



3DETM
BY JUNIOR ACHIEVEMENT



Greetings Soon-to-be Parkview Parents!

Later this spring, your student will have the opportunity to visit the JA Discovery Center Gwinnett where they will participate in a program called Finance Park. On this trip, they will have the opportunity to have a first-hand preview of their financial future. Each student will participate in an immersive simulation that enables them to experience the mindset and skills needed to successfully navigate today's complex economic environment and discover how their decisions today can impact tomorrow.

JA Finance Park is an incredible opportunity that all eighth graders in Gwinnett County are able to experience but few are able to extend into their high school years. Fortunately, Parkview is one of four high schools in Gwinnett County that offers JA's **3DE Program**, where your student can build upon what they learn at Finance Park and experience solving the problems of local and national businesses (like The Home Depot, SPANX, Delta, UPS, and more) throughout their high school years. The 3DE program re-engineers high school education to be more relevant, experiential, and authentic by connecting to the complexities of the real world in order to prepare students for the demands of tomorrow's economy.

3DE is a four-year process where students take the same classes and learn the same standards as other Parkview students, but through a lens of using interdisciplinary connections to solve real world problems. Students take math, science, language arts, and social studies classes each year coupled with a marketing and/or entrepreneurship class where they apply their knowledge to business scenarios. 3DE has been designed to allow students to participate in fine arts, band, theater, sports, and other activities without interfering with those elective and extracurricular commitments. In order to do this, we embed courses together which allow students to earn dual credits in one semester or year. At the end of the program, students will not only have the classes needed to graduate but will also be equipped with the skills needed to excel in whatever they choose to pursue, even if it is not business related.

In order to protect the quality of the program. 3DE only allows for 150 incoming ninth graders to join each year. We are not an achievement-based program and seek to serve a population of students that mirrors the diversity of the school. Spots for incoming ninth graders will be reserved on a first come, first served basis. In order to reserve a spot, please scan the QR code below and pre-register your student for the program.

We have several ways you can learn more about Parkview 3DE. Included with this letter are other documents that give insight into the values of our organization and comprehensive experience we provide our students. You will also find invitations and information about upcoming events where you and your student can learn more about us. Lastly, feel free to reach out to me with any questions. My contact information is listed below.

Thank you for your time!

Dustin Kline
3DE Lead Teacher
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**Scan this QR Code to
Pre-Register for 3DE**



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	THEME	DESCRIPTION
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 OR CLICK THIS QR CODE TO WATCH THE
2022 10TH GRADE HOME DEPOT CASE
CHALLENGE WINNER'S PRESENTATION



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 is event also serves as an unofficial college visit as it is typically held at a local college campus like Georgia State University.

SCAN OR CLICK THIS QR CODE TO
EXPERIENCE OUR 2022 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



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



"The 3DE model offers students an opportunity to grow in a family environment throughout all 4 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



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 Junior



"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 Sophomore



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

Juan Z.
Parkview 3DE Senior

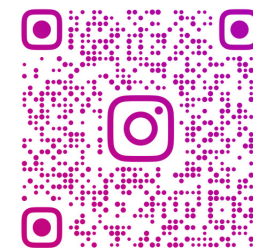


My favorite part of 3DE is "*going on field trips*" because it gives a mental break from school while also teaching us new things.."

Eliana B.
Parkview 3DE Freshman



**WANT TO SEE MORE?
SCAN OR CLICK TO FOLLOW US
ON INSTAGRAM!**



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.



EDUCATION FOR EVERY
DIMENSION OF LIFE

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 (OR YOUR CHOICE)
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 (OR YOUR CHOICE)
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!

2022-23 COMPANY PARTNERS



BANK OF AMERICA

