



Pennsylvania Business Week
PROGRAM EVALUATION
Advisor Response

Hickory High School
 December 19 - 22, 2022

COMMENTS

“It’s wonderful seeing the students step up and work together to accomplish their goals throughout the experience.”

“10/10 experience! I’m so glad to be involved in the program.”

“As I have shared in previous years, one of the most authentic and valuable experiences we offer our students at Hickory High School.”

“The Advertising & Marketing Competition and the Trade Show were extremely beneficial. All the students get involved in those areas and are made to get involved, and talk in positions they may not have without.”

“One student, who typically misses a lot of school, said to me first thing in the morning on Tuesday, ‘You know, I was going to stay home, but I knew my team needed me, so I came.’ As a teacher, that alone shows a great deal of purpose to this week.”

“It was extremely beneficial for the students to operate as a team and see how each part and role within the company is important.”

“Seeing students go from being shy and quiet on the first day to laughing and enjoying themselves along with their advisors and peers on the last day is very rewarding.”

“Great and rewarding experience!”

“The stockholder’s competition gave the students an excellent chance to demonstrate their critical thinking skills.”

“Being a first time Advisor, I thought this was a well-planned business learning experience.”

“Outstanding speakers this year with great content! Love the dynamic speakers!”

NUMBERS

OF ADVISORS RATED THEIR EXPERIENCE AS EXCELLENT

100%

100%

OF ADVISORS SAID OTHER SCHOOLS WOULD BENEFIT FROM THIS PROGRAM

HOW EFFECTIVE WERE THE FOLLOWING?	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT EFFECTIVE
THE COMPANY CONCEPT	100%	0%	0%
STOCKHOLDERS COMPETITION	100%	0%	0%
MANAGEMENT SIMULATION COMPETITION	86%	14%	0%
ADVERTISING AND MARKETING COMPETITION	100%	0%	0%
TRADE SHOW COMPETITION	86%	14%	0%
SPEAKERS	100%	0%	0%



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Student Response

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COMMENTS

“Business Week helped me to build on my leadership skills, as well as my personal skills in marketing, customer service, and even financial abilities.”

“It was an inspiring experience for open interpretation of ideas and business models, and I highly recommend and enjoyed the experience.”

“I enjoyed this experience, being able to coordinate with my peers and strive to be the best business.”

“I would like to participate in something like this again, I feel it did a lot for my character and personal skills.”

“I learned that sometimes you need to work with people that you disagree with and find a mature way to deal with certain situations.”

“I loved learning more about what goes into running a business.”

“I discovered my leadership abilities. I used to just stay behind the scenes, but I was pushed out of my comfort zone to speak out and take a different approach to how I normally do things.”

“Even if you are not going into business, the skills that come with running a business work in any occupation, and the skills that I learned from this week will follow me throughout the rest of my life.”

“I have never experienced something like this, so that made it so much more of a learning experience.”

“I really enjoyed the speakers; they helped me understand more about what it takes to run a company.”

NUMBERS

OF STUDENTS RATED THEIR EXPERIENCE AS EXCELLENT OR GOOD

87%

94%

OF STUDENTS SAID THEY NOW HAVE A BETTER UNDERSTANDING OF THE AMERICAN ECONOMY

OF STUDENTS SAID THEY ARE NOW MORE AWARE OF AVAILABLE LOCAL CAREERS

85%

56%

OF STUDENTS SAID THAT PBW INFLUENCED THEIR THOUGHTS ON FURTHER EDUCATION

HOW EFFECTIVE WERE THE FOLLOWING	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT EFFECTIVE
THE COMPANY CONCEPT	73%	23%	4%
STOCKHOLDERS COMPETITION	65%	28%	7%
MANAGEMENT SIMULATION COMPETITION	53%	40%	7%
ADVERTISING AND MARKETING COMPETITION	75%	23%	2%
TRADE SHOW COMPETITION	70%	27%	3%
BUSINESS ADVISORS	73%	21%	6%
SPEAKERS	54%	40%	6%