

iCreate360 Brings Entrepreneurship and Education Together for Students at Grand Haven High School

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For many years Grand Haven High School staff, including Chad Jettner and Jeremy Case, dreamt of offering students a course that would connect entrepreneurship and business with the experiences and opportunities of the real professional world. Four years ago, this idea developed into a formalized program that was pitched to the administration. It was met with overwhelming support and along with a grant from the Grand Haven Community Foundation's Youth Advisory Council, the iCreate360 course was born.

iCreate360 is classroom, lab and online blended learning through three fields of study: Marketing, Accounting, and Product Design. During this year-long course, each week students rotate through the three subject areas with two days designed for off-site learning via field trips to local businesses and projects to extend learning outside of school. Each team of students presents a business plan that includes branding, creative marketing campaign, website/blog, finance, and product build.

The mission of iCreate360 is to educate and inspire high school students, to allow them to experience entrepreneurship in its entirety, to celebrate collaboration, and to create products that encourage our community to celebrate all that West Michigan offers along the lakeshore, including surfboards, paddleboards, longboards, and more. We partner with local and non-local experts for knowledge and to create important supply chain relationships and networking. This past year we collaborated with our art department where teacher Irene Sipe and her advanced painting students worked with our longboard groups to hand-paint each longboard. The results were beyond our expectations!

In the past four years over 250 students have participated in the program. Students look forward to the end of the year as all products are auctioned off at a live event in Porto Bello's Harbourfront Grand Hall. The event is open to the community and all funds raised support the upcoming year's program.

Local businesses such as Earth's Edge, Wet Mitten, and MacKite donate additional items that are auctioned off. It is an incredible night for our program as we celebrate our students' accomplishments. As we look to the future of business and technical education at Grand Haven High School, we celebrate our accomplishments and continue to grow the program and strive for relevancy in our community and beyond.

Learn more online at www.facebook.com/GHHS-I-Create-360. If your business would like to be involved, contact Chad Jettner at 616.850.6175, jettnerc@ghaps.org or Jeremy Case at 616.850.6165, casej@ghaps.org.