

Berrien Springs Partnership Lab Syllabus and Instructor Qualifications

Course: Advanced Mini Makers Entrepreneur Course

****PREREQUISITE:** Must have already taken Mini Makers for Beginners Course

Grade or Age Levels: Ages 8+

FORMAT: In-Person

DAY AND TIME OF THE WEEK: Tuesdays 1:00 - 2:45 PM

TOTAL REQUIRED HRS: 18 hours (in-class instruction)

ADD'L POSSIBLE HOURS: none

TOTAL SEMESTER HOURS POSSIBLE: 18 *

LOCATION: Brush + Bloom DIY Studio, 807 Lester Avenue St. Joseph MI 49085 (inside of Urban Garage Market)

INSTRUCTOR: Taylor Sebrechts

CONTACT INFORMATION:

(269) 588-0056

hello@brushandbloommi.com

INSTRUCTOR QUALIFICATIONS

Taylor graduated from Grand Valley State University in 2012 with a degree in elementary education. After teaching first grade for four years at Lakeshore, Taylor started her own local business, The Turquoise Top Hat, which specializes in wood decor painting workshops. She has been teaching classes since 2016 for all age groups and has years of experience refinishing furniture, painting wood signs, and creating custom pieces with CNC and laser machines. She has also been selling at vendor events since 2015 and is the organizer for the annual Stevensville Mother's Day Market.

The Turquoise Top Hat was rebranded as Brush + Bloom DIY Studio in 2024 to offer more walk-in style crafting experiences and plants.

COURSE DESCRIPTION:

This course is designed to instruct students on how to further their creative passion or hobby into a small-scale business. Having already learned the basics of creating a small business in our beginners course, students will continue their entrepreneurial journey by learning about different sales channels (pop ups, Etsy, etc.), how to scale their production, how to apply for local vendor events, the basics of merchandising and creating retail displays, and expanding their customer service. Students will engage in weekly hands-on lessons focused on the aforementioned areas. Students will have the

opportunity to participate in a Spring vendor market inside of Urban Garage Market in March.

COURSE OBJECTIVE:

- *Students will gain a general knowledge of
- selling their products in person and on online sales channels
- how to scale their production to increase profitability
- the basics of merchandising and creating retail displays
- selling physical products and providing stellar customer service

STUDENT ASSESSMENT- what will be used to evaluate student progress and/or end of semester pass/fail status?

All classes abide by the following:

- 1) Student agrees to attend at least 80% of class sessions/lessons offered. Attendance is kept online and tracked by Partnership staff. Failure to meet 80% or be on track to meet 80% may result in program discontinuation.
- 2) The Partnership Student Assessment or Performance Form is filled out by the teacher and turned in to Partnership staff. The link to this form is found on the web page for this class. Failing marks for lack of participation, behavior issues, practice time, etc. may result in program discontinuation.
- 3) This is a pass/fail course. If students successfully complete their weekly class projects and final project with effort, they will receive a passing grade.

CLASS SPECIFIC ASSESSMENT:

All students will participate in a maker's market at Urban Garage Market, where they will set up a booth display and sell their items to customers. Students will be required to have a professional setup, including signage, and provide customers with a great experience while marketing their creations.

**Students will also be invited to participate in the Stevensville Mother's Day Market in May 2025.

CLASS POLICIES:

Attendance: Please contact me before class if your child will be absent or ill. Text message is preferred. Arrangements can be made for your child to arrive early to a future session to get caught up.

Behavior: If your student is disrespectful in class, distractive or puts other students in danger, I will ask they be picked up early. Students are expected to actively participate

in class. Additionally, students will not be allowed into the shopping areas of UGM without parental supervision.

Cell Phones: We understand the need for students to have cell phones in case of emergencies. Cell phones should be silenced and out of sight during instructional time. Students are welcome to bring a bag or pouch to store their phone in. Phones may only be used during break times or when permitted by the instructor.

Weather: I follow the local district for closures. If the district the class is held in closes, we will not have class. Safety is our number one priority, so if you are not comfortable traveling please contact me and other arrangements can be made for a future session.

Additional Registration is not required at the site but we will ask participants and their guardians to fill out a liability release form at the beginning of the first class.

Syllabus/Outline: Weekly Breakdown of Project-Based Learning Activity

Class dates are subject to change based on weather cancelations and emergencies

CLASS DATE	LESSON/OBJECTIVE
WEEK 1 January 7	Introductions & Brand Story: Students will begin with class introductions and a brief overview of their business and what they sell. Students will be required to write a brand story synopsis which details their entrepreneurial journey.
WEEK 2 January 14	Business Development: Students will perform an “audit” of their current business, including their branding, pricing, and products. Students will identify areas that need more development in their business, including upgrading their logos or creating business cards.
WEEK 3 January 21	Inventory: Students will discuss the importance of maintaining proper inventory records and how this can be used in increasing profitability. Students will also create a line sheet with all of their current products and discuss the importance of maintaining correct pricing.
WEEK 4 January 28	Additional Sales Channels: students will discuss the various ways to sell products, including on social media, sales channels like Etsy, etc. Students will create a mock “listing” for their product that would include items like shipping and how their items will be packaged.
WEEK 5 February 4th	How to Apply for Vendor Events: Students will explore the different types of vendor events through mock applications for a local market. Students will complete an application and have a real time review of their application to identify areas of strength or weakness. Students will also discuss what constitutes a good brand/product photo shoot in order to apply for vendor events.

CLASS DATE	LESSON/OBJECTIVE
WEEK 6 February 11th	Seasonal Business and Off Season Preparedness: Students will discuss how to restructure seasonal businesses to be profitable all year long. Students will brainstorm and create product ideas that translate to other seasons. Students will also discuss how to create product variations to fit holidays throughout the year.
WEEK 7 February 18	Expanding your customer base: Students will identify ways to expand their customer base and create a “rack card” to promote their business and products. Rack cards will be displayed inside of UGM.
WEEK 8 February 25th	Retail Displays: Students will discuss the various ways to merchandise their products and how to create visually effective and accessible product displays using items in the workshop.
WEEK 9 March 4th	Booth preparations: Students will do a mock setup of their booth and complete another business audit to ensure they have all of the necessary items needed to participate in a vendor event.
WEEK 10 <i>*SATURDAY MARCH 8TH*</i>	MAKERS MARKET: Students will set up a booth display and sell their products on site during a makers market. Students will engage with real customers and conduct transactions under the guidance of the instructor.