

**“Real World Scholars: Student-Run Businesses in the 21st Century Classroom”**

**The Upstander Brand**  
**www.theupstanderbrand.com**

F. Margret Atkinson, M. Ed.  
[margret.atkinson@zacharyschools.org](mailto:margret.atkinson@zacharyschools.org)  
[www.cultivatingthegardenfma.com](http://www.cultivatingthegardenfma.com)

I. Introduction to RWS

*Real World Scholars (RWS) offers grants to educators to create EdCorps (education corporations), so the real world can be brought in to the 21st century classroom. Students have an opportunity to build businesses, using an e-commerce platform and website, and utilize social media to promote those businesses.*

II. Introduction to Upstander Brand

- a. Fma has been studying The Upstander since 2010 (with an emphasis on the Holocaust)
- b. Students have embraced the idea in all three grades, and wanted to do more with the idea
- c. Began with four departments (pr/marketing, research and development, budget/finance, creative), has moved to six departments (operations, communications)
- d. Student designed-logos, art, website, “phase 2” and “phase 3” development
- e. Mistakes and hurdles happen all of the time!!

III. \*\*\*LOUISIANA PRIVACY LAWS\*\*\*

- a. Private personal information
- b. Permission forms

IV. Technology used in this process

| a. <b>Technology</b>  | <b>Ideas/information</b> |
|---|--------------------------|
| b. Office 365<br>i. -Email<br>ii. -Surveys (forms)→Google Forms<br>iii. -Calendar<br>iv. -notepad |                          |
| Class Wallet<br><a href="https://www.classwallet.com/">https://www.classwallet.com/</a>           |                          |
| Smore<br><a href="https://www.smores.com">https://www.smores.com</a>                              |                          |
| Nepris<br><a href="https://www.nepris.com/">https://www.nepris.com/</a>                           |                          |
| Canva<br><a href="https://www.canva.com/">https://www.canva.com/</a>                              |                          |
| Twitter, Instagram, Tumblr  |                          |

|  |  |
|--|--|
| E-commerce platform<br><a href="http://meet-ed.org/">http://meet-ed.org/</a>       |  |
| Vista print<br><a href="http://www.vistaprint.com/">http://www.vistaprint.com/</a> |  |
| Photoshop  |  |
| Excel (formulas)   |  |
| Movie Maker  |  |
| Paint→Word   |  |
| Flipagram (app)<br><a href="https://flipagram.com">https://flipagram.com</a>       |  |
| Laminators 😊   |  |

#### V. Metacognitive skills

- a. Planning
- b. Organizing and monitoring
- c. Evaluating progress

#### VI. Academic and cognitive skills

- a. Traditional skills (communicating, writing, analyzing)
- b. World Economic Forum (<https://www.weforum.org/agenda/2016/03/21st-century-skills-future-jobs-students/>)

#### Top 10 skills

##### In 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Domain Specific Knowledge
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

##### In 2015

1. Complex Problem Solving
2. Collaborating with Others
3. People Management
4. Critical Thinking
5. Innovation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Learning
10. Creativity



Source: Future of Jobs Report 2018, Economic Forum

#### VII. Brainstorming about your students' edcorps → student led, student designed!

**Contact Elyse Burden, co-founder (contact@realworldscholars.org)**

#### VIII. Questions and closure