

AMERICAN ENTERPRISE PROJECT
2020-2021

PROJECT ILLUMINATE

Shedding light on consumerism & ethics

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Chapter 8990

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All media of city grounds was captured by Project Illuminate officers

Purpose of Project

Introduction to the American Enterprise System

Imagine that an unprecedented, raging pandemic has swept the world. A little girl and her family have a tradition of having dinner at their favorite local restaurant, which they discover was permanently shut down due to struggles caused by this pandemic. They soon learn of the closures of other local establishments, and the little girl and her parents are heartbroken. Sadly, this is a widespread reality for businesses and consumers all around the world.

According to Oberlo Learning, approximately 31% of 30.2 million small businesses in the United States have ceased operation, and 60% of those that initially reported closures due to the COVID-19 pandemic have permanently shut down. Our nation's free enterprise economic system, the American Enterprise, is dependent on citizens' individual needs and wants. There are few regulations on business activities, which primarily serve to fulfill consumer desires. The U.S. free enterprise comprises five pillars: freedom to choose businesses, private property, profit motive, competition, and consumer sovereignty.

Connection to American Enterprise

Located in Silicon Valley's entrepreneurial hub, Project Illuminate strived to promote the free enterprise system while involving all aspects of the community. Despite the prevalence of this entrepreneurial spirit, the project officers initially observed a considerable lack of knowledge regarding responsible consumerism, ethical business practices, and how each impacts the economy. This lack of awareness was especially concerning due to the COVID-19 pandemic as people thoughtlessly turned to big-box retailers rather than locally-owned stores to supply their needs and wants. After conducting thorough research, Project Illuminate officers decided the focus of their project to be consumerism and business ethics. By incorporating the ideals of the American Enterprise System and pillar of consumer sovereignty, Project Illuminate successfully educated students about the free enterprise economy, encouraged community members to consistently practice responsible consumerism, and enhanced project members' hard and soft skills through exposure to real-world economic hardships.

AE Concept/Ideal	Means of Promoting Local Understanding
Responsible Consumerism	Members will gain insight into how consumption behaviors influence the local economy, environment, and business sectors by implementing a nine-week long Buy Local Campaign in partnership with the Sunnyvale Chamber of Commerce and five local businesses. Campaign supporters and project members will attend five speaker events and workshops with business owners like Katherine Ma to explore the effects of COVID-19 on local businesses .
Ethical Business Practices	Project Illuminate members will attend bi-weekly project meetings and engage in skill-development workshops that enable them to acquire a glimpse into the business world, develop a sense of ethics within business practices as well as use this newfound understanding as an ethical consumer . Furthermore, during Business Bootcamp over the summer, participants will learn about related topics such as ethical business practices, consumer rights, and ethical business sourcing.
Leadership	During a Business Night for elementary school students, Project Illuminate members will lead activities that will teach participants and reinforce their own knowledge of crucial business concepts such as reducing environmental footprints and ethical decision making. Developing these activities and interacting with elementary students will help members gain leadership skills and confidence .
Networking	Members of the project and Buy Local Campaign participants will receive numerous opportunities to learn from and network with business leaders and community figures such as Kevin Ngo and Dawn Maher through workshops, interviews, and project meetings. These interactions will foster key connections and serve members well in future endeavors.

Support for the American Enterprise System

Project Illuminate gained support for the American Enterprise system by hosting a multitude of outreach events as well as a community awareness campaign for students and locals. The Buy Local Campaign and its partners cultivated an in-depth understanding of and support of the American Enterprise pillar of Consumer Sovereignty among residents. Through attending and hosting these events and skill development workshops, project members and students of all ages gained a lasting appreciation for the American Enterprise system.

Future Activities

Session Two of Business Bootcamp

Business Bootcamp, hosted during summer 2020, successfully helped middle school students develop an interest in business and learn the skills needed to thrive in both high school and the professional world. A second session will take place in June and will focus on similar business concepts such as marketing, personal finance, and consumerism.

Buy Local Produce Bags

Project Illuminate hosted a graphic design workshop in May, where members received the opportunity to participate in a design competition for "Buy Local" themed reusable produce bags. The selected design was printed on the bags and distributed to vendors and residents at the Sunnyvale Farmer's Market.

Project Legacy

Notes for Support

The Buy Local Campaign, launched in partnership with the Sunnyvale Chamber of Commerce and a diverse range of local businesses, advocated for responsible consumer habits and increased support of local businesses. The project officers are working with city officials to create a system in Sunnyvale Downtown for local residents to show appreciation for businesses in the community by writing kind and supportive notes to be distributed. The campaign will also be perpetuated by future project officers and city officials through a Buy Local week centered on spreading awareness.

Business Night

In previous years, Homestead High School's American Enterprise Projects hosted annual business nights at local elementary schools. Project Illuminate also hosted a virtual business night at Cumberland Elementary School, where project members led various business and skill development activities, tailored to an elementary level. The business nights continue to be positively received by the community and will be held again in the future, leaving a lasting legacy.



"Business Night was very successful, even in a virtual setting! It was well prepared and well facilitated – and I loved FBLA's positive feedback for the students' participation and responses. Congratulations on a great event!"

--Laurie Carlson, principal of Cumberland Elementary

Research

Identifying Community Needs

At the beginning of Summer 2020, the Project Illuminate officers gained meaningful insight into community needs by meeting with Sunnyvale Mayor Larry Klein and Homestead High School's principal, Greg Giglio. Through these discussions, the officers reflected on and were driven to address three critical issues, outlined below, by fostering an essential understanding of the American Enterprise system.

1. Need for awareness of the American Enterprise economic system among community members
2. Adverse effects of the COVID-19 pandemic on the economy
3. A growing necessity for more sustainable business and consumer practices

Planning of Research

After conducting in-depth research and identifying community needs, the Project Illuminate officers created elaborate year-long plans for three potential areas of focus: entrepreneurship & innovation, financial literacy, as well as consumerism & business ethics.

Entrepreneurship and Innovation

By focusing on entrepreneurship and innovation, Project Illuminate members would learn about the aspects needed to successfully run a business. They would participate in business simulations and learn the operations of management, marketing, and product development while exploring the significance of innovation as a factor of economic growth.

Advantages



- Members will gain insight into the technicalities of entrepreneurship and real-world applications
- Members will learn about the importance of innovation and how to utilize various marketing strategies



Disadvantages

- Difficult to find business partners who are knowledgeable about innovation
- Challenging to host outreach events that cater to all community members given the pandemic

Financial Literacy

By focusing on financial literacy skill building and education, Project Illuminate members would gain valuable life skills regarding personal finance. After gaining financial management skills, project members would host workshops to teach related concepts to local middle schoolers and elementary schoolers.

Advantages



- Members will gain crucial financial management skills and learn about the importance of currencies in different economies
- Members develop responsible spending habits regarding saving and investing



Disadvantages

- Not as immediately applicable to younger students
- Real-world simulation activities will be challenging to incorporate and execute in an engaging way

Consumerism and Business Ethics

By focusing on Consumerism and Business Ethics, Project Illuminate members would identify various strategies for being informed consumers and strengthen their understanding of economic sustainability. They would partake in challenges and events that enable them to actively practice responsible consumerism and support local businesses.

Advantages



- Extremely applicable to the COVID-19 pandemic and members gain insight into adverse effects on local businesses
- Would inspire members to be more mindful of consumption behaviors and environmental habits
- Opportunities to make a strong impact on local communities



Disadvantages

- Not everyone is able to always shop from locally-owned/sustainable businesses, as they are often more expensive
- Difficult to change existing spending habits

Execution of Research

The Project Illuminate officers spent countless hours consulting chapter advisors and officers, analyzing local issues, and comparing the strengths and weaknesses of each potential focus. In October 2020, members also took initial skill and consumer habits surveys to gauge understanding and interest of general business concepts and sustainability.

Evaluation of Research

The surveys demonstrated the current level of education about the American Enterprise system was inadequate, as **60.4%** of members were unaware of its existence and **62.2%** had moderate to no knowledge of the role that businesses and consumers play in shaping/sustaining the economy. An overwhelming **80.9%** of members believed their spending habits could be improved. Furthermore, members were most eager to enhance networking, public speaking, organizational, leadership, and design skills. Considering both member interests and community needs, the project officers ultimately selected the focus of Consumerism and Business Ethics. The project officers then planned a series of events to foster interest and involvement among various demographics in Sunnyvale and the surrounding area, and inform others of the significance of their roles as consumers in the American Enterprise. The next steps were seeking professional advice from business owners and local officials, and creating member committees to grasp business and consumer perspectives on the project focus. Since not everybody may have financial resources to reform their habits, Project Illuminate chose to emphasize education regarding economic sustainability and formulated activities to solicit community awareness without actually requiring others to spend money.

Planning

Project Officers



Hemal Kurani Andria Cao

Local Government Officials



Larry Klein Nancy Smith Glenn Hendricks

Community Professionals



Dawn Maher Greg Giglio Katie Voong

Local Government Officials and Community Professionals

On June 16, 2020, the project officers met Sunnyvale Mayor Larry Klein to gain insight into community needs. He shared firsthand observations of standard issues caused by the pandemic. Mayor Klein graciously offered guidance regarding resources and education that Project Illuminate could provide and the feasibility of tentative events. On June 19, 2020, the Project Illuminate officers met Homestead High School principal, Greg Giglio, to discuss the feasibility of project meetings and school-wide events in a remote setting. In September 2020, the project officers consulted Former Sunnyvale Mayor Glenn Hendricks, Vice Mayor Nancy Smith, Sunnyvale Chamber of Commerce CEO Dawn Maher, and business owner Katie Voong who each gave crucial advice regarding the Buy Local Campaign, provided resources such as a list of all Sunnyvale businesses, and helped the project officers determine their next steps in developing the campaign.

Middle and High School Surveys

Before hosting the Business Bootcamp for middle school students, participants took a survey that gauged their interests. Most participants desired to learn about investments, believed their ideal learning format was workshops, and wanted to further public speaking skills. Considering this, the Project Illuminate officers structured each session as a workshop, dedicated a day to cover personal finance, and incorporated plenty of speaking opportunities. Project Illuminate also surveyed high school project members to create and refine a cohesive, yearlong plan incorporating public speaking, critical thinking, and networking.

Collaboration Within Chapter Leadership

Project Illuminate officers communicated with chapter officers and advisors during Officer Retreat, a two day summit where the 20 chapter officers and three advisors collaborated to plan events and activities for the upcoming school year. Additionally, the project officers had monthly meetings with chapter advisors Graeme Logie, Byron Lee, and Helen Carlson to brainstorm, receive guidance, and discuss project plans and direction.

Project Goals

After consulting a total of six local government officials and community professionals, as well as the three chapter advisors, Project Illuminate established six main goals. These were tailored to promote awareness of the American Enterprise System, address community needs, and provide unique opportunities for members to grow hard and soft skills applicable in the business world.

Goals	Strategies for Implementation
Business Knowledge Increase the general business knowledge of at least 50 high school students through dynamic and engaging events	<ul style="list-style-type: none"> Register at least 50 members Host engaging workshops and events focusing on various business, technical, and professional skills Hold 10+ interactive, activity based project meetings to enrich members' experiences
Awareness of American Enterprise Educate students and community members about the significance and structure of the American Enterprise System	<ul style="list-style-type: none"> Design a mystery puzzle and virtual escape room activity for American Enterprise Day that is educational and interesting Incorporate consumerism & ethical principles of the American Enterprise system, as well as, economics in workshops and project meetings Create informational social media posts that explore the interrelationships between economics, ethical consumerism and business ethics

Responsible Consumerism Teach the community to learn, identify, and actively use various strategies to be a responsible consumer on a day-to-day basis	<ul style="list-style-type: none"> Incorporate topics regarding consumer rights and responsibilities and environmental sustainability into project meetings Conduct activities that highlight the role of consumers and the pillar of Consumer Sovereignty in the American Enterprise system Hold at least one guest speaker event featuring a local business owner Implement a region-wide Buy Local Campaign that promotes responsible consumerism and the importance of supporting local businesses
Sustainable Business Practices Highlight the economic, legal, social, and ethical responsibilities of businesses	<ul style="list-style-type: none"> Include topics regarding ethical dilemmas and identifying sustainable business practices during COVID-19 into project meetings Create informational social media posts that explore business protocols and operational activities during the pandemic
Community Impact Educate students and local residents of all ages about sustainable business and consumer practices	<ul style="list-style-type: none"> Develop and host a virtual Business Night for at least 20 elementary school students Hold a Business Bootcamp and two middle level workshops to educate middle school students about consumerism and business ethics Host workshops, socials, and speaker events in addition to project meetings to engage the high school member base Conduct activities and events within the Buy Local Campaign that involve all aspects and demographics of the community
Development of Soft Skills Facilitate member development of leadership, creative reasoning, critical thinking, and strong communication skills	<ul style="list-style-type: none"> Periodically survey members to gauge increases in soft skills Facilitate breakout room activities during project meetings for members to collaborate meaningfully Provide members with hands-on opportunities and facilitate real-world simulation activities Create several member committees that allow select members to enhance their skills in specific areas

Development

Event Rationale

The project officers believe that the current California education system does not provide students with sufficient resources and opportunities to forge business and financial success; students are not even exposed to government and economics until their senior year of high school. Under the guidance of chapter advisors, local officials, and community professionals, the officers developed a cohesive curriculum of project activities and a Buy Local Campaign that sought to increase knowledge about the American Enterprise System and sustainable habits.

Goals	Events Fulfilling the Goal
Business Knowledge Increase the general business knowledge of at least 50 high school students through dynamic and engaging events	<ul style="list-style-type: none"> Bi-weekly Project Meetings (Oct 2020-Mar 2021) iPhone Photography Workshop with Rachel the Photographer (Nov 21, 2020) Product Development Workshop with Kevin Ngo (Jan 11, 2021)
Awareness of American Enterprise Educate students and community members about the significance and structure of the American Enterprise System	<ul style="list-style-type: none"> Bi-weekly Project Meetings (Oct 2020-Mar 2021) Introduction to Economics Workshop (Oct 14, 2020) American Enterprise Day (Nov 15, 2020) Life of a Dollar Workshop (March 3, 2021)
Responsible Consumerism Teach the community to learn, identify, and actively use various strategies to be a responsible consumer on a day-to-day basis	<ul style="list-style-type: none"> Bi-weekly Project Meetings (Oct 2020-Mar 2021) Buy Local Campaign (Nov 15, 2020-Jan 19, 2021) Consumer Psychology Workshop (Oct 28, 2020) One Month Consumer Challenge (Dec 2020) Consumer Safety and Responsibilities Workshop (Dec 2, 2020)

Sustainable Business Practices

Highlight the economic, legal, social, and ethical responsibilities of businesses

- Bi-weekly Project Meetings (Oct 2020-Mar 2021)
- Buy Local Campaign (Nov 15, 2020-Jan 19, 2021)
- Guest Speaker event with Katherine Ma (Nov 4, 2020)
- Real-world Impact of Ethics on Business Reputation Workshop (Feb 10, 2021)

Community Impact

Educate students and local residents of all ages about sustainable business and consumer practices

- Business Bootcamp (July 20-31, 2020)
- Buy Local Campaign (Nov 15, 2020-Jan 19, 2021)
- Corazon Fundraiser (Feb 8, 2021)
- Middle Level Impact Workshops (Feb 9 and 10, 2021)
- Business Night (Feb 25, 2021)
- Partnerships with School Clubs and Service Organizations (Jan-Mar 2021)

Development of Soft Skills

Facilitate member development of leadership, creative reasoning, critical thinking, and strong communication skills

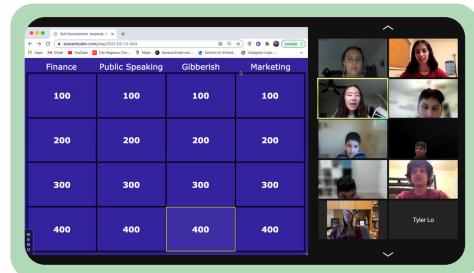
- Social Media Strategy & Design Committee Meetings (Nov 2020-Jan 2021)
- Research & Writing Committee Meetings (Nov 2020-Jan 2021)
- Interproject Social (Jan 2, 2021)
- Professional Conduct Workshop (Jan 20, 2021)
- Business Night Committee Meetings (Feb 2021)
- Game Night Social (Mar 7, 2021)

Implementation

Elementary Level

Business Night

Project Illuminate hosted a virtual Business Night on February 25, 2021 to impact local elementary schoolers. After submitting written applications and being interviewed, the 11 project committee members crafted and facilitated different activities focusing on concepts of business ethics, consumerism, environmental footprints, general skill development, and entrepreneurial skill development. It was also a worthwhile way for them to reinforce their own knowledge. These topics and the supplemental activities helped 25 elementary schoolers foster their communication, critical thinking, decision making, and altruism. Through this event, Project Illuminate successfully continued Homestead's American Enterprise Project legacy of hosting an annual Business Night.



Elementary students participate in a skill building Jeopardy activity



Business Bootcamp participants learn about types of investments

Middle Level

Business Bootcamp

Project Illuminate provided middle schoolers with a productive opportunity while quarantined during the summer of 2020. Business Bootcamp, a week long summer camp, was held twice over the weeks of July 20 and July 27. 40 middle schoolers acquired basic knowledge of career preparation, personal finance, consumerism, business ethics, marketing, and entrepreneurship. Business Bootcamp also featured guest speaker Ravi Kurani, Founder and CEO of Sutro Inc, who inspired entrepreneurial spirit by walking through the process of creating a startup and turning ideas into action. Participants honed speaking skills by partaking in impromptu activities and a "Shark Tank" culmination, during which teams created and presented unique products on a slides presentation to pitch to chapter officers, who provided feedback.

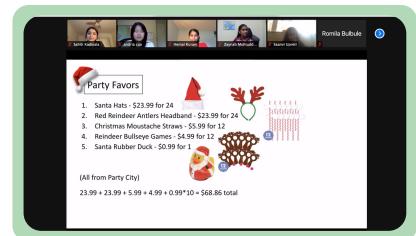


"I think that this camp was really helpful because it taught me a lot about topics I didn't know much about. It covered a lot of things in just a week, and it didn't take up too much of my time. The activities were interactive and fun, and I liked creating a sales pitch at the end. I learned a lot."

--Saharsh, Business Bootcamp Participant

Middle Level Impact Workshops

On February 9 and 10 of 2021, Project Illuminate officers conducted virtual workshops at the local middle level chapters of Sunnyvale and Cupertino Middle Schools. 52 students learned about responsible consumerism and applicable money management skills through a budgeting activity where they planned themed parties. They gained decision making, research, speaking, and collaboration skills.



A group presents their Christmas themed party

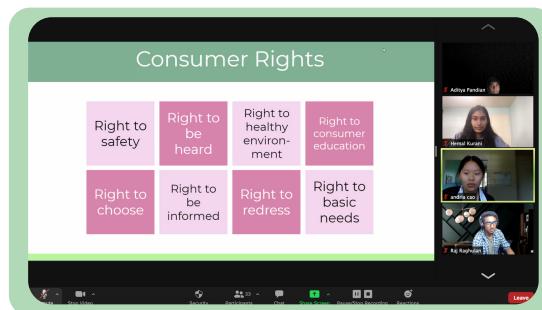
High School Level

American Enterprise Day

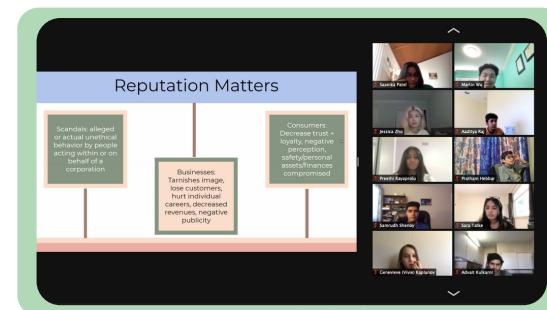
For American Enterprise Day on November 15, 2020, Project Illuminate officers created a problem solving puzzle and hosted a virtual escape room. The puzzle, emailed out in installments throughout the week, was "Whodunit?" themed. Members analyzed the given situation, descriptions of suspects, testimonials, and floor plans to determine which fanbase from local cake shops sabotaged a cake tasting event. This generated interest for American Enterprise Day and allowed members to exercise critical thinking skills. On November 15, Project Illuminate officers hosted a virtual escape room. Each challenge related to an aspect of the American Enterprise system, from the five foundational pillars, to international trading partners and basic vocabulary. Members collaborated and exercised creative reasoning skills to solve the escape room.

Bi-Weekly Project Meetings

Over both school year semesters, Project Illuminate hosted bi-weekly project meetings to educate, inform, and provide its 76 members opportunities to improve their hard and soft skills. During the first semester, project meetings emphasized consumerism and covered topics such as types of economic systems, consumer rights and responsibilities, buying behavior, and strategies for being a responsible and informed consumer. During the second semester, project meetings focused on business ethics and members learned about business responsibilities and sustainability, ethical leadership and professional conduct, and navigating moral dilemmas. Meetings were largely activity based and incorporated large group discussions to supplement concepts in a hands-on, engaging manner and hone member skills like public speaking, problem solving, and collaboration.



Project members learn about their 8 consumer rights



Making connections between unethical conduct and its effects on businesses and consumers

Game Night Social

On March 7, 2021, Project Illuminate hosted a game night event for FBLA members. Game night was a relaxing, entertaining event where members interacted with each other and the project officers in a more casual setting while simultaneously practicing problem solving, communication, and ability to strategize. The 25 attendees worked with each other to complete a spy mission escape room, and also got the opportunity to network with chapter officers.

Buy Local Campaign

November 15, 2020 – January 19, 2021

Over the 2020 summer, both Mayor Klein and Principal Giglio told the Project Illuminate officers that it is crucial for residents to be informed consumers. With this in mind, the project officers sought to develop a Buy Local Campaign that encouraged community members to practice responsible consumerism, explored the adverse effects of the COVID-19 pandemic on the economy, and addressed the growing necessity for more sustainable business and consumer practices.

Planning of Campaign

First, the project officers brainstormed ideas for the execution of the campaign. To educate the community about the effects of consumption habits and motivate people to support local businesses, the officers decided to partner with at least five local businesses, as well as maintain and grow a social media presence to provide educational resources and promote each partner. In turn, the campaign would impact each of the business partnerships and increase visibility. They compiled these ideas into a campaign proposal; to further develop these initial goals and gain feedback on the plans of action, Project Illuminate officers consulted local officials Nancy Smith and Glenn Hendricks, community professionals Dawn Maher and Katie Voong, and chapter advisors.

Development of Campaign

Initial Outreach

To garner support and gauge business interest, Project Illuminate officers visited 20 businesses located in Sunnyvale Downtown on August 29, 2020. They attempted to pitch the concept of the Buy Local Campaign to store owners/managers, but recognized that these efforts were ineffective due to their credibility. Before continuing on, Project Illuminate officers met again with Vice Mayor Nancy Smith and Sunnyvale Chamber of Commerce CEO Dawn Maher for further guidance. A partnership was officially established between the Sunnyvale Chamber of Commerce and the Buy Local Campaign. The officers persisted and spent 113 total hours rethinking logistics as well as calling, emailing, creating online outreach posts, and visiting businesses around the city.



Mission and Goals

The mission of the Buy Local Campaign is to *sustain the economy of Santa Clara County by promoting responsible consumerism and the importance of supporting local businesses*. The project officers chose to focus on increasing business presence and community visibility, due to the circumstances created by the pandemic. The campaign's five main goals are outlined below:

1. **Sustain** the local economy of Santa Clara County
2. **Promote** locally-owned businesses in Santa Clara County and strengthen the brand presence of local businesses to help them endure the pandemic
3. **Educate** the community about safe consumption practices and importance of responsible consumerism
4. **Foster** a mutually beneficial relationship between businesses and consumers in the community
5. **Encourage** consumers to be aware of their economic footprints

Business Partnerships

Ultimately, outreach efforts proved successful and Project Illuminate formed partnerships with five local businesses:



Implementation of Campaign

Social Media Platforms

Business Spotlights were posted biweekly on Instagram, Facebook, and Nextdoor, aiming to increase visibility and share unique aspects of each partnered business, and allow community members to learn about the business owners themselves. The campaign also shared general educational posts about topics such as ways to sustain the economy, public safety practices, local businesses alternatives, and the American Enterprise System and pillar of consumer sovereignty. Followers interacted through Instagram stories, playing trivia and answering fun questions.



Blogs and Newsletters

Project Illuminate officers created and maintained a website as another educational resource, which was viewed by 350 unique individuals. Blogs were posted twice a week about topics like where to buy gifts from local businesses, the eight consumer rights, and environmental footprints of consumption. Furthermore, monthly newsletters were made available to all members of the community and offered information about the partnered businesses, an events recap, blog post previews, and social media highlights.



Campaign's website

Project Member Committees

To assist in the implementation of the Buy Local Campaign, Project Illuminate formulated two additional member driven committees: Social Media Strategy & Design and Research & Writing. Social Media Strategy & Design developed engaging social media content, created informational and educational posts, and brainstormed means of outreach. The Research & Writing committee researched topics related to the focus of the Buy Local Campaign and pandemic. They wrote blogs, educational articles, and interviewed local business owners. Members of both committees improved observational research, content creation, writing techniques, critical thinking, time management, and communication skills.



"This committee has been such an amazing experience for me, and really enhanced my comprehension of business and social media advertisement. I gained marketing and academic skills, but the creativity and hard work the team put in was the best part. AE has opened many doors for me, and I'm even using techniques I learned to help me with my digital marketing class in school."

--Chloe Lu, member of Social Media Strategy & Design committee

Campaign Trail Events

To impact FBLA members who were not directly involved in the implementation of the Buy Local Campaign, Project Illuminate officers organized Campaign Trails as installments of the campaign to increase student knowledge about general business concepts, gain exposure to various industries, and increase visibility of partnered businesses.

1

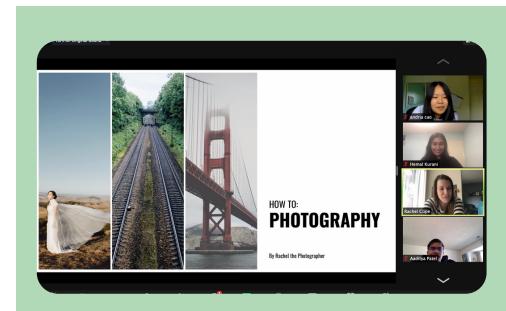
Nov 4, 2020

Katherine Ma, Thai Spoons owner, guest spoke about effects of COVID-19 on local restaurants. Students learned more about the service industry and how they can support local businesses.

2

Nov 21, 2020

Rachel the Photographer hosted a photography mentor session. Students learned photography techniques and how they can use them even while taking pictures with friends!



3

Jan 11, 2021

Kevin Ngo, creator of Flo Mask, hosted a product management workshop. He explained consumer needs, what makes ideas useful and successful, and the realities of being an entrepreneur.

4

Feb 8, 2021

The project officers organized a restaurant takeout fundraiser with Corazon. The event grossed \$809.50, and both chapter and community members supported a local business!



One Month Consumer Challenge

Education of community members through social media was a great first step, but to further target this issue, Project Illuminate officers designed a One Month Consumer Challenge during December. 50 FBLA and community members actively practiced responsible consumerism and supported local businesses by completing simple and bonus tasks such as writing positive reviews for local business, interacting with a local business' social media, and even posting a recreation of their favorite dish from a local restaurant.



Student's guide to a local restaurant

Student and Community Connections

Project Illuminate officers met the founder of Climate Operation to exchange information about each initiative and educate followers of both campaigns. To also maximize outreach among all high school students, the campaign partnered with six service and environmental clubs. 23 members of California Scholarship Federation and National Honor Society earned service hours by creating posters about the importance of supporting local businesses and responsible consumerism. 25 members of Key Club and Homestead Interact earned service hours for creating physical guides to a local business of their choosing, and posting these in a visible public area. 15 members of the GreenOPS and Climate Change Initiative clubs participated in a Google Maps Scavenger Hunt that helped them gain awareness of businesses in the community.

Project Publicity

Homestead Epitaph and Homestead Horizon

The schoolwide newspaper, Homestead Epitaph, highlighted the efforts of the Buy Local Campaign and reached the 2400+ students at Homestead High School. Additionally, Project Illuminate consistently updated Homestead FBLA's high school member base of 225+ students about the project's current and future plans through features on Homestead FBLA's website. The Homestead FBLA chapter wide newsletter, Homestead Horizon, gave frequent updates about the project's progress and was distributed to the 300+ chapter members and alumni.



Social Media

Project Illuminate heavily utilized Instagram, Facebook, and Nextdoor social media accounts due to the popularity, convenience, and accessibility during the pandemic. The general project Instagram account accumulated over 115 followers by its conclusion, and had 175 content interactions in total. The Buy Local Campaign's Instagram account accumulated 750+ followers, 7,563 impressions, and 2,110 interactions by the conclusion.

Local News Station

As the Buy Local Campaign gained popularity in Sunnyvale, the local television news station KMVT-15, available to 152,000+ city residents, broadcasted a 10 minute news segment highlighting the campaign, its accomplishments, and a summary of key information regarding responsible consumerism and the importance of supporting local businesses.

Sunnyvale Chamber of Commerce

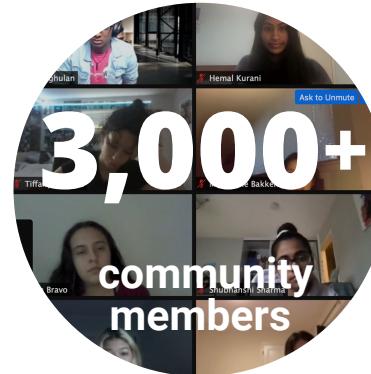
To recognize the successful collaboration between the Sunnyvale Chamber of Commerce and the Buy Local Campaign, news about its efforts and the campaign's website were permanently installed on the Chamber's website, which garnered over 150 views. In addition, Chamber CEO Dawn Maher sent out an executive summary of the Buy Local Campaign and its accomplishments to all 4,000+ registered local businesses in the Chamber's database.

Government Recognition

Project Illuminate sent letters to government officials highlighting the purpose and accomplishments of the project. Government official Vice Mayor Nancy Smith recognized Project Illuminate's accomplishments by awarding the project with a letter commending its impact on the local community. Senator Dianne Feinstein also praised Project Illuminate and will be sending certificates of commendation in the coming month.

Benefits and Impact

Despite limitations of being executed in an entirely virtual setting, Project Illuminate was an enormous success for students and its partnered establishments. The project officers spent **2,800+** cumulative hours collaborating with local government officials, business professionals, educators, chapter officers and advisors to plan **eight** major events and thoroughly impact **3,000+** elementary school students, middle school students, high school students, and community members.

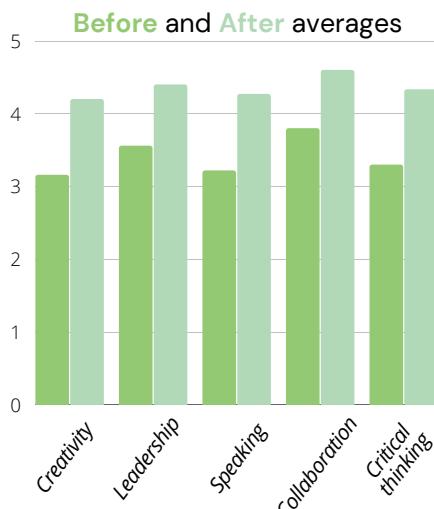
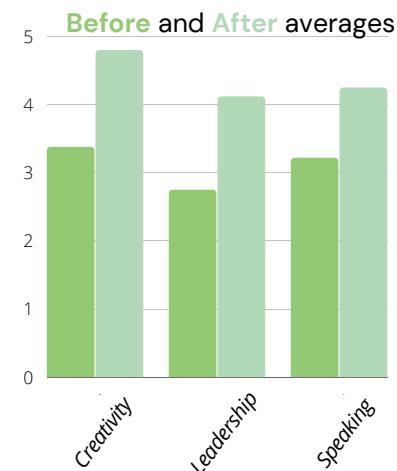


Elementary Level

Project Illuminate taught essential business skills to over **25** elementary school students at Cumberland elementary school through a virtual Business Night. A variety of workshops on topics such as business ethics, responsible consumerism, and supporting local businesses helped students learn more about American Enterprise consumer sovereignty concepts. Engaging activities such as Jeopardy and a "Choose Your Own Adventure" helped them better understand and retain the information.

Middle Level

The Business Bootcamp deeply impacted **40** middle schoolers over the course of two intensive, week-long summer camps. Students gained exposure to business skills needed to succeed in the professional world. Bootcamp participant Amee Vakharia even used newly enhanced career prep skills to successfully interview and acquire an officer position in a school club. In comparison to the preliminary survey, **92%** of students had a better understanding of business concepts, and saw a **54%** increase of skill in public speaking, leadership, and creativity over only one week. Additionally, the impact workshops at Sunnyvale and Cupertino middle level chapters were integral in furthering the financial success of the **52** attendees by cultivating an understanding of the American Enterprise system, responsible consumerism and budgeting techniques.



High School Member Improvement

Project Illuminate members took self-assessment surveys at the beginning of the year in October, and at the end of the year in March. By the end of the year, members gauged an overall increase of **72%** in public speaking, leadership, creativity, collaboration, and critical thinking skills. Comparing results of a consumer habits survey also demonstrated that members used their newfound understanding of sustainability and awareness of local businesses to actually reform consumer habits. The percentage of members' weekly spending that went towards major chain retailers decreased by **55.7%**, and the average amount that members researched purchases beforehand increased by **47.8%**. Overall, **94.5%** of members felt that their spending habits had improved.

Local Community

Through outreach events and the Buy Local Campaign, Project Illuminate involved all aspects of the local community, including city officials, the Chamber of Commerce, businesses, students and adults of all ages. Over **3,000** community members recognized the efforts of Project Illuminate to garner support for the American Enterprise System and local consumerism by gaining awareness of local businesses. The **800+** participants and their families actively strived to alter everyday spending habits after exploring why their everyday choices matter in combating economic hardships. For example, community member Rachel Cope reached out and informed the project officers that she has been making a conscious effort to shop at local grocery stores and is encouraging her friends to do the same.

Businesses and Organizations

Project Illuminate directly impacted **five** small local businesses around Sunnyvale with partnerships through the Buy Local Campaign. Businesses received publicity and reached new audiences through frequent social media promotions; each of the business owners learned more about the power of social media marketing and were associated with an altruistic cause. Similarly, the Sunnyvale Chamber of Commerce gained visibility through interviews, blog posts, and gained new student followers on Instagram.



"I am so grateful for the support you guys provided to small businesses during this unprecedented time! Spreading the importance of community engagement and supporting your local business made us feel even more connected with our customers!"

--Katherine Ma, owner of Thai Spoons

Final Evaluation

Evaluation of Goals

Project Illuminate created a lasting legacy and dynamic change by involving and educating all aspects of Sunnyvale and the surrounding community. Students reported that Project Illuminate had inspired empathy in them by not only spreading awareness about *what* struggles businesses are currently facing, but also making connections as to *why* businesses and consumers must practice more sustainable habits. Overall, each of the six project goals and the five goals of the Buy Local Campaign were clearly met and exceeded.

Goals	Achievements
Business Knowledge Increase the general business knowledge of at least 50 high school students through dynamic and engaging events	<ul style="list-style-type: none"> Registered 76 members Hosted 14 high value, bi-weekly project meetings that improved understanding of basic business concepts Incorporated general concepts such as entrepreneurship, economics, and personal finance
Awareness of American Enterprise System Educate students and community members about the significance and structure of the American Enterprise System	<ul style="list-style-type: none"> Designed a social media mystery puzzle and hosted a virtual escape room activity for American Enterprise Day Made tangible connections between economics and ethical principles, also explored topics such as types of economies and the life of a dollar during 14 project meetings Created 60+ informational posts for social media accounts; with 2,110+ content interactions and impressions, posts explored the interrelationships of economics, ethical consumerism and business ethics Observed a 61% increase in knowledge of the American Enterprise System and a 68% increase in understanding of how businesses and consumers shape/sustain the economy

Responsible Consumerism <p>Teach students and community members to learn, identify, and actively use various strategies for being a responsible consumer on a day-to-day basis</p>	<ul style="list-style-type: none"> Incorporated consumer rights and responsibilities, as well as the role of consumers in environmental sustainability into project meetings and the Buy Local Campaign 94.5% of members now consider the effects that their purchases have on themselves, the economy, and businesses compared to the initial 31% Held five guest speaker workshops and events featuring local business owners and community leaders Implemented a regional Buy Local Campaign that promotes responsible consumerism and the importance of supporting local businesses; organically reached over 6,500 locals
Sustainable Business Practices <p>Highlight the economic, legal, social, and ethical responsibilities of businesses</p>	<ul style="list-style-type: none"> During the project meetings and speaker events, members gained insight into how the COVID-19 pandemic has shifted business operations Project members participated in simulation activities that made real world connections to unethical business conduct Created informational social media posts that explore business protocols and operational activities during the pandemic
Community Impact <p>Educate students and local residents of all ages about sustainable business and consumer practices</p>	<ul style="list-style-type: none"> Project Illuminate directly impacted over 1,135 members of the community by hosting a summer camp, a business night, and totaling eight outreach and guest speaker events Through these events and the Buy Local Campaign, Project Illuminate introduced a dynamic shift in the community's attitude towards the pandemic and responsible consumerism as a means of sustaining the economy
Development of Soft Skills <p>Facilitate member development of leadership, creative reasoning, critical thinking, and strong communication skills</p>	<ul style="list-style-type: none"> Facilitated members' development of leadership and provided hands-on impact opportunities by organizing three project committees: Business Night, Social Media Strategy & Design, and Research & Writing By collaborating in small groups during committee and project meetings, members gained integral communication skills and an opportunity to voice ideas Project meeting activities such as comparison shopping for Halloween, professional conduct skits, and ranking controversial business conduct exposed members to real-world struggles and helped develop applicable soft skills by 72%

Buy Local Campaign Goals and Achievements

<ol style="list-style-type: none"> 1. Sustain the local economy of Santa Clara County 2. Promote locally-owned businesses in Santa Clara County and strengthen the brand presence of local businesses to help them endure the pandemic 3. Educate the community about safe consumption practices and importance of responsible consumerism 4. Foster a mutually beneficial relationship between businesses and consumers in the community 5. Encourage consumers to be aware of their economic footprints 	<ul style="list-style-type: none"> Partnered with five diverse local businesses Grew a social media presence and maintained 750+ Instagram followers, a reach of 981+ people over Facebook, and 90+ interactions on Nextdoor Accumulated 2,110+ total content interactions Posted 15 Business Spotlights, each showcasing unique aspects of the partnered businesses and averaging a reach of 150 people Created 60+ informational posts about topics such as ways to sustain the economy, public safety practices, local businesses alternatives, and spending tips Published 13 blog posts and three monthly newsletters to further reinforce social media posts and educate the community about responsible consumerism Increased the social media presence and website traffic of partnered businesses and the Sunnyvale Chamber of Commerce by at least 25% Hosted four campaign trail events, including a restaurant fundraiser with Corazon that grossed \$809.50, to allow the community to network and build personal connections with owners of partnered businesses Organized a one-month consumer challenge and partnered with six school clubs and service organizations, which encouraged a total of 103 students to actively practice responsible consumerism and support local businesses
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Recommendations for Change

Students, chapter advisors, and community professionals evaluated Project Illuminate throughout its duration to magnify impact. Despite the project's overall success, the officers solicited recommendations from the community and determined that the following changes could be implemented in continuation, or should it be repeated.

Business Bootcamp

During the final meeting of Business Bootcamp over the 2020 summer, students suggested that it would be beneficial to allow more time to polish and rehearse their Shark Tank product pitches for the culmination in a Business Bootcamp Session Two.

Project Meetings

In a mid-year survey, members suggested facilitating more speaking activities, organizing another social, and introducing more opportunities for community involvement. Project Illuminate officers accounted for this by implementing speaking activities into second semester project meetings and hosting the Game Night social. More opportunities for community involvement were implemented through the Business Night and Business Spring Camp. After the second semester, project members suggested incorporating another guest speaker event with a community activist to discuss economic sustainability.

Buy Local Campaign

During the planning and development process of the campaign, outreach was the most significant challenge as most businesses were unresponsive or store managers were rarely available. After reflecting on these struggles, the project officers felt that it would have been beneficial to begin outreach earlier and contact more independently contracting businesses, who would likely be more receptive than restaurants.



"AE is very special because of how creative the project chairs are! They conduct meetings that are not only informational but also unexpectedly enjoyable, especially considering that all are over Zoom. I've personally learned a lot about consumerism and business ethics through fun activities, such as the comparison shopping for Halloween. And outside of project meetings, the partnered businesses of the Buy Local Campaign were able to provide a variety of real-world perspectives, influenced by current events, on topics related to the American Enterprise system and how service businesses had to adapt to the pandemic."

--Alan Jian, member of Project Illuminate



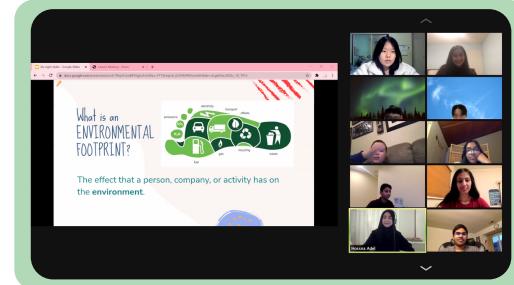
Project members learn basic economic vocabulary



National Honor Society explains poster making activity



Kevin Ngo discusses user empathy for product development



Business Night activity about environmental footprints