BUSINESS and DESIGN NEWSLETTER

OUR BaD QUARTERLY UPDATE

WHAT WE'VE BEEN UP TO

As the school year comes to a close, we want to showcase the highlights of this program where we focused on *project development* and *opportunity*. Our students at each grade level have been working to bring their projects to life, and with the help of some new industry partners we've had the pleasure of making that happen. Our Business and Design program is constantly pushing to provide these young professionals towards achieving what they never thought possible.

ENTREPRENEURSHIP FAIR

CLICK HERE TO SEE PHOTOS



We held our annual Entrepreneurship Fair on May 21st & 22nd. We had 19 business owners, with 4 selling out their stands completely, and earning well beyond their goals. **Salty Sun Coffee**, **DODA**, **Balanced Bites**, and **Munch Bunch Musubi** all displayed excellent work - selling out with their products and making a name for themselves amongst the HBHS community. Another student-created business is **TYDE swim**, launched by Taylor Mcveigh. She showcased her swimwear line and even had students pre-order her pieces before she dropped her website Friday evening. She will continue to develop this brand after she graduates, solidifying her pride in her creation.



WAVEMAKERS CONTEST WINNERS

ANNA EVANS AND MIA CABES

Juniors Anna and Mia won our Jack's Surfboards marketing campaign contest! The girls created content that was posted on Jack's professional socials and were given a meeting with the industry professionals that run those platforms.
They were given an inside look as to how creating branded content works within a creative space. The piece of advice that they found most helpful is to always get a fresh set of eyes on media creations! They discussed the importance of constructive feedback, reflection, and revisions.
Congratulations Anna and Mia!

We plan to launch this contest again next year as a project with our Algebra by Design students. We can't wait to further these students design skills and see what they can create going forward.

Our BaD VISITS



SHOW READY visit

The Marketing English classes also stopped in to witness all the wonder at The Shop @Show Ready, a premier exhibit fabrication company. They specialize in designing for trade shows. The CEO Frédérique Georges came by to chat with some of our seniors about their preparation plans for showcasing their services & products at the Virtual Enterprise National Youth Business Summit Contest in New York. Students were so honored to hear from such an experienced business founder. Magique, took her advice into play when they competed against students from across the globe and placed Top 6 for 'Marketing Plan'. New York was a major success for the marketing students and we can't wait to see what happens next year.

Check out their journey here → Instagram Post

COSTCO BEFORE THE CROWDS

Our Marketing and English juniors got to experience something truly once in a lifetime - an empty trip through Costco. In all seriousness, Costco was kind enough to extend invitation for our students to check out the facility before opening their doors. Eight different employees came to work as early as 2am to set up for our visit! Students received a tour and were given the opportunity to chat about how the business has run so seamlessly since 1983. The staff expressed their true appreciation and loyalty for the company.

Leo, a senior in our Advanced Marketing English class, took a special interest in the trip last year and landed himself a position at Costco! He worked as one of our tour guides on the field trip and spoke about his enjoyment at the company. Costco prides themselves on taking care of their employees and suppliers and we are so grateful that one of our own gets to experience that care and consideration. Costco is now a partner of the HBHS Business and Design Program. You can take a look at our expanding partners page HERE on our website!



PROJECT Highlights



STARBUCKS & STOK COFFEE CUP RE-DESIGN

The Geometry and Design students are teaming up with Eric Schmidt, product designer for Westfall Technik to redesign coffee cups for Starbucks and bottles for Stok Coffee. Our industry partner Eric has been extremely hands on with the students, assisting in educating them on how to satisfy a client whilst aligning with a brands needs. These students are getting their designs 3-D printed to see how they will feel in a consumers hands. Now *this* is how you learn about volume!



CELEBRATING 250 YEARS OF AMERICA

Remember that field trip our U.S History students took down to Jack's Surfboards? We do!
Our students created multi-functional designs and pitched them to a few of Jack's designers. They were tasked with creating designs that represent the 250th anniversary of America and its rich history. The team at Jack's selected the best 2 designs and actually combined them into 1 final. Designers **Bodie Bickel**, **Willow Kellen**, **Tony Mundy,** and **Lizzie James** were the selected winners! Their final collaborative design is able to be purchased in store on a classic Jack's T-Shirt! To see these students designs come to life is *unreal*. We are so thankful to Jack's Surfboards for the opportunity and connections these students were able to create.



STAND DESIGN FINALS

Our Geometry and Design students' finalized their stand designs and we were lucky enough to send them off to Greg Berger over at Westminster High School. Greg turned these students measurements and layouts into fully functional stands - with one even containing a folding function to enhance portability! Just in time for our Entrepreneurship Fair, these stands made a huge difference in the seniors professional displays. We cannot thank Greg and his team enough for helping us turn these students ideas into a reality.

STUDENT SPOTLIGHT
Nash Ruiz

Nash is a sophomore in our Geometry and Design course. Nash is consistently putting work into each project that he takes on - inside and outside of class. His teacher says that he is a charismatic and articulate student.

Nash's favorite project this year was the stand design project, where they helped create business stands for the senior businesses. Nash says that he, "feels that [he] improved a lot in communication this year. Stepping outside of my comfort zone has helped me become more confident when speaking with my group and presenting in front of a crowd. When I first started in the Algebra by Design classes, I did not have much confidence when speaking. Now, in Geometry and Design, I feel not only more confident but also more passionate about sharing my ideas".
We're so excited that Nash plans to continue his Business and Design journey in U.S History through Design class with Mr. Schwab next year!

STUDENT SPOTLIGHT
Josh Lieu

Josh is one of our very best! He has created a strong production of digital media material for this program during his senior year with Business and Design. Josh has been our head videographer, documenting the journeys of all the unique projects and experiences we've had. His attention to detail and quick turnaround times do not go unnoticed. Josh filmed and edited all of the course videos that you can find on our courses page.
After graduation, Josh plans to continue his journey, working at Garden Church and continuing to develop professional content for his ministry Anthem House. He continues to work on projects that he is passionate and excited about.
Connect with Josh professionally @fromjoshtoyou on Instagram.



Josh Lieu



Nash Ruiz

SO...

WHAT'S NEXT FOR OUR SENIORS?

Our graduating seniors are headed for success! Between the Business Entrepreneurship course & the Advanced Marketing course, they have the tools to stride forward into this next era with confidence!



Sami Scot

Graduating senior Samantha Scot, co-founder of Salty Sun Coffee, has summer plans to work with **Global Brigades** in Athens, Greece! She will spend a week there helping refugees start their businesses - assisting with branding, logo design, and digital catalogs.
She is most excited about being able to help others with their start-up journeys.
Connect with Sami here!

WRAPPING UP THE YEAR

A PROGRAM FOR THE FUTURE

As a developing program, our team of educators are committed to helping students find their niche. We have established a clear set of expectations that we are confident will help these BaD students develop skills that they can take with them when they leave our classrooms. We're adamant about answering the number one student-asked question: "*When will we be using this?*"

Every student is on their own unique path. Helping them better prepare for their future through project-based learning, industry connections, and the art of working as a collaborative is our main priority.



3 CTE PATHWAYS

ARTS, MEDIA, AND ENTERTAINMENT

BUSINESS AND ENTREPRENEURSHIP

MARKETING, SALES, AND SERVICE

GROWING PAGE OF INDUSTRY PARTNERS

We at **HBHS Business and Design** have been so excited to announce our new partnerships. This year we've established ***12 new industry connections*** - linking each to a project within the classes. The four you see below were ones we had the pleasure of working with this quarter!

STARCH FABRICATION

THE SHOP 25 YEARS @ ShowReady
YOUR DESIGN | OUR FABRICATION

WESTFALL TECHNIK

COSTCO WHOLESALE

THIS IS JUST THE BEGINNING

Students need education that goes beyond the four walls of a classroom. We're here to provide that opportunity.

We have so much in store for next year and can't wait to share what these incoming and returning young professionals create with the world.

- The BaD crew