

MVHS JAG

Dress to Impress

Project Based Learning

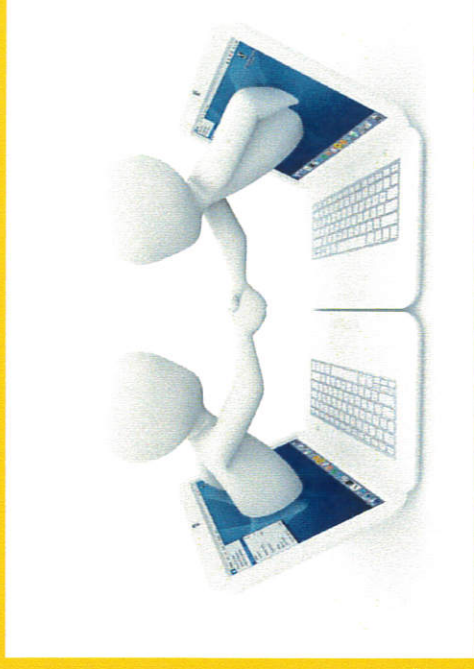
Presenters:

Asia Smith
DeQuan Hamilton
Ayden Millsbaugh
Hailey Patton
Devin Kilburn-Smith



“MVHS JAG Dress to Impress” Project Based Learning (PBL)

- **Why we are here today?**
 - **Mt. Vernon High School JAG Project Based Learning (PBL).**
- **What is a PBL project?**
 - **A PBL is a dynamic classroom approach in which students actively explore real-life problems and challenges and acquire a deeper knowledge over an extended period of time.**



How it all started?

- The main idea of Project Based Learning is that real-life problems capture students' interest, and encourage serious thinking as students gain, and apply new knowledge in a problem-solving atmosphere.
- Mr. Cochran plays the role of coordinator, working with students to ask worthwhile questions, structuring meaningful tasks, coaching both knowledge development and social skills, and carefully assessing what students have learned from the experience. Project-based learning helps prepare students for the thinking and collaboration skills required in the workplace.

Mission Statement

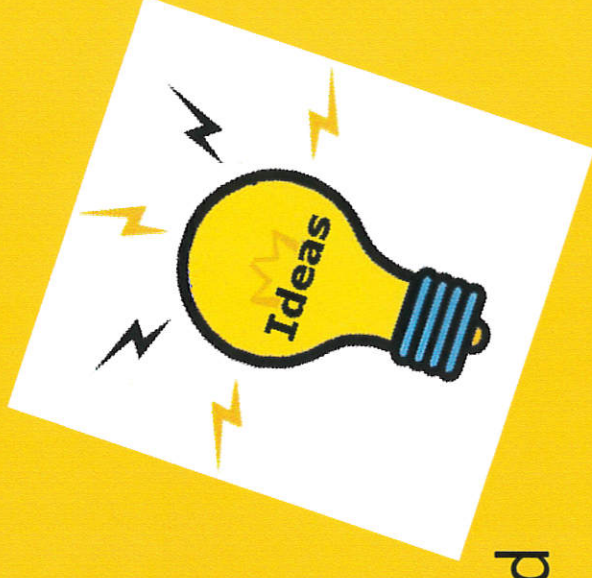
Mt. Vernon JAG wants to provide professional interview clothing to **Region 5 JAG** students so they can be more successful entering the workforce.

PBL Opportunities

- Project Based Learning creates opportunities for groups of students to investigate meaningful questions that require them to gather information and to think critically.
- The problem MVHS JAG chose to solve is (How can we provide professional wear to Region 5 JAG students?)

PBL Projects

- Projects vary in the depth of the questions explored, the clarity of the learning goals, the content and structure of the activities, and the guidance from the teacher.



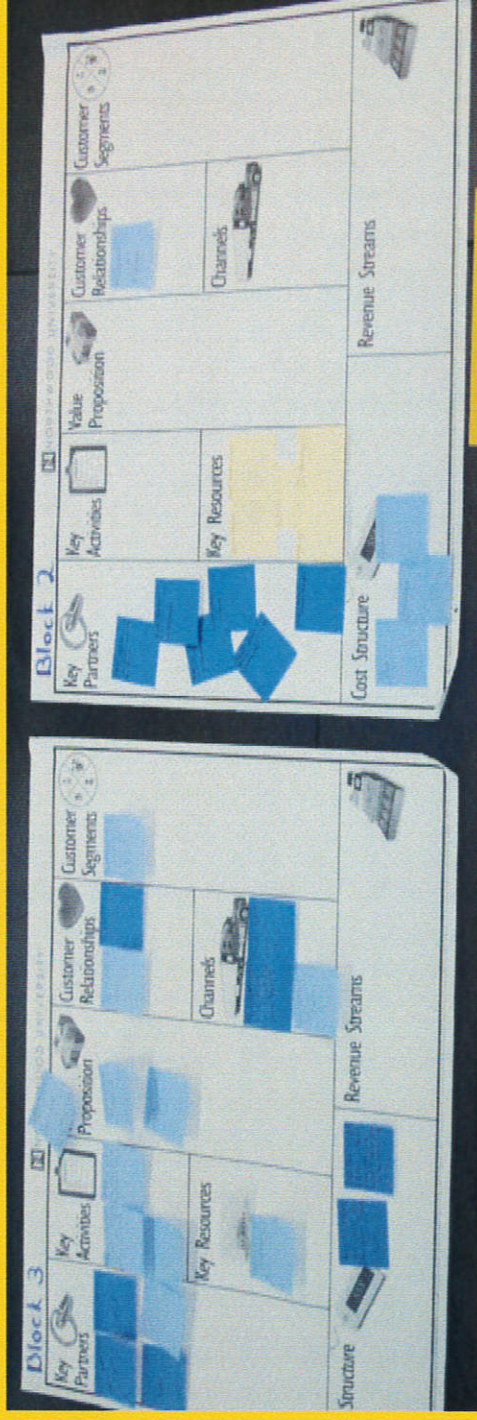
“The Deep Dive.” Video

- The video gave us a perspective of how to brainstorm in a group without having a leader.
- Everyone’s input weighed evenly.
- Thus everyone’s ideas were heard without judgment.



In The Beginning

- We invited Northwood University into the classroom to make a presentation on building a business Model Canvas.



Our PBL Community Service Project

- In groups we brainstormed and came up with a business model that would provide professional wear to Region 5 JAG students to better prepare them for job interviewing.



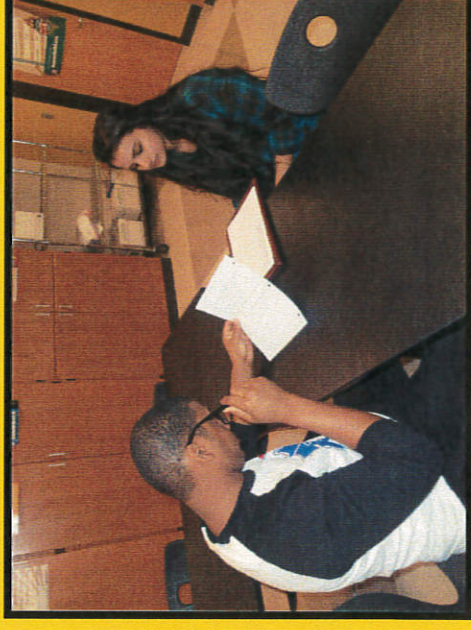
The Jag Team brainstormed to complete our Business Model Canvas.



Letters of Application and Resume's

With a start to our business model, we completed Letters of Application and Resume's to interview for the different team positions we would need for our PBL to be successful.

Resume



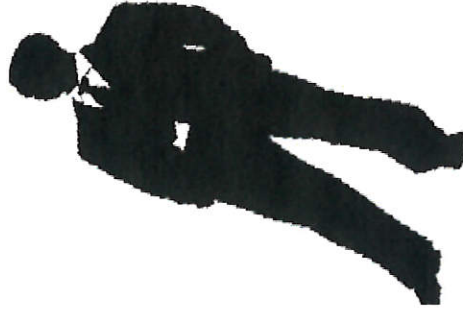
Logo Design

- Our Advertising team designed a logo, and got it approved.
- The ties in the logo are a photo of two of our donated ties.
- We chose the silhouettes to represent both females and males in professional attire.
- We wanted to keep our logo simple so it could be duplicated easily for all of our advertising.



Sample
LOGO

MVHS JAG



Dress to Impress

Benefits



- **How will it help the JAG community?**
- By equipping JAG students with professional wear, it will give them a greater chance to successfully obtain a job.
- Students can build a professional dress wardrobe.
- The community will have better prepared job applicants.
- The school becomes more aware of JAG.
- JAG provides more help to the community and its members

Daily Operations

- PBL is student run.
- Students interviewed each other for the different team positions.
- Work with community businesses, students, and staff.
- While helping those in need the MVHS JAG students will get a better education in the business world.

Marketing

- JAG students run the program, and in turn, work to acquire gently used business apparel for men and women.
- Some of the businesses we are reaching out to are Goodwill, Hancock Hope House, Men's Warehouse, and others to obtain the attire. We are working on a donation basis.



Advertising

- We are working hard to start up our business, MVHS JAG Dress to Impress. To do so we have been working with local companies to get our name out.
- Goodwill for instance has helped us with our flyers and also with our postcards.
- Each student has made a JAG business card to ad our PBL project.



Social Media

- Our advertising team has made a commercial to promote our project. (We will preview at the end of our presentation).
- We are working on updating our blog, and linking it to our website to handle inventory.
- We have made posters to advertise our MVHS JAG Dress to Impress project.
- Local businesses are going to display our flyers



Working with Local Businesses

- We just recently approached Walmart to help with donating 13 gal bags for our donations.
- We have also approached Goodwill and are now working hand in hand with them for donations and advertising.
- We are also reaching out to other local business for possible contributions and partnerships.

Partnerships / Sponsors

MVHS JAG has partnered with:

Republic Services

Goodwill

Hancock Hope House

Tuchman Cleaners

Mt. Vernon High School

Team Image

Sunrise Bakery

Wal-Mart



Partnerships / Sponsors

- One thing we have worked out so far is a business arrangement with the **Hancock Hope House**. The arrangement is for every 13 gallon bag of “casual” clothes we collect, we can exchange for business attire.



Partnerships / Sponsors

- **Wal-mart** is donating additional 13 gallon bags so Students, Staff, and our Community can drop off donations.
- **Goodwill** has a Collect & Connect program that is going to work with MVHS JAG to provide vouchers for students to obtain Professional Wear clothing for job interviews.
- We have reached out to **Tuchman** dry cleaners and have an agreement for their services as well.



Partnerships / Sponsors

- **Mt. Vernon High School** administration came to our Business Plan Presentation and approved our project.
- **Republic Services** provided our 90 gallon totes to put into the High School Lobby for our collections.
- **Sunrise Bakery** has agreed to put our flyers out to help promote our clothing drive.
- **Team Image** vectorized our logo so it can be blown up in size without pixelation.



Connecting with our Community

- We have reached out to our community for donations.
- We have also have asked family, friends, and people we know to donate to our PBL project.
- This Project has become not just our MVHS JAG project but a Community project.

In the future, we would like

- 1. To make the professional wear available to next year's JAG members.**
- 2. For other Mt. Vernon students, who are in need, to have access to the clothing for interviewing**
- 3. Collect clothing throughout the year.**
- 4. Next year we would like to collect Prom attire for the Region 5 JAG students.**



Thank You

Do you have any questions for our team?

Commercial