



Micro-Enterprise Credential COMBINED

September 24, 2018

Certifying Organization	Baton Rouge Area Chamber (BRAC) , developed in collaboration with the Louisiana Department of Education	
Description of Credentials	The Micro-Enterprise Credential certifies that students have mastered workplace behaviors and communication skills, specific small business activities (e.g., complete credit applications, complete online company registrations), and gained the financial literacy necessary to become effective small business employees and entrepreneurs.	
	Complementary STS Code: #IBC 260	Students have completed the Self-Assessment and Self-Assessment Presentation modules.
	Regional Core STS Code: #IBC 181	Students have completed the five modules of the Micro-Enterprise Regional Credential (see below).
	Basic Statewide STS Code: #IBC 450	Students with the Regional Core Micro-Enterprise Credential complete additional modules and pass another culminating test to indicate their enhanced capacity to be a successful small business owner and entrepreneur.
Part of which Graduation Pathways ¹	<u>K – 16</u> : Micro-Enterprise (Statewide and Regional) <u>Integrated</u> : Agriculture Tech (Regional) Hospitality, Tourism, Culinary and Retail (Statewide, Regional and Complementary) Manufacturing Construction Crafts and Logistics (Regional and Complementary) Digital Media (Complementary) Information Technology (Complementary)	
Associated with Which Careers?	<u>5 Star</u> : General and Operations Managers <u>4 Star</u> : Chief Executives, Farmers, Ranchers and Other Agricultural Managers, First-Line Supervisors of Retail Sales Works, Food Service Managers, Property, Real Estate, and Community Association Managers	
Entry-Level Annual Salaries	\$23,224 – \$46,199	
Industry-Based Certification Requirements: Students		
Standard / Curriculum	The tables below describes the Micro-Enterprise Regional Credential’s five modules and the Micro-Enterprise Statewide Credential’s five modules. Extensive Micro-Enterprise Credential instructional resources are available on the All Things Jump Start web portal.	
Micro-Enterprise Regional Credential		
Credential Component	Purpose	Students Complete
1 Self-Assessment	Requires student reflection on personal interests and strengths in the context of effective workplace behaviors.	Self-Assessment Spreadsheet
2 Self-Assessment Presentation	Requires students to engage effectively with an unfamiliar workplace mentor (live or virtually via Nepris).	Self-Assessment Presentation
3 Micro-Enterprise Credit Applications	Requires students to understand basic credit and business capital concepts, essential concepts for every small business employee / owner.	Micro-Enterprise Bank Credit Application Online Credit Application
4 Company Registration	Requires students to use the <i>geauxBIZ</i> student portal to complete actual company registration forms.	Register a company in the <i>geauxBIZ</i> student portal
5 Online Credential Exam	Requires students to master financial concepts essential to the success of every small business.	Online Certification Exam
	Requires students to demonstrate their retention of the key “lessons learned” from completing the four components above.	

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Micro-Enterprise Statewide Credential						
Credential Component	Purpose				Students Complete	
1 Business Concept Evaluation	Students can analyze whether a business concept is "doable," and then create a recommendation presentation.				Business Concept Evaluation Package Elevator Speech, 3-slide Presentation	
2 Company Leadership Suite	Students master key concepts in managing the talent that works in a business start-up and a successful small business.				Personal Job Description Performance Feedback Second Hire Scorecard Feedback to Classmates	
3 Networking	Students practice networking skills, the ability to interact effectively with unfamiliar adults.				Networking Assignment	
4 Business and Marketing Plans	Students complete individual and team hands-on exercises to develop critical components of Business and/or Marketing Plans.				Developing a Business / Marketing Plan	
5 Business Pitch	Students practice their ability to make persuasive, concise business pitches.				Business Pitch Exercise	
5 Online Credential Exam	<i>Students successfully pass the Entrepreneurship and Small Business (ESB) exam.</i>				ESB Certification Exam	
Industry-Based Certification Requirements (continued)						
Testing Methodology	Paper?	No	Online?	Yes	Performance Exams / Tests?	Yes
Re-Testing (if available)	Re-Testing Procedures	Questionmark: \$25 includes 3 exam attempts Certiport: Contact Certiport for testing policies			Max Attempts	No maximum number of attempts
Testing Details (including any age requirements / accommodations)	Only 11 th and 12 th graders can attempt to earn the Micro-Enterprise Credentials.					
Industry-Based Certification Requirements: Teachers						
<i>Bulletin 746, Chapter 5: All Louisiana teachers providing instruction in a course that leads to an IBC must hold the certification that they're teaching students to attain.</i>						
Instructor Certification Requirements (by certifying agency)	Teachers must attain the same level of Micro-Enterprise Credential they help students attain.					
Proctoring / Test Security (if any)	Regional Credential test provided by Questionmark. Test must be closed book and proctored like any other exam. ESB test provided by Certiport. Please contact Certiport for their testing policies.					
Certification Tracking						
Credentialing Documentation	BRAC will provide their credential to students once schools have verified that students have completed the requirements of each level of certification. Tests go to students, not teachers, so teachers must have students print out certificate before school year ends in order for school to receive accountability points.					
Certification Tracking System	Online Tracking System?	Yes	Details	See Jump Start Micro-Enterprise Credential: Relevant Policy and Procedures		
Other Details	Expiration Timeframe?	The Micro-Enterprise Credentials do not expire				

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2018 - 2019 Micro-Enterprise Credential and Testing Costs						
<p>Micro-Enterprise Credentials are low-cost, gender-neutral industry-based credentials (IBCs). Unlike other IBCs, teachers and/or school systems can access instructional materials at no cost. There are two costs for the Micro-Enterprise Credentials:</p> <p>1) The cost of the credential, paid to BRAC; and</p> <p>2) The cost of the exam.</p> <p>The table below summarizes these costs.</p>						
Certification	BRAC Cost of Certificate	Exam Provider	Cost of Exam		Total Cost per Student	
Complementary	\$15	n/a			\$15	
Regional	\$25	Questionmark	\$25 (Includes pre-test, three attempts Teachers receive a coaching report to assist students between retakes)		\$50	
Statewide	\$35	Certiport	Cost depends on the district/school contract with Certiport.		Cost depends on the district/school contract with Certiport.	
<p><i>When teachers register at the microenterprise.blog website, they will receive instructions on how to help their school / district complete the paperwork necessary to pay for the BRAC certificates and the Questionmark exams. Schools must contact Certiport directly for payment instructions.</i></p>						
Re-test / Refund Policies ²		n/a				
Funding Sources ³	CDF?	Yes, if the school offers students the opportunity to attain the Statewide Micro-Enterprise Credential	Perkins?	Yes	Alternative Source (other than General Funds)	n/a
<p>Certifying Agency Contact Info: The quickest, most efficient way to request help with all questions related to the BRAC Micro-Enterprise Credential is to use the "Red Help Button" on the www.microenterprise.blog home page.</p>						
LDOE Contact:		Bryan "BJ" Bertucci, Bryan.Bertucci@la.gov				

1 – This table may not include all the graduation pathways this credential appears in. Please check the [graduation pathway](#) you are working with if you have a question as to whether or not this credential is part of that pathway.

2 – No cost re-attempts for students who fail, and/or full or partial refund options for failed attempts? (Timeframes involved)

3 – CDF = [Career Development Fund](#)