

WINCHESTER-CLARK COUNTY ENTREPRENEURIAL ACADEMY

Student Code of Conduct

Required for every Launch Lab and Academy student · Read with your parent or guardian before Session 1

This is a real program, so this is a real code of conduct — written for you, not just about you. It covers what we expect from you, what you can expect from us, and what happens if something goes wrong. Read it with a parent or guardian before Session 1. If anything is unclear, ask John before you sign.

Section 1 Show Up and Do the Work

- Attend all 9 sessions. If something comes up, have your parent or guardian tell John in advance — don't just skip it.
- Missing more than 2 sessions without notice may mean you lose your spot in the cohort.
- Participate fully — including the Soft Launch Event and Pitch Night. Those aren't optional extras; they're the point of the program.
- This is real-world business, not a class you can coast through. Coaches will give you honest feedback, sometimes feedback you don't love. That's part of getting better, not a punishment.

Section 2 Treat People With Respect

- Treat every other student, coach, mentor, and staff member with respect — no exceptions, no bad days that excuse it.
- No bullying, harassment, or discriminatory comments or jokes — about anyone's race, gender, religion, disability, sexual orientation, body, family, or anything else about who they are. This applies in sessions, at events, and online.
- If another student or an adult makes you uncomfortable, tell John. You won't get in trouble for speaking up.
- Full details on what counts as discrimination or harassment, and how WCEA handles a complaint, are in the WCEA Non-Discrimination Policy — ask John for a copy any time.

Section 3 Be Honest With Customers

- Tell the truth about what you're selling. No fake claims, no exaggerating what your product does, no pretending a review is real when it isn't.
- Treat every customer the same way, regardless of who they are. Refusing to serve someone, or treating them worse, because of their race, disability, or any other personal characteristic is a serious violation — not just bad business.
- If a customer has a disability and needs an accommodation — a different way to pay, a different way to communicate, access to your table — you work with them. Coaches can help you think this through before the Soft Launch Event.

Section 4 Respect Other Students' Ideas

- Whatever business idea another student shares in a session, in a pitch, or in conversation belongs to them — not you.
- Don't copy another student's idea, product, or branding and use it for your own business.
- Don't share another student's business plan, numbers, or idea with anyone outside the program without asking them first.
- Once a student presents their idea publicly — at the Soft Launch Event or Pitch Night — it's no longer private. Before that, treat it like it is.

Section 5 Online and Social Media

- Everything in this Code applies online too — posts, comments, DMs, group chats, all of it.
- Don't post anything that discriminates against, harasses, or bullies anyone, in or out of the program.
- If you post about your business or about WCEA, follow the rules in the WCEA Social Media Policy — including being upfront if you're getting paid or given free stuff in exchange for a post.
- Don't use WCEA's name or logo to make it look like WCEA is officially backing your business unless John has approved it.

Section 6 Boundaries With Adults in the Program

- All your interaction with coaches and mentors happens during sessions and official events — not one-on-one outside of that, not over personal text or social media.
- Coaches and mentors won't ask for your personal phone number or social media, and you shouldn't give it to them. If an adult in the program asks for it, that's a problem — tell John.
- No adult in this program will ever ask to be alone with you. Two adults are present at every session and event, always. If that's not happening, something's wrong — tell John.
- If a coach or mentor ever makes you uncomfortable in any way, you can tell John, or any board member if it involves John. You will not get in trouble for reporting this.

Section 7 Keep It Safe

- No alcohol, drugs, vapes, or weapons at any session or event — this applies to everyone, no exceptions.
- Respect Cardinal Community Center and any other venue we use — it's not just our space, it's the whole community's.
- If you see something unsafe — with a person, a situation, or anything else — tell a coach or John immediately. Don't try to handle it yourself.

Section 8 What Happens If This Isn't Followed

Most first-time issues start with a direct conversation with John — not a punishment, just a reset. But some things are serious enough that there's no warning step.

No warning for safety violations.

Anything involving harassment, discrimination, a safety threat, or an adult crossing a boundary with a student results in immediate action — not a conversation first. That's true everywhere else in WCEA's policies, and it's true here too.

- Smaller issues — missing sessions without notice, not participating, disrespectful behavior — start with a conversation between John and your parent or guardian.
- Repeated issues, or anything serious, can mean removal from the cohort. Your parent or guardian will always be part of that conversation.
- If what happened might be a crime or involves a minor's safety, WCEA reports it to the appropriate authorities — that step doesn't wait on anything else.

Section 9 Acknowledgment

By signing below, the student and parent or guardian confirm they have read this Code of Conduct, understand it, and agree to follow it for the full length of the program.

Student printed name	Date
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Student signature	Parent / guardian signature
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