

Defining Success & Measuring Impact

A Model for Evaluating Entrepreneurship Program Initiatives

Experiential entrepreneurship education has challenged traditional academic conventions and norms - and so should the measurement of its impact. Providing robust, experiential entrepreneurial education to students is about developing entrepreneurial thinkers, creators, and innovators. Yes, entrepreneurship education often results in the creation of businesses and the launch of new entrepreneurs, but just as important is the process of empowering and developing all students through critical skills, mindsets, and behaviors needed to succeed in an increasingly complex world and workforce.

In an experiential curriculum, students learn by processing and applying new concepts and knowledge to real problems and initiatives of their own design. Measuring the skills, mindsets, and behaviors gained through entrepreneurship experiences presents an opportunity to utilize performance-based metrics that align with experiential learning methodology, since performance assessment requires students to do or create something that can be measured against a specific set of criteria. Just as students learn by doing, educators can assess that learning through direct observation and documentation of students' performance and products. Evaluating success in an experiential curriculum should go beyond self-reported measures to capture student reflections, peer evaluations, teacher observations, and external stakeholder feedback from community volunteers - ultimately providing a robust, holistic, 360° view of student growth and development.

Uncharted Learning programs provide a structure for defining success and holistically evaluating the impact of entrepreneurship education initiatives across critical domains:

Participation & Engagement

Student, teacher, and community participation and engagement are key, quantifiable metrics for successful entrepreneurship education implementation. Some indicators of success include:

- *Strong and growing student enrollment.*
Program enrollment can be quantified and measured over time. New programs should be evaluated year-over-year, with the goal to achieve maximum strength in 3-5 years.
- *Student participation and engagement.*
Participation can be assessed using academic metrics already collected - like attendance, grades, and progress reports. Student engagement metrics - like leadership roles held and initiatives taken or created in other areas beyond the class, awards and honors received, and post-secondary success - can also be documented. Many schools also report improved alumni engagement, so tracking alumni that return to support the program can be a strong indicator of success.

- *Teacher leadership within the school, surrounding community, and professional network.*
Entrepreneurship teachers tend to take on other leadership roles in their school and community, lending the expertise they gain to other relevant conversations and circles within their spheres of influence. This can be documented by schools and is formally recognized within each Uncharted Learning program.
- *Development of new and deeper-connected relationships in the local community.*
Your entrepreneurship initiative and the role your community plays takes on new relevance and meaning. This can also be quantified through numbers of volunteers, attendance at public events, community engagement with student businesses, etc.

Business/Venture Creation

While creating businesses or launching entrepreneurs is not the sole purpose of implementing an entrepreneurship program, it is a tangible and quantifiable demonstration of your students' abilities to apply all that is learned and create something. Schools can document metrics on:

- Businesses and/or not-for-profits launched.
- Pitch competition participation within and beyond the curriculum.
- Amount of funding contributed to support student businesses.
- Students that successfully advance to the 2nd-year ACCEleratoredu course.
- Alumni that go on to pursue business and/or entrepreneurship beyond the course.

Academic Success

As a competency-based course in a project learning environment, Uncharted Learning students are assessed on learning outcomes and entrepreneurial mindset through performance-based measures, including products and presentations.

Student proficiency and growth is measured regularly throughout the entrepreneurship experience, with rubrics provided to assess the following evidence of academic learning, skill, and mindset development:

- A portfolio of actual work samples including:
 - Business Model Canvas - an industry validated tool for business development,
 - scripts and/or surveys for customer interviews,
 - working startup budget and financial model, and
 - a real pitch deck.
- Student reflections on their own learning and development
- Self and peer evaluations
- Shareback presentations with feedback from teachers and peers
- MVP and final pitch presentations with feedback from peers, students, and external stakeholders

Traditional content checks and semester exams are also provided to assess mastery of knowledge and concepts.