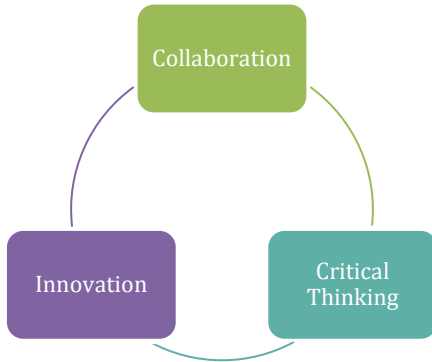


# STEM SCHOOL CHATTANOOGA

## 11<sup>th</sup> Grade PBL Unit Plan Template

Unit Quarter: 2nd

Title: Sporting Goods Store Promotion



### Learning Target Topics

**Collaboration:** Working with other people on a project or problem to achieve a shared goal.

**Critical Thinking:** Accessing, using, and applying information and knowledge.

**Innovation:** Using creative thinking to construct something new and valuable.

Grade Level	11 <sup>th</sup> Grade	Unit Length	9 Weeks
Industry Partner	<ul style="list-style-type: none"> <li>Bryan Sweetin and Nick Hughes, WestRock – Merchandising Displays Team</li> </ul>		
Unit Overview	<p>STEM student teams will apply engineering design principles to design, fabricate, and present a full-scale promotional display set up for a national sporting goods chain designed to elevate the presentation of a new athletic product line. Designs must consider product attributes, apply creativity in style and construction methods, and create a premium experience superior to competitors. This project will require extensive use of the laser cutter, vinyl cutter, plotter and the ShopBot. For WestRock, the focus is on creating a quality promotional display utilizing a range of fabrication capabilities to meet customer needs. For the STEM School, the focus is on the student teams demonstrating critical thinking skills throughout product development.</p>		
Unit Essential Issue	<ul style="list-style-type: none"> <li><b>Project:</b> <i>Design and build a promotional display for a sporting goods store that meets customer needs.</i></li> </ul>		
Kick Off Event	<p><b>Kick Off: TBD (October 14-20)</b> Mr. Sweetin and Mr. Hughes will provide an overview of WestRock’s business and capabilities. They will explain the requirements for the sporting goods store customer (tailored as needed for the student projects). The kickoff will address project requirements, desired outcomes, unique and essential aspects of the display, and any limitations.</p>		
Culminating Events	<p><b>Presentation Day: TBD (Dec 14-17)</b> The student teams will host the project sponsor and any staff they choose to bring for the evaluations. The student teams will present their finished promotional display and explain how they applied engineering design principles to develop their display. The student teams will receive feedback from the project at the conclusion of the presentations.</p>		
Common Assessment	<p>Students will be scored using the Association of American Colleges and Universities rubric for Critical Thinking Skills. All 4’s will equate to Advanced, scores of 3 and 4 will equate to Proficient, and any scores below a 3 will equate to Below Basic.</p> <p>Items that will be used to score student work:</p> <ul style="list-style-type: none"> <li>Assignments (Plans, Weekly Status Reports, Design Process Work Products, etc.)</li> <li>Presentation</li> <li>Promotional display</li> </ul>		