



## Classroom Innovation Grant Application (*formerly Venture Grants*)

**Deadline - October 27, 2010**

### **Overview**

The information that you will include in the attached application form will provide the LPEF Grants Committee with the data needed to determine whether or not to fund your project. Applications may be from staff, students, parents or community members who partner with School District of La Crosse staff. Applications for other opportunities with the Foundation are available for download on our website at [www.lpefonline.org](http://www.lpefonline.org).

### **Guidelines**

- Grants must serve the students in the School District of La Crosse.
- Projects must be innovative, creative and new funding initiatives within the School District of La Crosse.
- The grant may be denied if another funding source might be more appropriate.
- Project funds must be spent by May of 2012.
- Interim and final reports will be required.
- Payments for services of La Crosse School District employees are prohibited.

### **Criteria**

Applications will be reviewed on a competitive basis by the Grants Committee of the La Crosse Public Education Foundation. Priority is given for Classroom Innovation Grants that:

- meet multiple educational objectives
- align with district/school/curricular goals
- impact a variety of students and/or schools
- are collaborative
- are sustainable

Please see the Classroom Innovation Grant evaluation rubric for the grant proposal evaluation criteria. Although most applications are worthy of awarding, the committee has limited funding and must set priorities that help the foundation fulfill its mission.

### **Instructions**

- € Complete the following grant application.
- € Save as a Word document. Name the document the same name as your grant proposal.
- € Print page 1 of the application. Sign and obtain other necessary signatures. Submit a paper copy of page 1 to the La Crosse Public Education Foundation at Hogan via inter-school mail or by mail to P.O. Box 1811, La Crosse, WI 54602-1811.
- € Submit the entire application electronically to [lpef@centurytel.net](mailto:lpef@centurytel.net).
- € Both the paper copy and electronic copy must be received no later than 5:00 p.m. on October 22, 2010.

If you have questions, please contact Geva Thole at 608-397-0176.



**La Crosse Public Education Foundation  
Classroom Innovation Grant Application**

**Section 1: Personal Information:**

Name : Karen Wrolson  
School: LaCrossroads High School  
Position/Title: Lead Coordinator  
School Phone: (608) 789-7700 Ext 7124

**Section 2: Basic Project Information:**

Project Title: ***Making it Now!***

Total Request \$622.01

Signature of Applicant \_\_\_\_\_

Signature of Principal \_\_\_\_\_

Signature of IT Department Rep (if applicable) \_\_\_\_\_

The intention of the Foundation is to fund projects not covered by the regular school budget. Please document that regular avenues of funding have been exhausted. (i.e. requests to Principal and curriculum supervisors)

**Section 3: Project Description:**

- I. At-risk students of LaCrossroads High School will design and implement a student-run business. "Making it Now!" will be a company providing personalization through monogramming. In time this business will possibly include the creation of additional sewing projects. Students will work with 3 community volunteers to design a business plan, a marketing plan, and learn how to market their product(s).

Students will benefit through all facets of the business in the areas of team work, work ethic, communications, and technology usage. This innovative project will allow training in the following WI Standards:

- A.ME.1 Create a business plan
- A.ME.2 Present and defend a business plan
- A.ME.3 Operate an entrepreneurial venture
- A.ME.6 Develop marketing strategies related to entrepreneurial ventures
- D.ME.2 Analyze the interaction of supply and demand to determine price in a free enterprise
- D.ME.5 Analyze and establish pricing strategies for a product
- D.ME.7 Develop and present a promotional plan for a project or business
- F.ME.6 Form a business to produce, distribute, promote, and sell a product
- H.ME.5 Discuss applications of technology appropriate to each marketing function
- I.12.1 Work effectively in a team situation to plan and complete a major project
- I.12.3 Explain the functions of a manager or supervisor
- I.12.4 Distinguish roles and duties or positions within an organization
- I.ME.1 Use leadership behaviors to plan and implement a marketing project
- I.ME.2 Demonstrate supervisory behavior and delegate responsibility and authority

This project is innovative as there is nothing in our current curriculum to provide training in the above mentioned WI Standards.

One grant has been written and approved for this business. Rotary International has provided a fund of \$1300 for the purchase of the start-up machines. With those funds we will purchase both a sewing and a monogram machine (less expensive when purchased separately). Funds are now needed for additional supplies.

- II. By January 15<sup>th</sup>, 2011, a sewing machine table along with a variety of hoops, thread, needles, and monogram designs will be purchased resulting in the establishment, opening and on-going management of the LaCrossroads High School student-run monogram business "Making it Now! From their involvement in "Making it Now!" students will glean the following:
1. Sense of accomplishment
  2. Training from community professionals in several areas
  3. Experience in leadership roles
  4. Pleasure from creativity
  5. Possible funds to help with school supplies
  6. Academic elective credit
  7. Knowledge and experience in before-mentioned WI Standards

II.

| Objectives of Project  | List the corresponding district/school/curriculum goals (if applicable)                 | State how you will evaluate whether objectives are met.  |
|--|---|--|
| <p>Students will develop a marketing plan</p> <p>Students will learn the roles in a business</p> <p>Students will have exposure to role models from the community (volunteer trainers)</p> <p>Students will research prices for initial equipment and support materials</p> <p>Students will learn how to determine best purchases</p> | <p>A.ME.1; F.ME.6<br/>I.12.3; I.12.4</p>  | <p>Creation of a business plan</p> <p>Establish roles for business</p> <p>Purchase of monogram machine and support materials</p>   |
| <p>Students will research and determine best product pricing</p> <p>Students will learn how (and why) to create a business plan</p> <p>Students will utilize technology in the creation of their promotional materials</p> <p>Students will learn how to organize and manage marketing events.</p>                                     | <p>D.ME.5; B.ME.2<br/>A.ME.6; I.ME.1; D.ME.7</p> <p>H.ME.5</p> <p>I.ME.2<br/>I.ME.1</p> | <p>Pricing determined</p> <p>Marketing plan developed and presented</p> <p>Technology utilized in creation of marketing materials</p> <p>Marketing plan implemented</p> <p>Marketing events held</p> |
| <p>Students will learn how to operate a business.</p> <p>Students will learn how to monogram</p> <p>Students will learn basic sewing skills</p> <p>Students will have experience in communicating with customers</p> <p>Students will learn basic money management</p>   | <p>A.ME.3<br/>I.12.1; I.ME.2</p> <p>I.ME.2</p>  | <p>Operate business</p> <p>Creation of initial example products</p> <p>Creation of products following placement of orders</p>  |

### III.

| Activities to Accomplish Objectives                                  | Who Will Be Responsible for Implementation | Resources Needed (not financial)                                    | Timeframe to Accomplish |
|--|--|---|-------------------------|
| Research & purchase of selected monogram machine & support materials | Students & Karen Wrolson                   | Transportation<br>Community volunteer experienced with monogramming | Two weeks               |
| Creation of business plan  | Students & Karen Wrolson                   | Community volunteer from business community                         | 4 class lessons         |

### Project Lifespan

“Making it Now!” will be an on-going business within LaCrossroads High School. There is no anticipated end for this business. Hopefully the business will continue for several years – becoming a permanent part of the curriculum.

### V. Students Impacted

Every year approximately 75-100 students will be impacted by this project. Students from both the Logan and Central Campus’ of LaCrossroads High School will be a part of the creation, marketing and production efforts. It is possible that other students (from additional schools) may become part of the marketing efforts. For example, students in LaCrossroads may extend the offer to middle school students to become part of the marketing effort.

### VI. Collaboration with the community

Staff and student management of ***Making it Now!*** will market our product to area organizations. LaCrossroads has partnerships with several community organizations and students will market our services to them initially – branching out to other organizations following that. Initial customers may be Rotary North, the Breakfast Optimist Club, and Logan High School (departments and clubs). Parents of the students will also be invited to help by getting us entry into their workplaces for our marketing efforts.

## Collaboration with other schools

Students will conduct marketing in Logan, Central and LaCrossroads High School. Posters, flyers and product examples will be part of the marketing strategy. Other schools may wish to become part of our marketing efforts. For example, a Diversity Club in Logan High School may wish to market products and earn a portion of the profit. Students from all schools will be able to purchase the products as well

## VII. Future of the business

***Making it Now!*** will be an ongoing business. We will carry over funds annually from our sales to allow us to purchase start-up materials and create marketing materials for ensuing years.

## VIII. Impact on other teachers/schools

If desired, we would be happy to allow other schools to be a part of the marketing and production efforts.

### Section 4: Budget Information:

| Item  | Supplier                             | Budgeted Amount |
|---|--------------------------------------|-----------------|
| Monogram/Sewing Machine<br>Table w/good working surface                         | *Olive Juice Quilts - LaCrosse<br>WI | \$200.00        |
| 2 Additional Hoops  | Olive Juice Quilts                   | 106.91          |
| 20 spools of monogram thread  | Olive Juice Quilts                   | 119.60          |
| Fabric (2 bags of stabilizer, 5<br>yards of fleece, 2 yards of plain<br>cotton) | Olive Juice Quilts                   | 95.50           |
| Embroidery Designs  | Olive Juice Quilts                   | 100.00          |

Total request: \$ 622.01

Other sources of funding for this project (if applicable): Rotary North has authorized a grant of \$1300 to be utilized in the purchase of a monogram machine.

Total budget to accomplish project: \$ 622.01

### Section 5: Summary:

All marketing materials and possible media coverage will include information regarding the funds provided by the LPEF. Our marketing may take the form of fliers, brochures, posters, e-mail correspondence, presentations to area organizations, and possibly even media coverage. Students may wish to utilize Facebook or other current avenues of correspondence as well.

The mission of the LPEF is to enhance learning opportunities for students in the School District of La Crosse via creative pilot projects. ***Making it Now!*** is an innovative business providing new ways of learning for at-risk youth. Students will develop skills in team building, marketing, public relations, work ethic, management, and accounting. Their interactions with community volunteers as well as customers will help them develop appropriate communication patterns. Improvement in working and communicating with others will greatly help them in their future personal and professional relationships.

***Making it Now!*** will be a student designed and managed business. Students will market, create, and sell monogrammed products. A local business volunteer will help youth create a business plan to guide their efforts. Another community volunteer will train the youth in the actual monogramming. This volunteer has over 10 years of professional experience as a monogram machine operator. A parent has volunteered to assist the youth in their marketing efforts. This parent has been involved in the promotion and management of several events. By providing funds to support this business, the LPEF will be helping at-risk youth learn valuable skills in a non-traditional manner they would not otherwise be learning. At-risk youth typically do not participate in school clubs and/or activities and this venue will give them some of the basic skills other students do learn via those routes.

\*It is anticipated that materials will be purchased from Olive Juice Quilts due to a significant discount they have given us already on our machines and a promised 20% decrease for future purchases. HOWEVER, this may change after students research other providers.