



Resource Guide for Remote Online Learning

Virtual Enterprises (VE) is an educational nonprofit that provides all students with authentic, collaborative, immersive business and entrepreneurial experiences. VE does this by partnering with schools, districts, and businesses across the United States to create educational pathways that align career education and work-based learning with academic standards-based education. Much of our work is supported in an online environment.

This document has been developed by VE as a resource guide for students and educators wishing to continue e-learning in various ways, based on the VE model. Please feel free to use and share these best practices and resources that work best for your school and students.

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I. Adaptable Curriculum and Online Resources

Below are resources and links to VE tasks that can be easily customized to other curricula, including short descriptions of how VE implements the lesson, ideas for customization and links to Quick Guides where applicable. VE Quick Guides are simplified/shortened versions of our modules that contain Lesson Objectives, Lesson Overview, Action Steps, Materials & Tools, Helpful Resources, and Examples.

A. Digital Student Portfolios

- **The “Why”**

A digital portfolio is a collection of your personal bests – a cloud-based story of your development and elements of accomplishment that is easily shareable. Your Digital Portfolio will showcase your college and/or career readiness.

- **How VE Does It**

Students in VE create a portfolio that includes a letter of introduction, resume, work samples, awards, certificates, certifications and letters of recommendation. VE has identified a number of work samples from the VE course that demonstrate college and career readiness, and each aligns to the [VE Career Readiness Framework](#).

- [Digital Portfolio Quick Guide](#)
- [Digital Portfolio Rubric Template](#)
- Links of sample digital portfolios that have been aligned to the VE Career Readiness Framework:

- <https://maggiekmartinvei.weebly.com/>
- <https://paoluccisarah.weebly.com/>
- <https://affinitynicholassimon.weebly.com/>

- **How You Can Implement**

- Have your students create a digital portfolio including past work, active work, collaboration examples, and reflection space including a blog and feedback from teachers and peers. Students can also use their portfolio as a showcase around a set of learning outcomes (such as college and/or career readiness). Check out the Quick Guide above for guidelines and idea starters.
- Portfolios may be developed using word processing or publishing tools such as Word, Pages, or Google Docs. Documents and work samples may be organized and converted into a single PDF file. However, a limitation to choosing a PDF format is the inability to showcase videos or websites in your portfolio.
- Web-based portfolios are a popular option to easily share with prospective employers and college admissions counselors through an interactive link. A



benefit of web-based portfolios is the ability to include links to websites, YouTube videos, or social media pages that you created/administered as well as newspaper articles or school web pages that have recognized your accomplishments.

- There are numerous free web design tools available to you for the development of your digital portfolio including: Google Sites, Wix, Weebly, GoDaddy, Mobirise, SquareSpace, Joomla, and WordPress.

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B. Create an Organizational Chart

- **The “Why”**

In a remote work environment, you may find it helpful to organize students into task-based or project-based work groups. Creating an Organizational Chart is a good activity to teach technology skills and to set up organizational units.

- **How VE Does It**

In order to manage their virtual business, students work in departments to manage day-to-day functions, produce key deliverables, assess growth, make decisions, respond to challenges, and participate in a variety of business-related events and activities, in-person, and through VE's global marketplace.

- [Quick Guide: Create an Organizational Chart](#)

- **How You Can Implement**

Decide what you want students to present on for the Organizational Chart, which may include:

- Class organization - divide students up into teams to complete a task or project under a Work From Home (WFH) environment. Collect and include photos of team members.
- Project management - create a flow chart instead of an organization chart to represent planning of project completion.
- Demonstrate hierarchy - have students research group(s) and create an organization chart demonstrating leadership, governance, family dynamics, or the connection between characters in a book.
- [Reference and Activity: 7 Types of Organizational Structures](#)
- [Rubric - Create an Organizational Chart](#)

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C. Develop an E-Commerce Website

- **The “Why”**

A class website can be your most powerful tool for communication. A website is a unique way to connect with your students. Whether you choose to create a



website to share your class projects, inform students of their class activities and assignments, communicate to your local community what your students are learning, or any other reason there are no boundaries to what you can do!

- **How VE Does It**

In order to manage their virtual business, students work in departments to manage day-to-day functions, produce key deliverables, assess growth, make decisions, respond to challenges, and participate in a variety of business-related events and activities, in-person, and through VE's global marketplace.

- [Quick Guide: Develop an E-Commerce Website](#)

- **How You Can Implement**

- Students can create a class website in order to make it easier to communicate and share information. Students can work in groups to design different pages and sections for their site.
- Students can share their student portfolios from part A through the course website.

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D. Create & Maintain Social Media Accounts

- **The “Why”**

Social media is used to promote and brand yourself or organization (at work, at home). This is an excellent opportunity to showcase your response to a real threat: how are you working to overcome the challenges you face, continue to participate in remote online learning, and to carry out daily activities? Post photos, videos, and graphics.

- **How VE Does It**

Students investigate methods used by companies to market and manage customer experience through various social media platforms. Students then evaluate which methods of utilizing social media for business best suit the needs of their firm. Students will create regular social media posts appropriate to the marketing and customer engagement goals of the firm and design a plan to utilize social media analytics.

- [Quick Guide: Create & Maintain Social Media Accounts](#)

- **How You Can Implement**

- Connect with other students and/or schools to exchange information such as best practices for overcoming the difficulties of working/studying remotely.
- Share Your Daily Activities in a blog, vlog, or using social media:
 - How are you keeping in contact with your colleagues, if working remotely? Post tips for others.
 - What apps or websites are you using?
 - Post a photo or video of your workspace, and yourself working in it.



- Reflect on your experience of working/studying remotely.
- Share the measures being taken by your school/state to help students to keep learning (i.e., provide a computer/hotspot, etc.)
- Make sure you tag sponsors or mentors, and encourage them to tag you back to showcase your activities
- [Reference: Social Media Marketing Tactics and Strategies](#)
- [Rubric: Social Media Posts](#)

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E. Create Promotional Campaigns

- **The “Why”**

Marketing campaigns are an important way for businesses to brand themselves during this changing economy. Students will learn the difference between inbound and outbound marketing campaigns and identify examples of each technique while creating promotional campaigns through social media, direct mail, and email.

- **How VE Does It**

Students will work with their department to discuss the development of a promotional campaign. After learning the difference between inbound and outbound promotional campaigns, students will decide which campaign their firm would like to pursue. Students will look at direct mail, email, and social media to implement a full marketing campaign for their firm.

- [Quick Guide: Create Promotional Campaigns](#)

- **How You Can Implement**

- Students can develop a new marketing campaign for a current business using the reality of today's work from home situation.
- Students can create their own company they want to build a marketing campaign for utilizing email, direct mail and social media.
- Students should use the new social media accounts they created in the part D to create an online social media campaign
- Students should think about what is occurring in today's economy and create a marketing campaign utilizing the knowledge they have learned over these last few weeks
- Visit [Promoting Your VE Program](#) page to get ideas on how to promote your class, club, or school.
- Use websites such as [Canva](#) to create posts that will engage your audience. Sites like Canva offer templates that are easily customizable to suit your firm's needs.

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F. Develop an Elevator Sales Pitch

- **The “Why”**

An elevator pitch is important for students to have because it communicates the most important aspects of themselves or their business within a short amount of time. Most importantly, it makes students understand what exactly they want to communicate about themselves or their business. Through this assignment students will be able to demonstrate a well-rounded perspective and unique style while communicating effectively and demonstrating professionalism.

- **How VE Does It**

Students will convene in their department to learn the purpose of an elevator sales pitch. Together they will identify various different tactics that companies use to create elevator pitches and then develop an elevator sales pitch for their VE firm

- [Quick Guide: Develop an Elevator Sales Pitch](#)

- **How You Can Implement**

- Students can develop an elevator sales pitch to promote themselves for a college or job interview.
- Students can choose a business or social campaign they feel strongly about and create an elevator pitch to promote that company or campaign.
- [Reference: The Best Elevator Pitch Examples, Templates and Tactics](#)

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G. Leveraging Design Thinking for Problem Solving

- **The “Why”**

Design Thinking is a human-centered approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success. In short, it is a method of creative problem solving. The design thinking process is made up of six different stages, including empathy, definition, ideation, prototyping, testing, and implementation.

- **How VE Does It**

VE students will use Design Thinking methodology to problem solve making sales and other business challenges in light of current events as well as to establish their business idea for the school year. In the VE marketplace,, students may consider how today's situation will change their ideas for firms in the future.

- [Introduction to Design Thinking - D4D](#)
- [Deep Customer Empathy](#)
- [Ideate - Brainstorming](#)
- [Rapid Experimentation - Prototype & Test](#)

- **How You Can Implement**



- Everyone can find design thinking applicable to themselves whether they're a developer, a lawyer, an interior designer, or a student.
- Students can Identify a clear problem and frame it into a business opportunity
- Students should Go Broad to Go Narrow -- to generate lots of ideas (Go Broad) for a product/service or business that will solve users' problem(s), then narrow options to a single choice (Go Narrow).
- Students should have brainstorming sessions with Google Meets and choose the best solution and best opportunity
- Students can use design thinking in groups using Google Meets to solve a problem that they feel passionate about. This will help them come up with innovative, competitive solutions.

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H. Risk Management

- **The "Why"**

Risk management is important in an organization because without it, a firm cannot possibly define its objectives for the future. The whole goal of risk management is to make sure that the company only takes the risks that will help it achieve its primary objectives while keeping all other risks under control.

- **How VE Does It**

Each VE firm is tasked with assessing risk for their in-class business, as though it were a real-world endeavor. Current events have brought this curriculum to life and student employees are now putting their risk management assessment theories to the test. They are asking themselves whether their plans are helpful and relevant in light of current events, and reviewing documentation to see what updates are required to better serve their firms.

- **How You Can Implement**

- Hold a discussion with your class or use a discussion board to explore the concepts of risk management and why risk management is important to a company
- Using a SWOT Analysis graphic organizer, brainstorm internal strengths and weaknesses, external opportunities, and threats for a local business in your area
- Students can develop a list of risks facing businesses during the events that are occurring in America today. Students can prepare a Risk Assessment Matrix by categorizing risks by level of severity.
- Students can review different businesses risk management policy statements and then make changes to reflect the current risks that are affecting America today.



- Students can record the 5 most critical risks facing a firm today.
- Students can complete a Risk Management Plan for a sample business using the Risk Management Plan Template
- [Data File - Risk Management Plan Template](#)
- [Reference - SWOT Analysis Graphic Organizer](#)
- [Rubric – Risk Management Plan](#)

I. Work From Home Career Readiness BINGO

Review the choices on the BINGO board attached and select projects that will result in a BINGO (5 tasks in a row horizontally, vertically, or diagonally). For each completed task, individual students or student teams should select the text within the square, and replace it with a screenshot or image of their project.

- [BINGO Board](#)

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II. Tech Apps for Hands-Online Learning

VE's **Tech Apps for Hands-Online Learning** has been adapted from Technology Applications for Business and the Entrepreneur, a course that provides technology applications activities that are built around an entrepreneurial theme.

Students will use Word, Excel, PowerPoint and/or Google applications to create projects and materials that develop technology and business competencies needed for success in college and the workplace.

Projects are designed to develop students' skills in technology, research, communications, problem-solving, and critical thinking.

The Units for this curriculum are as follows, and can be [used with Google Classroom](#):

- Unit 1: Orientation
- Unit 2: Using Word & Google Docs
- Unit 3: The Entrepreneur
- Unit 4: Using Excel & Google Sheets
- Unit 5: Using PowerPoint & Google Slides
- Unit 6: Exploring Careers
- Unit 7: Simulation Projects

To request access to this curriculum, click [HERE](#).

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III. Using Video Conferencing for Online Learning

In our new normal, technology has redefined how people work with one another (e.g., remote working, teleconferencing). As a result, there is a need to educate future youth to use appropriate and responsible behavior when communicating in the digital spaces with others. VE staff, teachers and students use video conferencing to conduct business, collaborate on ideas, and network.

Here are some ideas for keeping in touch as a class:

- Students can interact with teachers, administrators, friends and family through Google Hangouts Meet, or other video conferencing apps such as zoom.us
- Reach out to local business partners, teachers, administrators, friends or family to schedule a Google Hangouts Meets meeting to request feedback on school projects.
- Create challenges within your class or between and among class periods that require collaboration through video conferencing. VE has created challenges that incentivize students to work together to participate and track:
 - purchases from international firm in a different country daily or on a particular day
 - purchases from a firm in a different state daily or on a particular day
 - purchases from a specific industry during a specific week
- Instructions for creating a [Google Hangouts Meet](#) and the [Google Support Help Center](#) can be accessed by clicking into the hyperlinks.
- Just for fun: [Conference Call Bingo](#)

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A. Engage Partners to Provide Student Feedback

In VE, one of our strengths comes from strong relationships with [local, regional and national partners](#) who invest in our schools in a variety of ways such as mentoring inside the classroom (live and virtually), coaching for live or online events, judging competitions, etc.

This same process can be replicated by non-ve teachers and schools by building, growing and maintaining a professional network in specific subject area(s). Reach out to parents, local chambers of commerce and other business leaders and friends to begin building your network.

Once established, have your students connect with these mentors through phone or [video conferencing](#).



Here are some conversation starters for your students:

- How are you? How is your family and loved ones?
- How are you and your team dealing with remote work?
- What are some tips for keeping your team connected when you're not seeing them in person?
- How does your business respond to a business disruption like this?

Shoutout a Mentor/Sponsor

- Recognize the relationship by including your mentor(s)/sponsor(s) in school communications, emails, [social media posts](#).
- TAG the mentor/sponsor
 - Example: if you use Design for Delight, tag Intuit!
- Pull up the mentor/sponsor logo on your screen in the image/video you post.
- Print out and hang up an image of the mentor/sponsor's logo (if at home), or pull it up on the classroom's big screen/projector (if available) or to print it on a poster board to hold for the shot.
- Simply thank the mentor/sponsor for supporting your students/class/school. Thank you notes or emails are always appreciated!
- Review [this document](#) for examples of shout out posts.

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B. Organize Online Class Competitions

- Online Class Competitions can be an exciting way for students to showcase their work remotely.
- Create an in-class competition among students. Share the rubric with all students and offer a prize for the top students in the competition. This is a good option for online polling or voting apps such as:
 - [Socrative.com](#)
 - [Poll Everywhere](#)
 - Google Forms
 - [Nearpod](#)
- If you are working with mentors or sponsors, have your students connect with these mentors through phone or [video conferencing](#).

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If you need more step-by-step information, customization to support your class, have suggestions for improvement to this resource, or have additional questions please contact us!

Let us know how we can best help you in the days ahead.

Click [HERE](#) to reach out