



Pennsylvania Business Week
PROGRAM EVALUATION
Advisor Response

**HICKORY
 HIGH SCHOOL**
 DEC. 18—22, 2023

COMMENTS

“I look forward to this event every year.”

“During this week, I saw students who are not normally friends come together and work towards a common goal. It was encouraging to see.”

“I have seen the students grow as a team, as leaders and it was another wonderful experience!”

“The students worked together and clearly learned valuable lessons on time, resource, and personnel management. It was wonderful seeing students who entered the week with reservations open up to their peers and really get into the competitions and spirit of the week as the days passed!”

“This experience provides real-life lessons, and these kids have grown this week because of this program.”

“I have seen the students grow as a team, as leaders and it was another wonderful experience!”

“One of the best things that students experience; a great, hands on approach to so many life skills!”

“I think the ACES program is an outstanding opportunity for kids to learn about business and what it takes to have a successful team. I really enjoyed the Hickory students as they were focused and worked extremely well together.”

“Incredible experience, fantastic content for all the students regardless of personal interests.”

“I found the Advertising and Marketing Competition to be most beneficial because it allowed students to be creative and perform their creations.”

“It’s great watching students problem solve and adjust to adversity throughout the entire process.”

“Our financial team worked very hard to learn and understand the accounting side of the business, they had a good understanding by the end of the week.”

NUMBERS

OF ADVISORS RATED THEIR EXPERIENCE AS EXCELLENT OR GOOD

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	89%	11%	0%
ADVERTISING AND MARKETING COMPETITION	100%	0%	0%
TRADE SHOW COMPETITION	89%	11%	0%
SPEAKERS	89%	11%	0%



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PROGRAM EVALUATION
Student Response

**HICKORY
 HIGH SCHOOL**
 DEC. 18—22, 2023

COMMENTS

“Business Week challenged and provided me with an experience that will benefit my future. Being able to work with other classmates, whom I usually do not interact with, was very invigorating. I want to thank everyone who contributed to Pennsylvania Business Week.”

“It was fun speaking in front of everyone and presenting our ideas.”

“I loved this because I got to play a role that I’m going to be doing for the rest of my life.”

“Business Week taught me to trust other people with the group project, to trust their abilities and not control every aspect. Another thing I learned was to make the most of my resources. I learned a lot from my advisors as well, as well as from my peers.”

“I had a very nice time this week learning how a business runs. I think this was a good experience, as I plan to major in International Business in college.”

“It brought me high school moments that will stay with me for life.”

“I learned how much it really takes to start and run a business. I have big dreams of one day becoming an entrepreneur and owning my own business, so this really gave me good insight on what it takes.”

“I loved this week! It was a fun way to get to know people who I haven’t really talked to in my grade. I learned so many new skills that I will need for my future.”

“At the start of the week I thought this was another random senior thing we had to do, but now I see how important it is. Even if you aren't going to business you still need all of the skills this program has taught us.”

“As successful business owners themselves, our advisors really guided us when it came to our business.”

NUMBERS

OF STUDENTS RATED THEIR EXPERIENCE AS EXCELLENT OR GOOD **90%**

OF STUDENTS SAID THEY NOW HAVE A BETTER UNDERSTANDING OF THE AMERICAN ECONOMY **95%**

OF STUDENTS SAID THEY ARE NOW MORE AWARE OF AVAILABLE LOCAL CAREERS **92%**

OF STUDENTS SAID THAT PBW INFLUENCED THEIR THOUGHTS ON FURTHER EDUCATION **66%**

HOW EFFECTIVE WERE THE FOLLOWING	VERY EFFECTIVE	SOMEWHAT EFFECTIVE	NOT EFFECTIVE
THE COMPANY CONCEPT	80%	20%	0%
STOCKHOLDERS COMPETITION	65%	30%	5%
MANAGEMENT SIMULATION COMPETITION	56%	38%	6%
ADVERTISING AND MARKETING COMPETITION	77%	21%	2%
TRADE SHOW COMPETITION	66%	30%	4%
BUSINESS ADVISORS	70%	23%	7%
SPEAKERS	64%	30%	6%