



3DE
BY JUNIOR ACHIEVEMENT™

at Parkview High School



Dear Parent/Guardian,

You are receiving this correspondence because your scholar has been invited to participate in our exclusive 3DE instructional model at Parkview High School beginning in the 2024-2025 school year. I am thrilled to share an incredible opportunity that could be a life-changing experience for them: joining 3DE at Parkview.

3DE is not just an educational model; it's a transformative approach aimed at reengineering the traditional high school experience that many of us grew up with. Our primary focus is to intentionally prepare our scholars for life beyond high school by cultivating and strengthening various crucial skills such as **public speaking, self-confidence, problem-solving, and networking skills**. We do this by providing real-world experiences and opportunities for students to interact face to face with business professionals.

In 3DE at Parkview, students are scheduled in a 3DE Marketing course alongside integrated 3DE core academic classes. In 9th and 10th grade, our 3DE students participate in **real world case challenges** to create and present solutions for business professionals. The case cycle is integrated within their core academic classes through interdisciplinary links and core competency development. 11th grade students will participate in a Year Long Project where they learn entrepreneurship and ultimately make money by **starting their own small business**. The experience is capped off in 12th grade as students participate in a **year-long business consultancy**.

Within each 3DE class, students will work to master six core competencies. These competencies—**effective collaboration, engaging communication, self-direction, cultural agility, creativity & innovation, and critical & analytical thinking**—are embedded in every aspect of our curriculum.

According to recent impact data, in addition to developing these core competencies and life skills, our 3DE students have outperformed their peers in multiple categories. Our cohort of students consistently displays higher daily attendance, fewer cases of chronic absenteeism, fewer discipline suspensions, and higher graduation rates compared to the general school population. At the end of the 3DE journey 96% 3DE seniors express seeing the relevance of school and 91% express feeling a sense of belonging at school.

We are excited about the potential that 3DE holds for your scholar and look forward to their participation in this exceptional educational opportunity.

If you have any questions or would like further information about the program, please do not hesitate to contact us.

Warm regards,

Dustin Kline
3DE Lead Teacher
Dustin.Kline@gcpsk12.org

Scan to register for
3DE at Parkview!



The 3DE Experience

9TH & 10TH GRADE

During their first two years of the 3DE process, students engage in **Case Challenges** every 6-8 weeks. Through their Marketing (9th) or Language Arts (10th) class, students work in teams to solve a real world problem posed by one of our Company Partners. Each Case Challenge has a consistent weekly schedule as seen here:

WEEK 1	ANCHOR	STUDENTS GAIN FOUNDATIONAL KNOWLEDGE AND SKILLS RELATED TO THE CASE CHALLENGE AND ARE PUT INTO THE GROUPS THEY WILL WORK WITH TO SOLVE THE CHALLENGE.
WEEK 2	CHALLENGE	THE CASE CHALLENGE IS FORMALLY LAUNCHED, AND STUDENTS BEGIN TO BRAINSTORM AND RESEARCH SOLUTIONS TO THE PROBLEM THEY ARE GIVEN.
WEEK 3	COLLABORATE	STUDENTS WORK IN THEIR GROUPS TO NARROW DOWN IDEAS AND DEVELOP A PRESENTATION THAT CLEARLY COMMUNICATES THEIR SOLUTIONS.
WEEK 4	COACH	REPRESENTATIVES FROM THE PARTNER COMPANY COME TO PARKVIEW TO HEAR STUDENTS' IDEAS AND GIVE FEEDBACK TO HELP THEM FINALIZE THEIR SOLUTIONS AND PRESENTATIONS.
WEEK 5	COMMUNICATE	EACH GROUP PRESENTS TO A PANEL OF TEACHERS, ADMINISTRATORS, AND COMMUNITY MEMBERS AND RECEIVES FEEDBACK ON THEIR PRESENTATION.
WEEK 6	CULMINATE	THE ENTIRE GRADE LEVEL GOES ON A "CULMINATING EVENT" FIELD TRIP WHERE THE TOP GROUPS PRESENT THEIR SOLUTIONS TO REPRESENTATIVES FROM THE PARTNER COMPANY.
WEEK 7	REFLECT	STUDENTS REFLECT ON THE KNOWLEDGE AND SKILLS GAINED FROM THE CASE CHALLENGE AND PREPARE FOR THE NEXT ONE.

Over the course of these two years, students will complete 10 Case Challenges and go on at least **8 field trips** for the Culminating Event of each Case Challenge. These field trips are held at the Partner Company headquarters or at other off campus locations like Georgia State University, SCAD Atlanta, and more.

SCAN THIS QR CODE TO WATCH OUR
10TH GRADE HOME DEPOT
CASE CHALLENGE WINNERS PRESENT



11TH GRADE

In their third year of 3DE, students apply the knowledge and skills gained from the previous two years by starting their own business. Over the course of the year, students work with their teachers and representatives from Partner Companies to develop ideas into a business model and run their business at **Market Day** in the Spring and beyond (if desired). In preparation for this, students participate in a **Business Pitch Day** in the Fall where students receive feedback and advice from local entrepreneurs and business leaders. This event also serves as an unofficial college visit as it is typically held at a local college campus like Georgia State University.

SCAN THIS QR CODE
TO EXPERIENCE MARKET DAY



12TH GRADE

As a capstone to their 3DE journey, all seniors participate in the **Consultancy** as a part of their Language Arts class. This is an on campus internship with one of our Partner Companies where student teams work with company representatives to solve a problem the company is currently facing.

In addition to the Consultancy, seniors are also given the opportunity to extend and apply their skills through **Work-Based Learning (WBL)**. In WBL, students use an off campus job to gain valuable marketing and business experience and gain class credit.

Students who have a specific interest in marketing or are not able to leave campus can be a part of the **3DE Marketing Team**. This group of students uses Digital, Print, and Social Media marketing strategies to create materials that accurately communicate the Parkview 3DE Brand and receive class credit for doing so.

What are they saying?

"3DE gave me insight on a lot of career paths. Thanks to 3DE I can say I have some knowledge and *courage* to start a small business soon. The entrepreneurship project in junior year helped *open my mind*."

Lizbeth T.
Parkview 3DE Alumus



My favorite part of 3DE is "the environment the teachers are able to create! Learning starts with being *comfortable* with all the teachers and seeing these *amazing 3DE teachers* I truly felt like I learned a lot through 3DE."

Mehrish C.
Parkview 3DE Senior



One word to describe the 3DE experience is *authenticity*. The program encourages and allows students to be their true, living out loud, selves. 3DE *rewards student-led innovation* and creativity in real world, happening right now, experiences and challenges. Plus, field trips, snacks, and prizes. What more does a teenager need?"

Ms. Williams
Parkview 3DE Biology Teacher

One word to describe 3DE is "*fulfilling*. This program helped me become a better version of myself."

Juan Z.
Parkview 3DE Alumus



My favorite part of 3DE is "*going on field trips* because it gives a mental break from school while also teaching us new things.."

Eliana B.
Parkview 3DE Sophomore

"Regardless of what your major or job you want to do 3DE will benefit you in a some sort of way. No employer will dislike someone who is *versatile* and *knowledgeable* in different areas of their jobs."

Emaad I.
Parkview 3DE Alumus



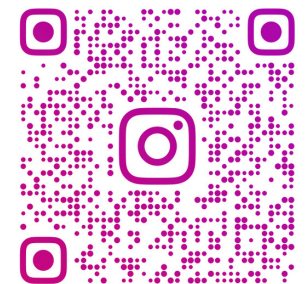
"3DE is preparing me for the real world. I know that what I am learning will help me be more *confident* and *financially successful* in the future."

Cortez S.
Parkview 3DE Junior

"The 3DE model offers students an opportunity to grow in a family environment throughout all four years. I love watching students grow in their confidence from freshman to senior year as they develop skills in critical thinking, self-direction, and engaging communication."

Coach Kline
Parkview 3DE Math Teacher

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3DEPARKVIEW_GA

OUR CORE COMPETENCIES

CREATIVITY & INNOVATION

Recognizes opportunities to make progress and challenges or disrupts assumptions via original ideas and approaches. Individuals are constantly looking to improve and to advance the status quo. They are comfortable taking calculated risks.

CULTURAL AGILITY

Assess situations and environmental norms to identify opportunities and threats, and determine savvy strategies to address conditions. Individuals intentionally read context clues and identify stakeholder perspectives to swiftly develop or adapt techniques that foster positive relationships and drive optimal performance.

SELF-DIRECTION

Sets priorities and executes with integrity and initiative in order to achieve their maximum productivity. Individuals are inquisitive and resourceful, with a confident understanding of the roles they play and their responsibilities for successfully meeting their goals.

EFFECTIVE COLLABORATION

Promotes and generates cooperation to achieve collective input and output from a diversity of entities. Individuals are accustomed to seeking and unifying a range of perspectives and creating open and productive environments to energize positive action.

ENGAGING COMMUNICATION

Effectively transfers thoughts and information through appropriate channels to influence progress towards a desired outcome. Individuals are capable of articulating a position through knowledge, diversity of experiences, confidence, and compassion.

CRITICAL & ANALYTICAL THINKING

Uses logic, research, data and intuition to break down complex problems and determine feasible strategies. Individuals do not approach situations at face value, but instead observe, reflect and evaluate to draw pragmatic conclusions.

Four Year Course Sequence

9

MATH: ALGEBRA OR GEOMETRY
SCIENCE: BIOLOGY (CP/HONORS)
LANGUAGE ARTS: FRESHMAN LANGUAGE ARTS (CP/HONORS)
SOCIAL STUDIES & MARKETING: *MARKETING PRINCIPLES & ECONOMICS
ELECTIVE 1: FOREIGN LANGUAGE 1
ELECTIVE 2: HEALTH & PE (OR YOUR CHOICE)

10

MATH: GEOMETRY OR ADVANCED ALGEBRA
SCIENCE: CHEMISTRY (CP/HONORS)
LANGUAGE ARTS: MEDIA LITERACY IN A GLOBAL SOCIETY
SOCIAL STUDIES : WORLD HISTORY (CP/HONORS/AP)
ELECTIVE 1: FOREIGN LANGUAGE 2
ELECTIVE 2: YOUR CHOICE

11

MATH: ADVANCED ALGEBRA OR PRECALCULUS
SCIENCE: PHYSICS (CP/HONORS)
LANGUAGE ARTS: AMERICAN LITERATURE & COMPOSITION (CP/HONORS)
SOCIAL STUDIES : *US HISTORY & US GOVERNMENT (CP/HONORS/AP)
MARKETING: MARKETING & ENTREPRENEURSHIP
ELECTIVE 1: YOUR CHOICE

12

MATH: ADVANCED FINANCIAL ALGEBRA OR PRECALCULUS (OR YOUR CHOICE)
SCIENCE: YOUR CHOICE
LANGUAGE ARTS & MARKETING: *ADVANCED COMPOSITION & CONSULTANCY
ELECTIVE 1: 3DE MARKETING TEAM OR WORK-BASED LEARNING
ELECTIVE 2: WORK-BASED LEARNING (OR YOUR CHOICE)
ELECTIVE 3: WORK-BASED LEARNING (OR YOUR CHOICE)

*EMBEDDED COURSES (STUDENTS WILL RECEIVE MULTIPLE CREDITS DURING ONE CLASS PERIOD)

"YOUR CHOICE" REFERS TO OTHER CLASSES OFFERED TO ALL PARKVIEW STUDENTS.

THIS IS THE TYPICAL SEQUENCE OF MOST 3DE STUDENTS, HOWEVER WE WORK TO MAKE OTHER INDIVIDUAL SITUATIONS WORK IF POSSIBLE, IF YOU HAVE ANY QUESTIONS, PLEASE ASK!



**EDUCATION FOR EVERY
DIMENSION OF LIFE**

2023-24 Company Partners



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