YOUTH WORKFORCE DEVELOPMENT PROGRAM — 3-Month Syllabus

Youth Vendor Development & Market Activation Cohort ASCENDtials / MDBA

MONTH 1 — FOUNDATIONS: Identity, Skills & Market Readiness

Week 1 — Orientation & Mission Alignment

Learning Outcomes

- Understand ASCENDtials' mission, values, and market ecosystem
- Learn the purpose of youth vendors and the 10% revenue model
- Meet Program Coordinator and cohort teammates

Activities

- Orientation session
- Market walkthrough (Marina District or City Heights)
- Intro to Asana + project tracking
- Intro to capstone expectations

Deliverables

- Personal goals worksheet
- Vendor interest survey
- Asana onboarding tasks completed

Week 2 — Vendor Skills & Product Development

Learning Outcomes

- Learn how to design a youth vendor product
- Understand pricing, packaging, and customer engagement
- Begin developing individual or team vendor concepts

Activities

- Product brainstorming workshop
- Artist-led creative development session
- Market case studies

Deliverables

- Vendor concept draft
- Product development worksheet

Week 3 — Market Operations Training

Learning Outcomes

- Learn setup, breakdown, booth placement, and equipment management
- Understand vendor tracking, attendance sheets, and revenue logs
- Learn how to secure onsite equipment storage

Activities

- Market operations simulation
- Equipment inventory training
- Vendor check-in roleplay

Deliverables

- Vendor tracking practice sheet
- Market operations checklist

Week 4 — Event Planning Foundations

Learning Outcomes

- Learn how ASCENDtials plans events
- Understand run-of-show documents
- Begin planning **Event #1** (Youth Day, Yoga, Night Sky Hike, etc.)

Activities

- Event planning workshop
- Brainstorming session with Program Coordinator
- Assign event roles

Deliverables

- Event #1 concept
- Run-of-show draft

- Asana event tasks created

MONTH 2 — ACTIVATION: Vendor Launch & Event Production

Week 5 — Vendor Launch Preparation

Learning Outcomes

- Finalize youth vendor products
- Prepare booth materials
- Practice customer engagement

Activities

- Mock vendor fair
- Booth setup practice
- Pricing and signage workshop

Deliverables

- Vendor product finalized
- Booth setup checklist
- Signage + pricing sheet

Week 6 — Youth Vendor Launch (Market Activation #1)

Learning Outcomes

- Launch youth vendor booths at the market
- Practice real customer engagement
- Track sales and attendance

Activities

- Market activation day
- Vendor support rotation
- Debrief with Program Coordinator

Deliverables

- Sales log
- Attendance sheet

- Market activation reflection

Week 7 — Event #1 Execution

Learning Outcomes

- Execute first cohort event
- Learn event hosting, logistics, and community engagement
- Track attendance and impact

Activities

- Event #1 (Youth Day, Yoga, Night Sky Hike, etc.)
- Social media engagement support
- Partner tagging and collaboration

Deliverables

- Event report
- Attendance log
- Photos + media folder

Week 8 — Partnership & Outreach Training

Learning Outcomes

- Learn how to recruit youth and adult vendors
- Learn partnership outreach strategies
- Understand how partnerships generate revenue

Activities

- Outreach roleplay
- Partnership pitch workshop
- Contact list building

Deliverables

- Outreach log
- Partnership pitch draft
- Vendor recruitment list

MONTH 3 — LEADERSHIP: Revenue, Events & Capstone Completion

Week 9 — Event #2 Planning

Learning Outcomes

- Plan second cohort event
- Integrate fundraising opportunities (basketball, golf, sports idea)
- Learn sponsorship basics

Activities

- Event #2 planning workshop
- Fundraiser brainstorming
- Sponsor outreach practice

Deliverables

- Event #2 concept
- Run-of-show draft
- Sponsorship outreach list

Week 10 — Market Activation #2

Learning Outcomes

- Support youth vendors in second market activation
- Improve booth flow and customer engagement
- Track revenue and attendance

Activities

- Market activation day
- Vendor support rotation
- Debrief with Program Coordinator

Deliverables

- Sales log
- Attendance sheet
- Market activation reflection

Week 11 — Event #2 Execution

Learning Outcomes

- Execute second cohort event
- Practice leadership roles
- Strengthen community engagement

Activities

- Event #2 (holiday party, networking event, fundraiser, etc.)
- Social media engagement support
- Partner tagging and collaboration

Deliverables

- Event report
- Attendance log
- Photos + media folder

Week 12 — Capstone Completion & Presentation

Learning Outcomes

- Compile all vendor development work
- Present cohort achievements
- Demonstrate understanding of market operations, event planning, and vendor sustainability

Activities

- Capstone preparation
- Presentation rehearsal
- Final cohort showcase

Deliverables

- Capstone presentation
- Vendor sustainability plan
- Event + market portfolio
- Final reflection

CAPSTONE REQUIREMENTS

Each cohort member must complete:

1. **Youth Vendor Launch Plan**

2. **Two Monthly Events** (planned + executed)
3. **Market Activation Participation**
4. **Vendor Tracking Sheets**
5. **Revenue Logs**
6. **Partnership Outreach Log**
7. **Final Capstone Presentation**

Program Outcomes

By the end of 3 months, cohort members will be able to:

- Launch and sustain youth vendor businesses
- Support market operations
- Plan and execute community events
- Recruit vendors and partners
- Track revenue and attendance
- Represent ASCENDtials professionally
- Contribute to long-term youth entrepreneurship pipelines