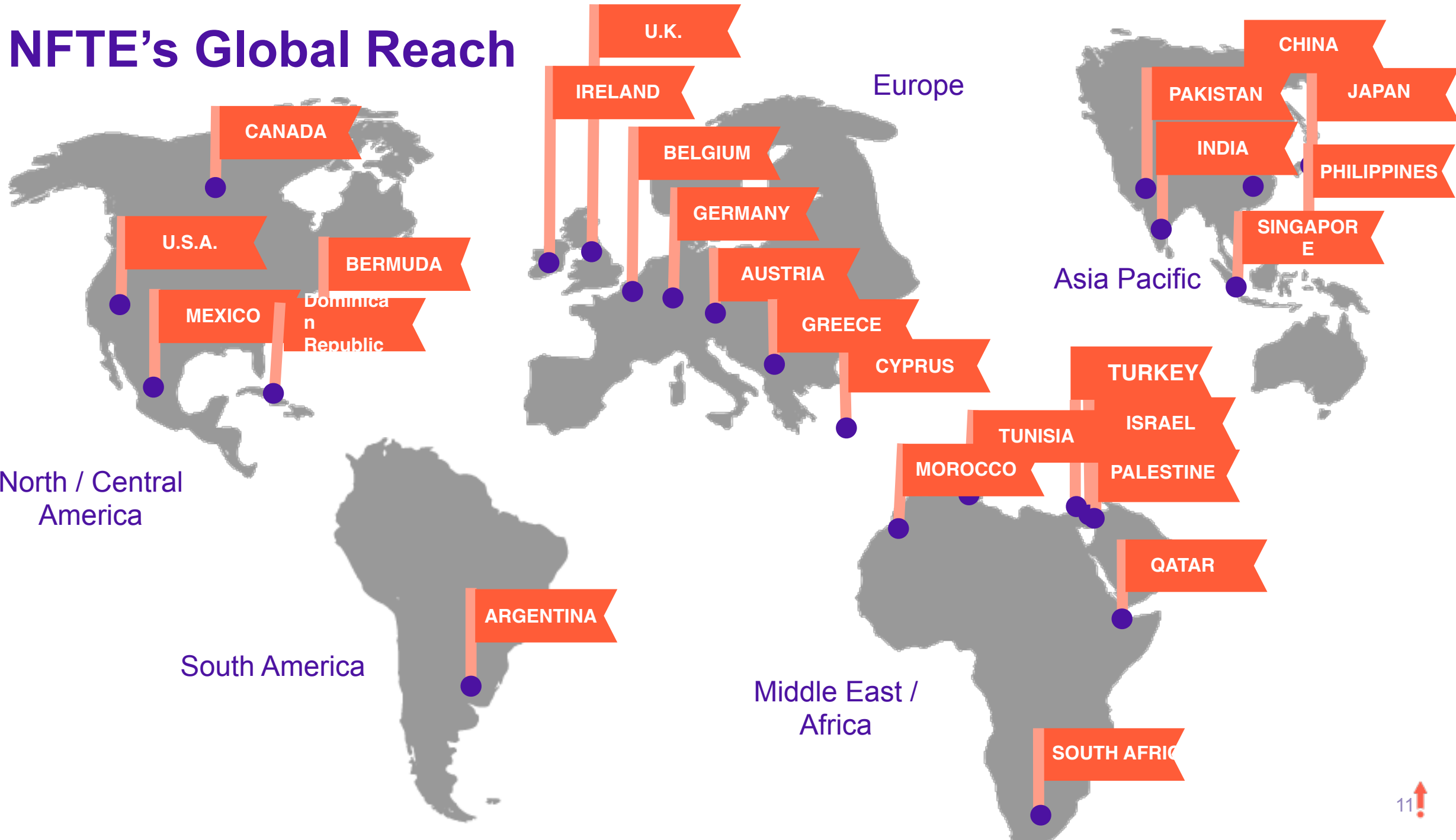




# NFTE U.S. Program Reach



# NFTE's Global Reach



# New England Program Partners

## Massachusetts

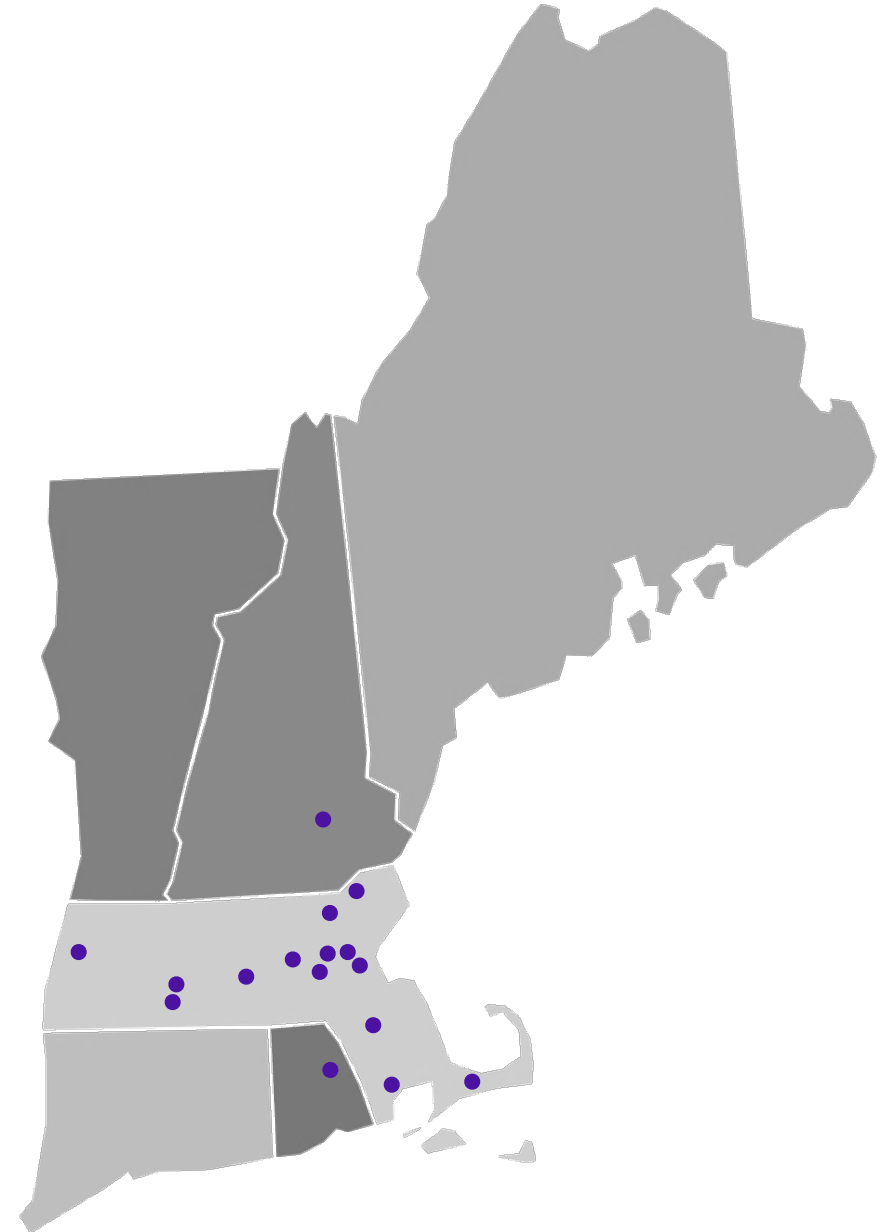
- Barnstable High School (Barnstable)
- Boston Private Industry Council (PIC)
- Brighton High School (Brighton)
- City of Boston (Summer BizCamp)
- Department of Youth Engagement & Employment (Boston)
- Discovery High School (Springfield)
- Falmouth High School (Falmouth)
- GearUp MA (Statewide)
- Haverhill High School (Haverhill)
- High School of Commerce (Springfield)
- Ipswich High School (Ipswich)
- Keefe Tech Regional High (Framingham)
- Lowell High School (Lowell)
- MassHire Hampden (Chicopee & surrounding cities)
- MassHire Metro Southwest (Framingham & surrounding cities)
- New Bedford High School (New Bedford)
- New Heights Charter School (Brockton)
- Perkins School for the Blind (Watertown)
- Wahconah Regional High School (Dalton)

## New Hampshire

- Girls at Work (Manchester)

## Rhode Island

- The MET School (Providence)



# Activating the Entrepreneurial Mindset

NFTE empowers youth to approach the world with an **innovator's eye and a founder's grit**, not only during the NFTE course but for the rest of their lives. **An entrepreneurial mindset prepares young people for success throughout life.**



## Initiative & Self-Reliance

The power to take ownership without input or guidance and to work through obstacles independently.



## Flexibility & Adaptability

The ability and willingness to change actions and plans to overcome present and future challenges.



## Communication & Collaboration

The ability to clearly express ideas to an intended audience, including persuading others to work towards a common goal.



## Creativity & Innovation

The ability to think of ideas and create solutions to problems without clearly defined structures.



## Future Orientation

An optimistic disposition with a focus on obtaining the skills and knowledge required to transition into a career.



## Critical Thinking & Problem Solving

The process of applying higher-level, process-oriented thinking skills, and of transitioning that reasoning to decision making.



## Opportunity Recognition

The practice of seeing and experiencing problems as opportunities to create solutions.



## Comfort with Risk

The capacity to move forward with a decision despite inevitable uncertainty and challenges.

In partnership with the *Educational Testing Service (ETS)*, NFTE has developed the **Entrepreneurial Mindset Index** – a valid assessment to measure mindset growth. We thank **EY** for its signature support of this effort.

# Entrepreneurship as a Pathway



45% of Gen Z reports being very likely or extremely likely to start their own business one day.

*Source: 2020 Gen Z Segmentation Study from EY US*



The number of college students majoring in entrepreneurship rose 7.3% even as college enrollments fell 7.8% overall and traditionally popular majors lost ground.

*Source: National Student Clearinghouse Research Center*



# The Future of Work is Entrepreneurial



**90%**

of employers identify entrepreneurial skills as very important

**65%**

of the jobs children entering school today will do ...do not exist yet

**1 in 3**

U.S. employers want to hire people with entrepreneurial experience

**Today**

**20%** of freelancers earn \$100,000 or more

**By 2027**

**50%** of US workforce will be freelancers

# STOP & THINK



**Think of a job that exists now that did not exist 15 years ago.**

**Think of a job that may exist in the next 15 years that does not now.**

## Entrepreneurship as a Pathway to:

- College
- Workforce
- Entrepreneurship
- College & Entrepreneurship



“It’s no secret I hated school when I was a teenager. I could easily have dropped out if I hadn’t discovered my passion for entrepreneurship in a NFTE class. I want other young people to find what I found: a chance to feel that entrepreneurial spark and believe in their own unstoppable potential.”

– Jennifer LaSala,  
Founder & Owner,  
Jennifer Lee’s Gourmet Bakery;  
NFTE Alumna



# Recommendations

- **SKILLS:** Students engage in exploring Entrepreneurial topics and knowledge (i.e. Lean Canvas, Business Plan pitch competitions, Start it Up, World Series of Innovation)
- **MINDSET:** Students participate in learning or experiences to activate their entrepreneurial mindset, develop their transferable skills
- **NETWORK:** Build and utilize a diverse network of supporters, coaches, and mentors who can become advisors and future champions
- **CERTIFICATIONS:** ESB Certiport



“Today’s economy demands that students graduate from high school, earn some type of degree or credential, and develop knowledge and skills they can use in a job.”

– Jean Eddy,  
President and CEO,  
American Student Assistance

# Recommendations: From Laysa to Counselors!

## Stimulating Entrepreneurship Throughout High School

- **Encourage students to explore their interests and passions early** on and consider how they can turn those into entrepreneurial opportunities. (e.g. starting a club, creating a volunteer opportunity, working with a startup or business to gain hands-on experience)
- Ask students what problems they currently face, regardless of how silly, and **encourage them to think creatively to innovate a solution**. Remember the ideas must be based on a problem!
- **Encourage collaboration** of students who are interested in entrepreneurship.
- **Provide access to resources** such as entrepreneurial programming, entrepreneurship clubs, competitions, and workshops to help students develop their skills and network with like-minded peers.
- Professionals love to get involved with students! **Facilitate mentorship opportunities with local entrepreneurs or professionals** in relevant industries to provide guidance and insights into the entrepreneurial journey. It's great to start building a network early.



# Recommendations: From Laysa to Counselors!

## Pathway for Continuing the Entrepreneurial Journey:



### Helpful Questions to consider:

Does the student have a viable business opportunity? What stage are they in their entrepreneurial journey?

- Does the student have interests they'd like to explore?
- Consider the financial resources required: to finance a startup, participate in an incubator, or attend a university, or a technical school.

### If the student's next steps are college:

- Look for colleges or universities with competitive entrepreneurship programs that offer courses, workshops, mentorship, and funding opportunities for student ventures.
- Consider the flexibility of the curriculum, alumni network, geographic region, internship opportunities, cost, and the support available for students to pursue their entrepreneurial interests alongside their academic studies.
- Tap into a student network and expand to speak to alumni and current students of different schools

### If the student's next steps are other than college:

- Discuss how much time the student intends to devote to their venture.
- Search for incubators, accelerators, or venture studios that support aspiring entrepreneurs.
- Apply to experiential opportunities through internships or training programs (e.g. Workforce training opportunities, nonprofits, etc.)



# Thank You

*For more information:  
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[AdanmaU@nfte.com](mailto:AdanmaU@nfte.com)*

[www.nfte.com](http://www.nfte.com)

## Upcoming MEFA Institute Webinars

### Helping Families Navigate the Challenges and Delays of the New FAFSA

Thursday, February 15, 2024  
8:30 AM



### Everything You Need to Know about Tuition Break

Thursday, February 29, 2024  
2:30 PM



### College Admissions & MEFA Pathway

Wednesday, March 20, 2024  
8:30 AM



View more events: [mefa.org/mefa-institute](https://mefa.org/mefa-institute)

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Thank You

**QUESTIONS?**

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or email [collegeplanning@mefa.org](mailto:collegeplanning@mefa.org)

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