

Indiana Student-Led Business Exchange



Practical Strategies for Building
WBL Inside Your School



Housekeeping

- PGP Certificate & Sub Reimbursement
- Social Media Toolkit
- Restrooms
- Coffee, Snacks, Lunch

Indiana Student-Led Business Coalition

Advances student-led business opportunities across Indiana by:

- Connecting educators, intermediaries, and employers around student-led businesses
- Sharing practices, resources, and expertise to strengthen existing programs and launch new ones
- Building educator capacity to support successful student-led businesses
- Strengthening connections and collaboration across Indiana's student-led business ecosystem



WBL Menu of Experiences

1. School-Based Enterprise
2. Workplace Simulation
3. Student Entrepreneurial Experience

Student-Led
Businesses

4. Micro-Internship
5. Employability Skills Co-Op
6. Industry-Developed Team Challenge
7. Academic Internship
8. Technical Internship
9. Youth Apprenticeship
10. Pre-Apprenticeship
11. DOL Registered Apprenticeship



Today's Goals

We know that SLBs are a great option for a state-approved work-based learning experience, giving students opportunities to build real-world skills within the school setting. SLBs can also help address common WBL barriers such as transportation, scheduling, and access to employer sites.

Today, our goal is to deepen our collective understanding of what it takes to build and sustain strong SLB programs.

Deepen Understanding of Sustainable & Engaging SLBs

Explore what makes SLBs successful, sustainable, and meaningful for students

Share Practical Strategies & Resources

Explore practical tools, resources, and examples for student engagement, organizational structure, funding options, and industry partnerships.

Strengthen the Statewide SLB Network

Build connections across regions to share ideas, learn from one another, and create opportunities for peer learning and support.

Agenda

- 01** OPENING KEYNOTE
- 02** BREAKOUT SESSION 1
- 03** BREAKOUT SESSION 2
- 04** STUDENT SHOWCASE
- 05** BREAKOUT SESSION 3
- 06** WBL CASE CLINIC
- 07** MICRO-GRANT & CLOSING REMARKS

INDIANA DEPARTMENT OF EDUCATION

Opening Keynote Speaker



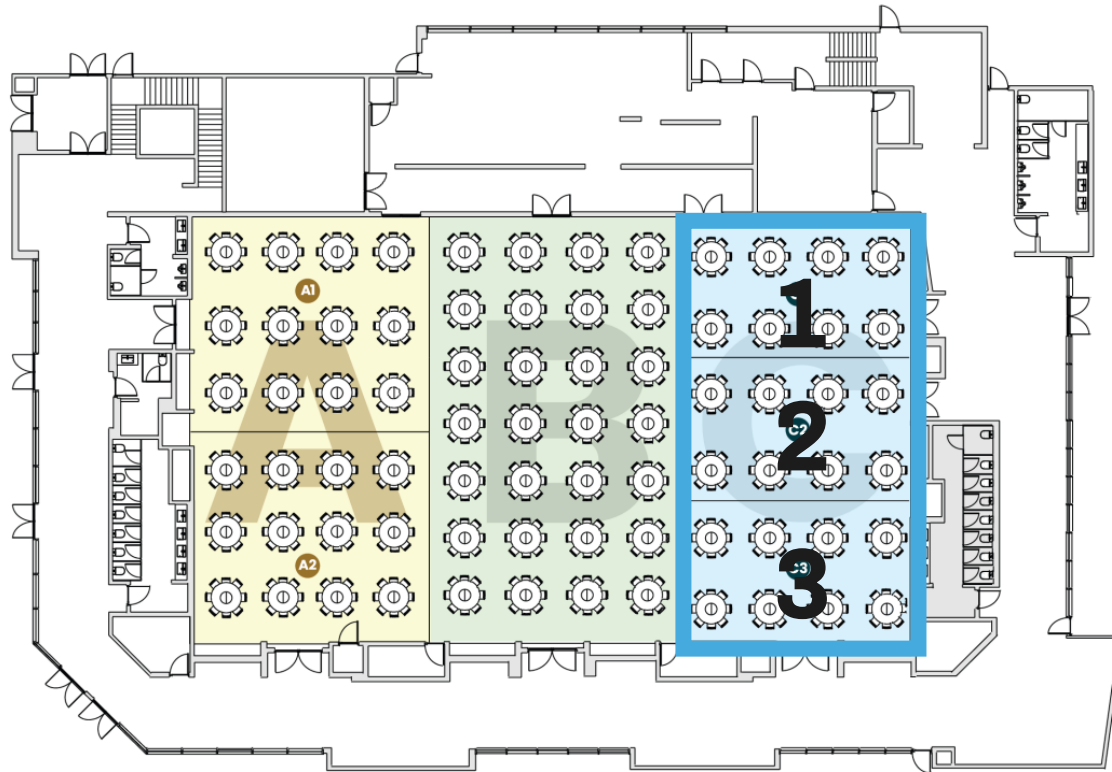
Paul Ketcham

Assistant Secretary of Education at the Indiana Department of Education (IDOE)



Breakout Session 1

Breakout Discussions – Room Map



When we break into concurrent sessions, please make your way to the breakout room for the session you would like to attend. Each session will last **40 minutes**, with **5 minutes between sessions** to allow time to move to your next breakout room.

You are welcome to leave your belongings at your table, as we will return to the main room for lunch and the afternoon sessions.

Session 1 – Breakouts (11:00 – 11:40 am)

EMPLOYER PARTNERSHIPS

Speakers: Jody French,
Director CTE & WBL at Perry
Central Jr./Sr. High School &
Greg Greubel at Waupaca
Foundry

Room: 1

The role of employers in SLBs
and how to build meaningful
partnerships with employers.

SECURING ADMINISTRATION BUY-IN

Speaker: Luke Skobel, Principal
at Indian Creek High School

Room: 2

Effective strategies for securing
administration buy-in for your
SLB.

ALIGN SLB TO CURRICULUM

Speaker: Jasen Ritter, Vice
President of Partnerships at
Project Lead the Way (PLTW)

Room: 3

How curriculum alignment
makes SLBs sustainable,
instructionally valuable, and
easier for schools to support.



Breakout Session 2

Session 2 – Breakouts (11:45 – 12:25 pm)

SLB FINANCIAL MODELS

Speaker: Jon Becker, Partner at
Church Church Hittle + Antrim

Room: 1

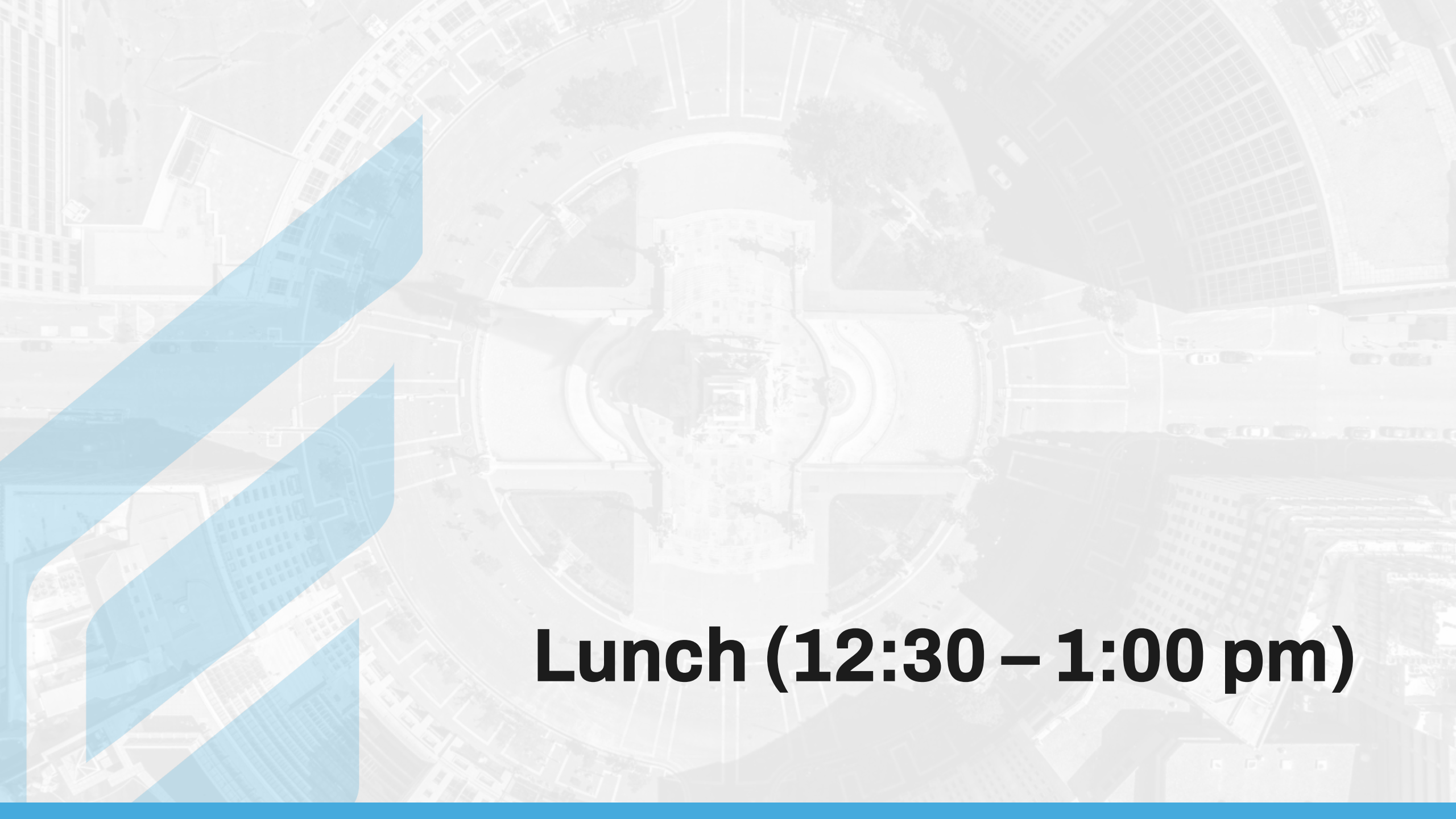
How SLBs can be financially
structured and what is
needed to set up your SLB
financially.

STUDENT ENTREPRENEURIAL EXPERIENCE

Speakers: Don Wettrick,
Founder & Kristen Fuller, Chief of
Staff at STARTedUp Foundation

Room: 3

How to cultivate entrepreneurial
mindsets in students
through the Student
Entrepreneurial Experience.

An aerial photograph of a city, likely New York City, showing a large park area with a central building and surrounding urban development. A large, semi-transparent blue arrow points from the left side of the image towards the right, partially obscuring the city view.

Lunch (12:30 – 1:00 pm)



Patriot Manufacturing Student Showcase

OWEN VALLEY HIGH SCHOOL

Patriot Manufacturing



Makayla Hall

CEO



Ethan Wright

CFO



Eli Wood

COO



Grady Bough

Asst. CEO/COO



Breakout Session 3

Session 3 – Breakouts (1:30 – 2:10 pm)

INTERMEDIARY SUPPORT

Speaker: Emily Menkedick,
Director of Innovative Learning &
Hannah Karl, Education Specialist
at Regional Opportunity Initiatives

Room: 1

How intermediaries can help
schools, employers, and
community partners work together
to create meaningful WBL
opportunities.

ASCEND WBL RESOURCE HUB

Speaker: Nioka Clark, Senior
Director of Workforce Strategies
at Ascend Indiana

Room: 3

Introduction to tools and
resources on Ascend Indiana
WBL Resource Hub.



WBL Case Clinic

WBL Case Clinic

Find a seat at the table that matches the sticker color on your nametag.

Work together to unpack a real WBL challenge, ask thoughtful questions, and share ideas and feedback to help the case presenter identify potential solutions.

1. The case presenter shares their current WBL challenge or question (2 minutes).
2. The table group asks clarifying questions (5 minutes).
3. The case presenter takes notes and listens without responding while the table group shares ideas for addressing the challenge (10 minutes).





SLB Micro-Grant Application & Closing Remarks

Launch A Student-Led Business at Your School

Ascend Indiana's SLB Microgrant

Ascend Indiana's Student-Led Business Microgrant will provide up to \$5,000 per school to support up to 8 schools in launching a high-quality, sustainable student-led business aligned with Indiana's WBL requirements.



Could Your School Be a 2027 SLB Launch Site?

WHO IS ELIGIBLE TO APPLY?

- Schools that **do not currently operate a Student-Led Business**
- Schools ready to create an authentic, student-centered WBL experience
- Schools interested in connecting students with **local employers and community partners**
- Schools looking to launch a **School-Based Enterprise or Workplace Simulation**

What Makes a Strong Application?

ADMINISTRATIVE SUPPORT

Leadership commitment to launching and sustaining the SLB

STUDENT OUTCOMES

Clear goals for what students will learn, experience and demonstrate

INDUSTRY ENGAGEMENT

Intentional involvement from employers and industry partners

ADVANCED INDUSTRY ALIGNMENT

Connection to at least one of Indiana's advanced industries: Agbioscience, Life Sciences, AML, Technology

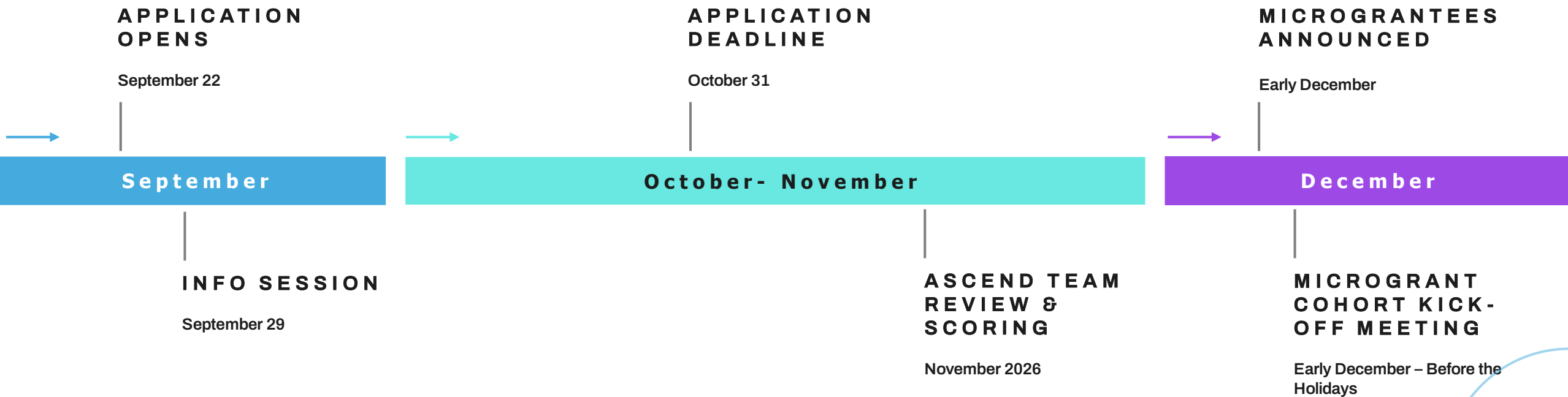
BUSINESS PLAN

A feasible plan for how the SLB will operate and create value

SUSTAINABILITY

A thoughtful funding strategy that supports launch and long-term success

SLB Microgrant Application Timeline



Microgrant Application – Ascend Website



<https://ascendindiana.com/slb-microgrant-application-2/>

SLB Site Visits – Fall 2026

1 CAREER ACADEMY NETWORK OF PUBLIC SCHOOLS

Tuesday, October 20 | 12:00pm
3801 Crescent Circle
South Bend, IN



2 LINCOLN MIDDLE/HIGH SCHOOL

Tuesday, November 10 | 10:00am
205 E Parkway Drive
Cambridge City, IN

3 MARTINSVILLE HIGH SCHOOL

Tuesday, October 27 | 10:00am
1360 E. Gray Street
Martinsville, IN

Next Steps

- **Ascend SLB Micro-Grant Application**
- **Fill out Survey**
- **Stay Connected**
 - Subscribe to our newsletter
 - Follow us **@AscendIndiana**
 - Reach out with support questions

Post-Event Survey





Ascend
INDIANA