

COMMUNITRADE

HAYDEN LAWRENCE, SAVANNAH OLMSTEAD, MARY ROBINSON, MADELINE RODGERS
GBA 371-005





Our mission is to promote trades education among rural students and increase community involvement among retirees and teachers while providing value for local companies.

THE NEED

- + Rural teacher recruitment and retainment (Brond)
- + Need for strong after-school programs (Wilson)
- + Skilled employee shortage:
 - + **6.7 million** job openings (CNBC)



OUR SOLUTION: EDUCATING STUDENTS BY ENGAGING RETIREES

- + After-school community program
- + Recruits retirees in trade fields to offer classes on respective subjects
- + Works with trade schools and local companies



KEY PARTNERS AND ACTIVITIES

- Alabama Power
- Construction companies
- Retirees in the community
- Trade schools
- Pairing students with a trade that interests them
- Give students practical experience
- Provide networking opportunities for students with companies

KEY RESOURCES

- + Retiree recruitment
- + Community center space
- + Company and trade school involvement
- + Educational materials



REACHING OUR CUSTOMERS

Get

- Directly reach out to companies
Conferences
- Approaching trade schools about partnerships

Keep

- Keeping students and retirees engaged with program
- Altering curriculum to meet customer needs

Grow

- Show proof of concept for possible school integration
- Finding new skill sets for more diversity

COST STRUCTURE AND REVENUE STREAMS

Cost Structure:

- + Facility
- + Educational materials
- + Retiree Incentives
- + Marketing/recruitment

Revenue Streams:

- + Company sponsorships
- + Trade school sponsorships
- + Community scholarships
- + Grants

WHY INVEST IN COMMUNITRADE?



GAME-CHANGING EDUCATION INNOVATION



MARKET RESEARCH

- + Interviews:
 - + Olmstead, Savannah, and Barbara Brond. "Interview with Barbara Brond, Teacher for Liberal, Kansas USD 480." 1 Nov. 2018.
 - + Rodgers, Madeline, and Grace Wagner. "Interview with Grace Wagner, Special Education Teacher for Multiple Ohio Districts." Oct. 2018
 - + Rodgers, Madeline, and Todd and Lisa Rodgers. "Interview with Todd and Lisa Rodgers, Teachers for Multiple Ohio Districts" Oct. 2018
 - + Robinson, Mary and Julie Robinson. "Interview with Julie Robinson, Southern Company". Oct. 2018
 - + Wilson, Elizabeth. "STEM Path to the MBA Speaker Series: Rural Education". Oct. 2018
- + Online Resources:
 - + Smink, Jay, and Mary Reimer. "Rural School Dropout Issues." *National Dropout Prevention Center/Network*.
 - + "19 Proven Tips for Getting Parents Involved at School." *Indiana DOE Turnaround Principles*, Indiana Department of Education, www.doe.in.gov/sites/default/files/turnaround-principles/19-proven-tips-getting-parents-involved-school.pdf.
 - + Cox, Jeff. "The U.S. Labor Shortage Is Reaching a Critical Point." *CNBC*, CNBC, 5 July 2018, www.cnb.com/2018/07/05/the-us-labor-shortage-is-reaching-a-critical-point.html.
 - + Collins, Ashleigh, et al. "Strategies for Improving Out-of-School Programs in Rural Communities." *Child Trends: Research to Results*.