



# Entrepreneurship

## FCCLA STAR Events Information

(Students Taking Action with Recognition)

**Entrepreneurship**, an individual or team event, recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a portfolio containing a written business plan, which they are not required to have implemented, and an oral presentation.

### Project Connections

#### Top 5 Skills Students Report Learning Through Participation

Creativity  
 Leadership  
 Decision Making and Problem Solving

Responsibility and Time Management  
 Communication and Public Speaking

#### Career Clusters



#### National Family and Consumer Sciences Standards

Reasoning for Action Comprehensive Standard  
 1.0 Career, Community and Family Connections  
 2.0 Consumer and Family Resources  
 3.0 Consumer Services  
 4.0 Education and Early Childhood  
 5.0 Facilities and Property Management  
 7.0 Family and Human Services

8.0 Food Production and Services  
 9.0 Food Science, Dietetics, and Nutrition  
 10.0 Hospitality, Tourism, and Recreation  
 11.0 Housing and Interior Design  
 12.0 Human Development  
 16.0 Textiles, Fashion, and Apparel

#### Common Career Technical Core/Career Ready Practices

1.0 Act as a responsible and contributing citizen and employee.  
 2.0 Apply appropriate academic and technical skills.  
 3.0 Attend to personal health and financial well-being.  
 4.0 Communicate clearly, effectively, and with reason.  
 5.0 Consider the environmental, social and economic impacts of decisions.  
 6.0 Demonstrate creativity and innovation.  
 7.0 Employ valid and reliable research strategies.

8.0 Utilize critical thinking to make sense of problems and persevere in solving them.  
 9.0 Model integrity, ethical leadership and effective management.  
 10.0 Plan education and career path aligned to personal goals.  
 11.0 Use technology to enhance productivity.  
 12.0 Work productively in teams while using cultural/global competence.

#### FCCLA Programs



Projects may qualify to compete at the annual National Leadership Conference.

Turn this page over to see examples of projects from across the nation and participation data.

To learn more about participation in your state, contact your state adviser



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### Examples of Entrepreneurship Projects:

*360 Degrees is a rehabilitation center for teens who have been released out of Juvenile detention. This center provides teens with education and resources so that they can learn new skills and have a more successful start for their future. – Arizona FCCLA Member*

*Our business is Outspoken, a fast-casual health-oriented sandwich shop located near a college campus. We strive to serve soups, salads, and sandwiches to promote healthy living. A large part of our target market are cyclists in our area. – Colorado FCCLA Member*

*Our project focused on creating a cost-effective daycare center that caters to all kids. We are working to create the best environment possible for children to learn while having a good, safe time. – Florida FCCLA Member*

*I created an event planning business called "Whatever You Wish Grand Events." This business allows me to partner with the Make a Wish Foundation, so profits from certain events go straight to charity. – Michigan FCCLA Member*

*Our business, Budget Builders, is an online financial education service. We want to reach out to teens to help them learn to manage money, build budgets, and help them achieve their goals. – Nevada FCCLA Member*

### Entrepreneurship by the Numbers:

**2020-2021**

**Participants Nationwide:** 221 teams, 365 participants

**Levels:** 1 (through grade 8), 2 (grades 9-10), 3 (grades 11-12), 4 (Postsecondary)

**Type of Event:** Foundational

**Nationwide Impact:** 23,917 people

90% of Entrepreneurship participants indicated this event is extremely or very useful to their future.

51% of Entrepreneurship participants indicated they would pursue higher education related to the career chosen in their project.

**This information sheet does NOT include the guidelines for competition. To prepare for competition, Affiliated FCCLA Chapters should download the most recent STAR Events Guidelines.**

**Adviser Login:** <https://affiliation.registermychapter.com/fccla#>

**Student Login:** <https://affiliation.registermychapter.com/fccla/members#>

**To learn more about FCCLA STAR Events, visit the national FCCLA website, [www.fcclainc.org](http://www.fcclainc.org), or email [starevents@fcclainc.org](mailto:starevents@fcclainc.org).**