

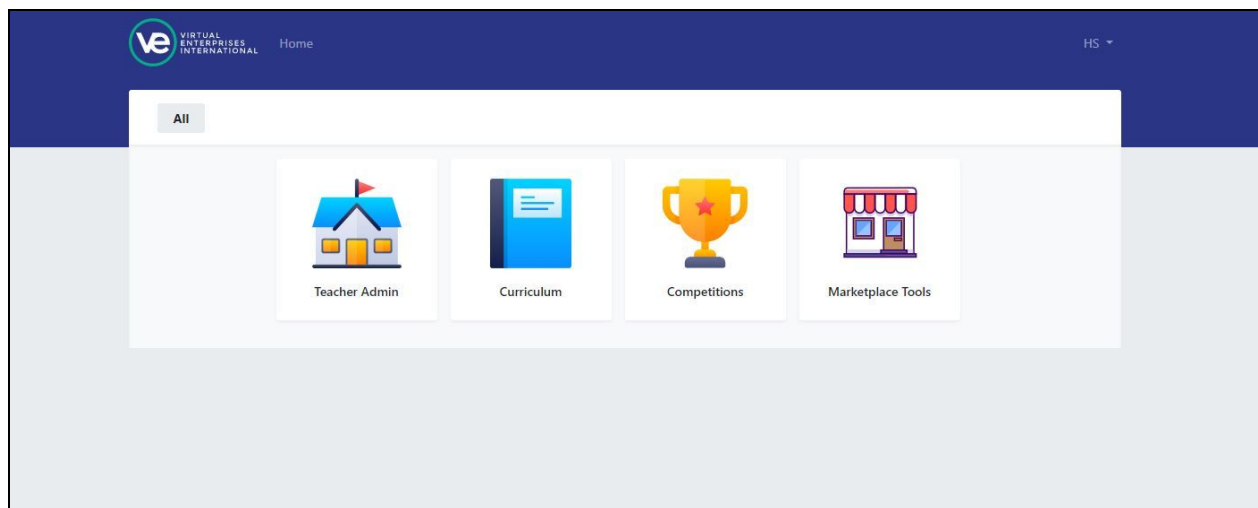


VE Program Updates - August 2019

For the 2019-20 school year, facilitators and students will experience the next generation of VE with the launch of the VE Hub, new curriculum and the VE-LMS, and a variety of processes and tools to make this year the best yet!

The VE Hub

Introducing the **VE Hub**, the new online home for program participants to easily access all things VE including a teacher admin tool, curriculum, competitions manager, and marketplace tools (US Network Bank, Store Manager, Firm Directory, VE Stock Market, and more). Access the VE Hub by visiting hub.veinternational.org and using the individual login information provided.



For the convenience of returning facilitators, the Portal curriculum will remain available for the beginning of the 2019-20 school year by entering your prior year username and password at <https://portal.veinternational.org/login/>

Once you receive the email invitation to create your account, click [HERE](#) for instructions on how to upload your student rosters. Please note: Hub user invitations are only sent to instructors from schools with completed Memos of Intent for the upcoming school year.



Curriculum Updates & VE-LMS

The updated VE task-based curriculum provides an applied-learning, project-based experience that reflects the action-learning approach of activities found in the workplace. The curriculum content identifies the tasks that are necessary to establish and run a company. All tasks and activities are supported by numerous resources (banking system, activity map, VE marketplace, online tools, readings, video, models, rubrics) and are delivered through VE's new Learning Management System (LMS).

The VE-LMS is a Canvas-based learning management system accessed through the VE Hub, and is organized as follows:

- **For Students** - resources to learn about VE, understand the Career Readiness Framework and student portfolio, and access to all personal finance tasks
- **For Teachers** - resources to get started and implement your VE course, an overview of student portfolios and the Career Readiness Framework, and professional development and assessment content
- **Foundational Tasks** - student tasks that take place prior to placement in departments, such as VE orientation, business ideation through Design Thinking, career development tasks and business registration
- **Department Tasks** - tasks organized by departments typically found in a business organization, including Accounting, Finance, Operations, Information Technology, Management, Risk, Legal, Human Resources, Marketing, Sales and Design
- **Competitions & Events** - competition schedules and links, competition rubrics including all National Business Plan Competition rubrics and resources, and links to competition results
- **Submission Forms** - organized by beginning-of-year, operations, personal income tax, and end-of-year categories, links to all VE submission forms are found here

Please note: a helpful feature of our canvas-based learning management system is the ability to customize your course. It is important to understand, however, that certain updates pushed out by the publisher (national office) can override your custom content if it's not properly downloaded and/or saved. **Reference the [VE Learning Management System \(LMS\) Guide](#) for best practices related to protecting your personalized content.**



Curriculum Updates & VE-LMS (cont.)

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Foundational Tasks

Orientation

These modules provide department specific tasks as well a resources that support task completion.

Orientation Tasks	Departments Involved	Career Readiness Competency	Portfolio	Design Thinking
Task 1 - Introduction to Virtual Enterprises	ALL	• P, CT		
Task 2 - Team Building	ALL	• L, P, CT		
Task 3 - Understanding Time Management	ALL	• P, CT		
Task 4 - Communication Strategies	ALL	• P, CT		
Task 5 - Establish Meeting Procedures	ALL	• P, CT		
Task 6 - Identifying Business Resources	ALL	• P, CT		

- Design Thinking
- Career Development
- Business Registration

Use the following path (**Hub → Curriculum → For Teachers → Getting Started & Course Implementation**) to access the resources below and other helpful tools to help you navigate the new system:

- [About the VE Curriculum and Resources](#)
- [VE Learning Management System \(LMS\) Guide](#)



Intuit Partnership Updates

VE's partnership with Intuit continues for the upcoming year with both new and improved resources for your students:

- **Design Thinking using "Design for Delight"** - Design for Delight, aka D4D, is how Intuit innovates to deliver dramatic improvements in their customers' lives. Using Intuit's creative problem-solving methodology, we have modeled VE's Design Thinking foundational tasks after D4D. Students will employ D4D principles during the business ideation phase of the year and at any time they are in need of creative problem solving.
 - (Hub → Curriculum → Foundational Tasks → Design Thinking)
- **QuickBooks Online** - all accounting tasks have been re-written to include QBO instructions by task, where applicable.
 - Sign up for your teacher account here: [QBOA teacher registration link](#)
 - Setting up the firm for the fiscal year and adding student accounts all takes place while completing Accounting Task 2 (Hub → Curriculum → Department Tasks → Accounting → Task 2 - Set up Your Business in QuickBooks)
 - If you are a returning teacher who used QBO with your class last year, you will need to sign up new students using the QBO+student registration form. Details can be found in Accounting Task 2.
- **TurboTax** - This year, students will be filing their personal income taxes using TurboTax! Watch for details as we get closer to tax season.

The VE Market 2018-19

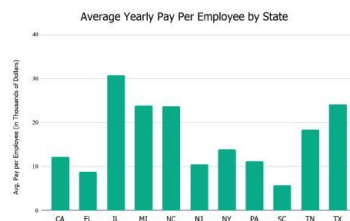


 **600**
firms

 **15,000**
employees

 **270,562**
transactions
in the current year

 **\$525,106,867**
worth of transactions
in the current year



The VE Market Infographic

Click [HERE](#) to download a helpful infographic with key market information as you prepare for the new year. This document summarizes participant data from the 2018-19 school year.



VE Top 50

The VE Top 50 is a composite method to identify the top firms in the VE program by measuring engagement and achievement of targeted initiatives throughout the year, including: Start-Up Activities, Business Plan, Compliance, Transactions, Online Competitions, Conferences & Exhibitions, and a Firm's Ending Position. **Click [HERE](#) to learn more, and to see the list of the 2018-19 VE Top 50 firms.**

Watch for a listing of the 2019-20 benchmarks in an upcoming VE Brief!

Opportunity Fund

Piloted last year, the Opportunity Fund offers support for schools and students to offset program fees and/or travel expenses to events. This fund is reserved for schools where over 50% of all students are eligible for Free or Reduced Lunch. **Interested schools can contact their Regional Director for more details.**

[Watch this video](#) to see how C.S. Brown STEM High School Students participated in the 2019 Youth Business Summit thanks to the HSBC Opportunity Fund.

VE Stock Market

VE firms and student-employees now have the opportunity to make investments in other VE firms! This year, firms operating under C-Corp or B-Corp structures will have the opportunity to raise additional capital for their businesses through the VE Stock Market.

Firm/Token Symbol	Token Price as of 05/01/2019	Buy	Sell
Adrenaline Rush (US06357) - VE1906357 Firm's Website Investor Information (PDF)	\$27.90	Buy	Sell
Amplitude (US012004) - VE1912004 Investor Information (PDF)	\$42.16	Buy	Sell
Ancora Safety (US012001) - VE1912001 Firm's Website Investor Information (PDF)	\$39.17	Buy	Sell
Bloom Technologies (US012240) - VE1912240 Investor Information (PDF)	\$28.26	Buy	Sell
Clarity (US012334) - VE1912334 Firm's Website Investor Information (PDF)	\$27.72	Buy	Sell
Evergreen (US012329) - VE1912329 Investor Information (PDF)	\$19.09	Buy	Sell
FLY NY (US011213) - VE1911213 Firm's Website Investor Information (PDF)	\$16.03	Buy	Sell
InVEst (US011987) - VE1911987	\$28.47	Buy	Sell



Once approved, firms invited to “go public” via an initial coin offering (ICO) rather than an initial public offering (IPO) will be offering tokens instead of shares. This exchange is called the VE Token Exchange (VX for short) and will allow VE firms and students to buy and sell tokens of various VE firms in a real-time market exchange. Token prices will be adjusted and updated each month based on VE Top 50 firm performance factors and results. **Further information including instructions on how to get listed on the VX will be sent in an upcoming VE Brief.**

New Formative Assessment Tools to Evaluate Student Progress

2019 National Teachers Conference participants were introduced to 2gno.me, an assessment tool aligned with VE’s Career Readiness Framework. The goals of this formative assessment are to help students to develop greater self-awareness to career readiness skills and knowledge they gain in VE, and to provide them with resources they can use to strengthen their targeted growth areas.

Additional information on how to utilize this new tool will be included in an upcoming VE Brief.