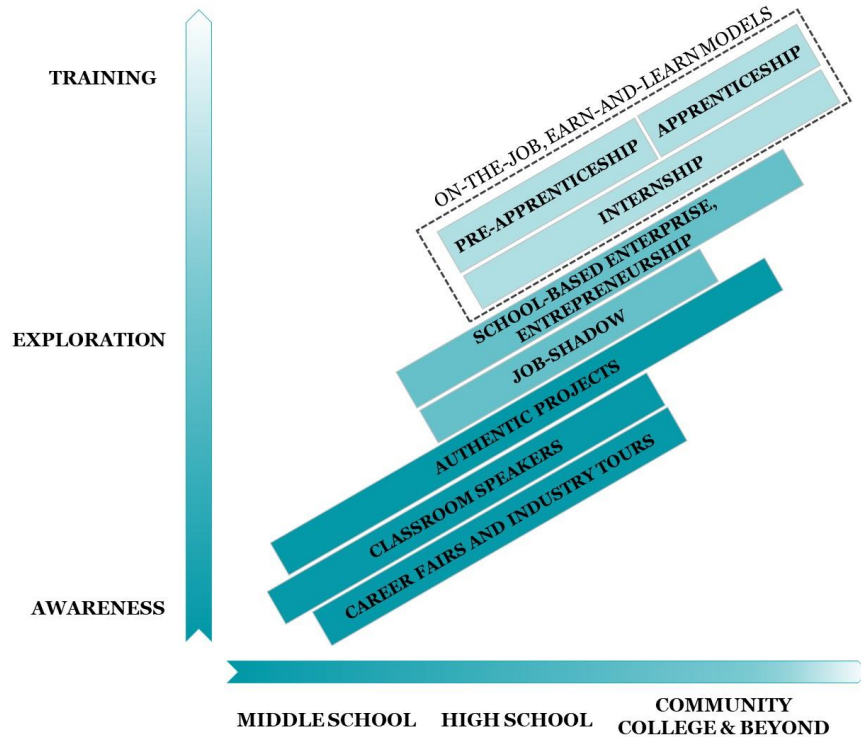


Perkins V – School-Based Enterprises

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Work-Based Learning Continuum in Iowa



Perkins V: Work-Based Learning

Defined from Sec. 3 [20 U.S.C. 2302] 55:

- Sustained interactions with industry or community professionals in real workplace settings, to the extent practicable, or simulated environments at an educational institution that foster in-depth, firsthand engagement with the tasks required in a given career field, that are aligned to curriculum and instruction

Iowa Work-Based Learning Accountability Measure

- Sustained interactions with industry or community professionals in a real workplace setting
 - **Internships**
 - **Pre-Apprenticeships**
 - **Apprenticeships**
 - **Qualified Service Area Examples**
- Simulated environments at an educational institution that foster in-depth, firsthand engagement
 - Registered **School-Based Enterprises** that incorporate required standards in curriculum

School-Based Enterprises

Minimum Requirements:

- Course coupled with a hands-on opportunity to develop a business operation within the school setting.
- Course portion covers standards:
 - Operations
 - Product Services Management
 - Pricing
 - Distribution Channel Management
 - Promotion
- District Must Complete an [Annual Application](#) with the Iowa Department of Education
 - MBA Research provides free resources and curriculum cover standards

Operations, Product Services Management & Pricing

- **Operations**

- Follow instructions for use of equipment, tools, and machinery. *(OP:006) (PQ)*
- Describe health and safety regulations in business. *(OP:004) (PQ)*
- Explain routine security precautions. *(OP:013) (CS)*

- **Product Services Management**

- Identify components of a retail image. *(PM:243) (SP)*
- Choose vendors. *(PM:263) (SP)*
- Plan merchandise assortment. *(PM:254) (SP)*
- Determine stock turnover. *(PM:224) (SP)*
- Plan reductions. *(PM:063) (SP)*

- **Pricing**

- Determine cost of product (breakeven, ROI, markup). *(PI:019) (MN)*
- Describe pricing strategies. *(PI:045) (MN)*
- Evaluate pricing decisions. *(PI:057) (MN)*

Distribution Channel Management & Promotion

- **Distribution Channel Management**

- Explain the relationship between customer service and distribution. *(OP:523) (CS)*
- Explain the receiving process. *(OP:384) (CS)*
- Complete inventory counts. *(OP:409) (CS)*
- Determine inventory shrinkage. *(OP:415) (SP)*

- **Promotion**

- Plan promotional strategy. *(PR:343) (MN)*
- Explain the use of visual merchandising in retailing. *(PR:023) (CS)*
- Use cross-merchandising techniques. *(PR:358) (SP)*
- Plan special events. *(PR:360) (SP)*

Resources for Classroom Standards

- DECA provides Comprehensive School-Based Enterprise Content
- MBA Research Provides Standards and Curriculum for SBE
 - Iowa is a member state with MBA Research, curriculum is free
 - Register for your free access through [MBA Research's State Connection](#)
 - Download free [Classroom Resources](#)
 - Resources are organized by standard
 - Standards required for Iowa's Perkins V WBL Component:
 - Operations
 - Product Services Management
 - Pricing
 - Distribution Channel Management
 - Promotion
 - Additional Standards Provided on site, but not required by Iowa

Additional Perkins V Presentations

- Overview of Perkins V: Work-Based Learning
- Student Reporting in Iowa (SRI) and Secondary CTE Reporting Application (SCTERA) Overview
- SCED Codes for Perkins V: Work-Based Learning Indicator
- Establishing Quality Internships

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