



## Volume 3 - Supplements

*“Fostering an Entrepreneurial Spirit in Arts,  
Audio/Visual Technology and Communications”*



Mosquero High School  
Mosquero, New Mexico

# ANATOMY OF THE DIGITAL MEDIA ENTREPRENEURS CURRICULUM

At the core of the Digital Media Entrepreneurs Curriculum is the philosophy that students should have opportunities to apply what they are learning in the classroom in real-world contexts. To enforce this philosophy a student must enroll in one of the five courses in order to be part of one of the Roundup Technology Businesses. Additionally, when preparing a sequence of courses and related project-based learning experiences it is important to consider student readiness. The course sequence at Mosquero reflects careful consideration of this issue. As students progress throughout the curriculum, they sequentially build a core set of skills that are transferrable across all of the Roundup Technology Businesses. Likewise, these transferrable skills will aid students regardless if they choose to pursue a media arts related career or some other discipline. It is important to note that while there are some natural relationships between the curriculum courses and businesses, they do not match-up one-for-one.

Digital Media Entrepreneurs Curriculum Courses	
7 <sup>th</sup> and 8 <sup>th</sup> Grade	<p><b>Multicultural Studies</b> Recommended for grades 7-8. This is a foundation course where students are introduced to technology and basic publishing applications through the integrated Familias' De Nuevo Mexico project.</p>
9 <sup>th</sup> Grade	<p><b>21<sup>st</sup> Century Communication</b> Recommended for grade 9. This is a foundation course where students explore each of the business units through mini-internships and determine what they want to do in the future.</p>
10 <sup>th</sup> and 11 <sup>th</sup> Grade	<p><b>Mass-Media Production</b> Recommended for grades 10-11. This course provides students an opportunity to develop the technical knowledge and skills necessary for using the tools available to produce for television, video, film, print, and radio media.</p>
11 <sup>th</sup> and 12 <sup>th</sup> Grade	<p><b>Graphic and Printing Communication</b> Recommended for Grades 11-12. This course provides advanced study in the graphic and print communication areas through experiences in the Photo Studio/Print Studio, Roundup Artists, and production of <i>The Harding County Roundup</i>.</p>
11 <sup>th</sup> and 12 <sup>th</sup> Grade	<p><b>Independent Study</b> Recommended for grades 11-12. This course provides students the opportunity to work with an instructor as a mentor to explore a topic related to journalism, graphic arts, or technology applications.</p>

## Roundup Technology Businesses (a.k.a. Project-Based Learning Experiences)

- In this business, students select and interview local citizens and conduct research to write and publish an original history book about the lives of the selected individuals and families. Each year the business unit also writes, stages, produces and films an artistic live dinner-theater performance based on the lives of the citizens they selected to write about that year.

### Familias de Nuevo Mexico



- In this business, students manage, author, design and publish the county's quarterly newspaper, which features student created news articles, artwork and ads for local businesses. The quarterly circulation is 500 and growing!

### The Harding County Roundup



- In this business unit, students offer community members creative services such as balloon-bouquets for special holidays and greeting cards featuring student artwork. Most recently, this business division added a restoration project called "Paint the Town" where students worked with an artist to paint murals in downtown Mosquero.

### Roundup Artists & Creations



- In this business unit, student entrepreneurs own and run a photo studio where they take professional quality photos for community members and events. The students also manage a fully functioning print shop to print items such as posters for school and community events, photos for community members and bulletins for local businesses.

### Photo Studio/Print Services



- In this business unit, students troubleshoot technologies for the Mosquero Municipal Schools, community and surrounding areas. Additionally, students use professional video production technology to record and broadcast local news and events.

### Tech Squad & Video Production Suite



# SAMPLES OF STUDENT WORK



## Cowboy Idioms

By: Erin Hayoz

When a cowboy says, "You are a few burritos short of a combination plate."  
That doesn't mean you are late.

It's just his way of saying you are not all there.  
And your head is filled with air!

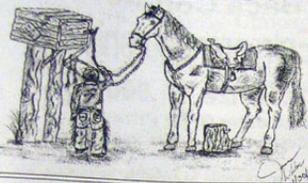
And when a cowboy says, "Your cheese fell off your cracker,"  
He isn't saying that you are a slacker.

It's just his way of saying you are not all there,  
And there's nothin' between your ears but air!

Then if a cowboy says, "That your elevator doesn't go all the way to the top,"  
It doesn't mean to stop.

It means you don't get what they are talking about.  
Just don't get sad and pout.

When you hear a cowboy idiom - listen up,  
Cuz he's just trying to get you to cowboy up!



New Mexico State University Honors  
Harry Hopson pg. 2  
More Harding Co. Treasures pgs. 8 - 9  
Harding Co. Heroes pgs. 16  
Pirates' Pride pgs. 32 - 41  
Logo at the left is the New Roundup Logo  
Created and Drawn by Roundup Artist - Jerome Wheeler

PRST STD  
AUTO

U.S. Prepaid  
Mosquero, NM 87733  
Permit No. 1

## HARDING COUNTY ROUNDUP

"SPREADING THE NEWS ACROSS THE HIGH PLAINS"

March 2007

### Discovered: A Genuine Treasure! (No Fool's Gold in Harding County, New Mexico)

By Freelance Writer - G.H. Sherrer



of authenticity. Upon arrival in what is now New Mexico, many died from disease, starvation, brutal nature; from attacks of the residents there during that era, who also did not want to give up their lifestyle and land. These are causes worth dying for.

No newcomer need remind you that New Mexico's sons are among those going to Iraq; and while there, they ensure those citizens have a right to hold elections and vote; and that some Iraqis have walked as much as a hundred miles to exercise their freedom to do so. Nor do you need to be told that freedoms which are not exercised can be lost. You know that the right to vote is a freedom bought by blood, and to vote ensures that your voice can be heard, and that you can help write history. Harding County residents know these things.

However, perhaps an outsider may bring one new perspective to Harding County? The treasure this writer discovered is your history and residents: folks as fresh as a breeze blowing through the grasslands, and real as the sun rising over the mesa; people with gentle strength, with an honest way of living, a lifestyle to be honored, respected

ters is reflected in their desire to improve schools, by providing school-based health centers, and by giving students real-life experience with publishing by way of the *Harding County Roundup*.

And from this writer's viewpoint, the youth of Harding County should both be honored by the County's focus on their education, and be honorable in their pursuit of same; the youth should be respected by those who have gone before them, and be respectful of their heritage; should be treasured as a pledge for the future of Harding County, and be a treasure to Harding County by doing their part to restore and maintain their heritage. For respect and honor are earned.



## Cowboy Buster Taylor's Last Ride

As I rode my horse in the open space,  
I felt a sharp pain on my face,  
Everything went black—I couldn't see,  
My horse kicked me!

My rope caused the wreck with my horse,  
He never meant to hurt me—of course!  
We were having so much fun that day,  
But then things suddenly turned to gray.

I waited—it seemed like forever— for the medic wagon to come,  
I felt so weak and so numb,  
Trying not to cry,  
Because I knew I would die.

The wagon boss prayed that too much damage wasn't done,  
It was too late—by the time he arrived—I was gone.  
Gosh, I wish I was still alive,  
I miss all my friends and family here by my side.

I pray for all you cowboys every night,  
I watch over you— even though I am out of sight.  
Don't worry about me and cry,  
Because I'm watching you as I ride—up in the sky.

By: Amanda Sena

**(Buster Taylor died at the ranch in the 60's after a horse wreck)**

# Roundup Technology

Mosquero Municipal Schools'  
7th - 12th Grade - Digital Media Entrepreneurs



*doug quarles*

# Mosquero Municipal Schools'

## Digital Media Entrepreneurs' Curriculum

7th - 12th Grade



## New Mexico/Microsoft Partners' in Learning School

### Roundup Technology Student Entrepreneurs' Business

CEO – Superintendent  
Board of Directors - School Board Members

### Project Team

School Board Member - Christy Trujillo

Superintendent - Bill Ward

Business Manager - Tom Mitchell

Community Members - Mary Libby Campbell  
Tuda Libby Crews

Technology Technician - Terry & Kim Mitchell

Students - Roundup Technology Crew

Sponsors – Donna Hazen

Left to right - Public Education Department's - Dr. Brenda Gray; Donna Hazen - Mosquero; Microsoft's Academic Program Manager - Kelly Green; David Chavez - Loving; and Assistant Secretary of the Public Education Department Rural Revitalization - Dr. Jim Holloway



Tony Carlson - Video Production Suite Advisor  
Multipleminds Educational Foundation;

Erin Mitchell - Tech Squad;

Doug Quarles - Professional Artist and Roundup Technology's Mainstreet Project Coordinator



Sharing our story on Disney Radio

# Roundup Technology's Familias' de Nuevo Mexico

7th/8th Grade - 21st Century Project-based Learning



**The foundation and catalyst  
for 7th - 12th Grade  
Digital Media Entrepreneurs**



# Roundup Technology's Familias' de Nuevo Mexico 7th/8th Grade Classroom Syllabus



The 7<sup>th</sup> and 8<sup>th</sup> grade students will be introduced to the Heritage of Harding County. Students will also be made aware of the value of their own heritages. A multicultural approach will be emphasized and is consistent with the goals of an interdisciplinary course framework. The courses taught are history, science, language arts, media and computers skills along with the agricultural sciences. Guest speakers and experts will be the catalyst for student writing, historical research, and scientific observations. The teachers and students will relate the information gathered to each specific curriculum taught.

Evaluation of the course will culminate with students' composition of a published compilation and the *Familias de Nuevo Mexico* Dinner Theater. Students will gather and journalize information from guest speakers, interviews, and field trip observations. The students will use computer skills to type, edit, print their original writings, scan photos, compile and organize the *Familias de Nuevo* book and play. They will also design and print the

play brochure. Along with their book and play, they will use 21<sup>st</sup> Century communications tools to record and produce the interviews, the memory, and play DVDs. Computer-based, project learning and research-based science and agricultural projects will also be produced and presented for evaluation and sold to the public along with the book, interviews, and play DVDs.



Technology, computer, and media skills will be used not only to learn technology, but to enhance the *Familias de Nuevo Mexico* program. Students will be mentored by the Roundup Technology student entrepreneurs in movie making, scanning and enhancing photos, photography, Microsoft Office Suite and Adobe Production Premium 4.

The students will develop a knowledge base of their county, the state of New Mexico, and their roll in American History. Technology will be used to enhance their learning along with prepare them for 21st Century learning and possible employment in the student entrepreneur business -*Roundup Technology*.

**MMS Curriculum Courses**  
**7th/8th Language Arts, History, Science & Agriculture**

# 7th & 8th Grade Standards and Benchmarks

## Language Arts

### Standard 1 - Reading and Comprehension

Benchmark - Students will:

- I -A - Listen to, read, react to, and interpret information
- I -B - Gather and use information for research and other purposes
- I -C - Apply Critical thinking skills to analyze information
- I -D - Demonstrate competence in the skills and strategies of the reading process

### Standard 2 - Writing and Speaking for Expression

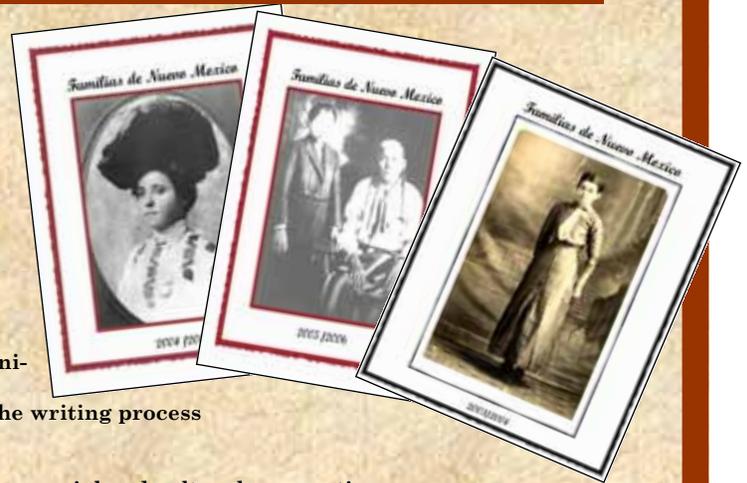
Benchmark - Students will:

- II -A - Use speaking as an interpersonal communication tool
- II -B - Apply grammatical and language conventions to communicate
- II -C - Demonstrate competence in the skills and strategies of the writing process

### Standard 3 - Literature and Media

Benchmark - Students will:

- III -A - Use language, literature, and media to understand various social and cultural perspectives.
- III - B - Identify ideas and make connections among literary works



## History

### Standard 1 - HISTORY

Benchmark:

- 1-A - New Mexico: Explore and explain how people and events have influenced the development of New Mexico up to the present day.
- I-B - United States: Analyze and interpret major eras, events, and individuals from the periods of exploration and colonization through the Civil War and Reconstruction in United States history.
- I-D - Skills: Research historical events and people from a variety of perspectives.

### Standard 2 - GEOGRAPHY:

Benchmark:

- II-A - Analyze and evaluate the characteristics and purposes of geographic tools, knowledge, skills, and perspectives and apply them to explain the past, present, and future in terms of patterns, events, and issues.

- II-B - Explain the physical and human characteristics of places and use this knowledge to define regions, their relationships with other regions, and their patterns of change.
- II-C - Understand how human behavior impacts man-made and natural environments recognizes past and present results, and predicts potential changes.
- II-D Explain how physical processes shape the Earth's surface patterns and biosystems.
- II-E - Understand how economic, political, cultural, and social processes interact to shape patterns of human populations, and their interdependence, cooperation, and conflict.
- II-F - Understand the effects of interactions between human and a natural systems in terms of changes in meaning, use, distribution, and relative importance of resources.

### Standard 3 - CIVICS AND GOVERNMENT

Benchmark III-A - Understand the structure, functions, and powers of government (local, state, tribal and national).

III-B - Explain the significance of symbols, icons, songs, traditions, and leaders of New Mexico and the United States that exemplify ideals and provide continuity and a sense of unity.

III-C - Compare political philosophies and concepts of government that became the foundation for the American Revolution and the United States government.

III - D - Explain how individuals have rights and responsibilities as members of social groups, families, schools, communities, states, tribes, and countries.

### Standard 4 - ECONOMICS

Benchmark IV - A - Explain and describe how individuals, households, businesses, governments, and societies make decisions, are influenced by incentives (economic as well as intrinsic) and the availability and use of scarce resources, and that their choices involve costs and varying ways of allocating.

IV - B - Explain how economic systems impact the way individuals, households, businesses, governments, and societies make decisions about goods and services.

IV - C - Describe the patterns and exchange in early societies and civilizations and explore the extent of their continuation in to-



## More Standards and Benchmarks ...

### Science

#### **Strand III, Standard I:**

Understand how scientific discoveries, inventions, practices, and knowledge influence, and are influenced by, individuals and societies.

#### **5-8 Benchmark I:**

Explain how scientific discoveries and inventions have changed individuals and societies.

### Agricultural Science

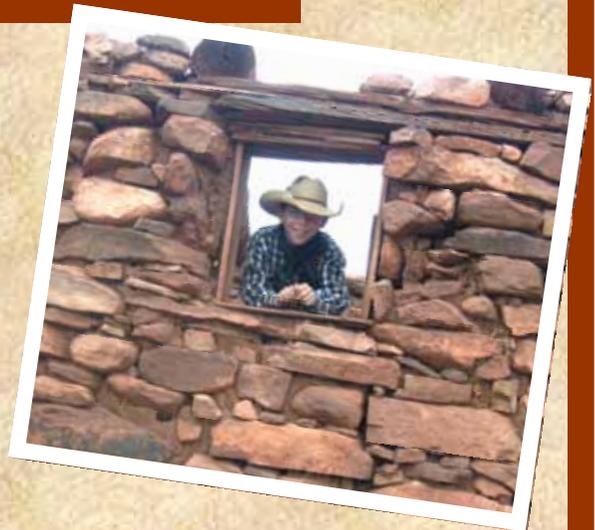


#### **STRAND:** **TECHNICAL** **SKILLS**

#### **STANDARD**

**XIV:** Use the technical knowledge and skills required to pursue the full range of careers and life skills

**XIV-B** Use tools, equipment, machinery and technology to work in areas related to agriculture, science, varied careers, and computer skills.



#### **STRAND: LEADERSHIP AND TEAMWORK**

#### **STANDARD**

**XI** Use leadership skills in collaborating with others to accomplish organizational goals and objectives.

**XI-A** Communicate, focus on results, make decisions, solve problems, invest in individuals and resources to develop premier leadership.

**XI-B** Embrace compassion, service, listening, coaching, developing others and teams, and understanding and appreciating others to develop premier leadership.



**XI-C** Embrace integrity, courage, values, ethics, humility, perseverance, self-discipline, and responsibility to develop premier leadership.

**XI-D** Include self, community, diversity, environment, global awareness and knowledge to develop premier leadership.

**XI-E** Embrace attitude, exercise, goal-setting, planning, self-discipline, sense of balance, persistence and respect to develop personal growth.

**XI-F** Embrace friendship, integrity, morals, values, etiquette, citizenship, and respect for differences to develop personal growth.

**XI-G** Embrace goal-setting, planning, respect, dependability, loyalty, trustworthiness to develop personal growth.

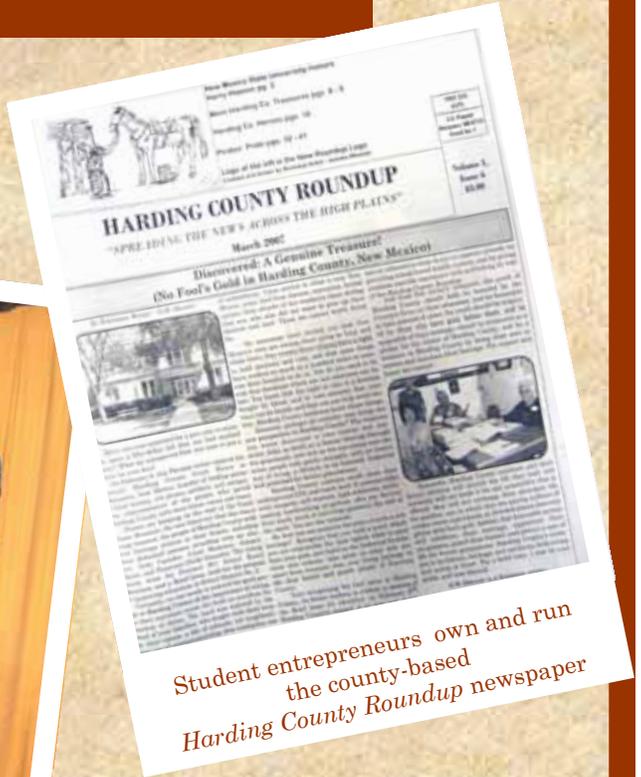


# Roundup Technology

Photo Studio/ Print Shop  
*Harding County Roundup*  
Roundup Artists & Creations



Student entrepreneurs own and run the Roundup Photo Studio



Student entrepreneurs own and run the county-based *Harding County Roundup* newspaper



Student entrepreneurs own and run Roundup Creations - a balloon bouquet, computer-generated - greeting card, party planning business.



Student entrepreneurs own and run the Roundup Print Shop.

9th - 12th Grade  
Digital Media Entrepreneurs

# Photo Studio/Print Shop, *Harding County Roundup*, Roundup Artists & Roundup Creations Classroom Syllabus

## Grade: 9 - 12th Grade

**Resources:** Internet, library, professionals in specific fields and 21st Century resources and software.

Course emphasizes writing, speaking, and developing skills that will afford students success throughout school and post-high school years. Students will use as many 21st Century resources to enhance their applications of the “real world.” Activities will emphasize the “real world” and be aligned with New Mexico State Standards for Career Readiness, Language Arts’ Benchmark II-A, and National Technology Standards. The students will be actively involved with the *Harding County Roundup* newspaper and the *Roundup Technology - media entrepreneurs*.

**Practical Applications:** Note taking, interviewing, photography, listening, speaking, discussing, organizational skills,

keyboarding, *Microsoft Office Suite*, *Adobe Production Premium*, *Quark Xpress*, and other practical applications, group cooperation, classroom participation, writing, and possible shadowing of a professional in the specific field of journalism or photojournalism.

### Daily Assignments

Will include Internet research, communicating with professionals in the field, reading materials gathered, writing articles for the paper, group or individual graphic designing or digital media productions projects created on the Microsoft, Adobe, and Quark Xpress software programs, photography and interviewing for the paper and school, compiling the newspaper. Creativity and artistic expressions will be utilized throughout the course. Most importantly—classroom participation and entrepreneurial guidelines will be emphasized.

### Class Goals

1. Help compile and publish the *Harding County Roundup*.
2. Work with the *Raton Range’s* professional newspaper staff in the production of our newspaper.
3. Train in **Media Mogul** workshops to enhance learning in 21st Century photography and publications.
4. Create, design, and restore and enhance photographs for *Roundup Technology’s Photo Studio/Print Shop/Video Production Suite projects*.
5. Take a journalism class for dual credit from a college if possible.
6. WI-FI CAFÉ/SODA SHOP - Research and create a feasibility proposal for student-run business.

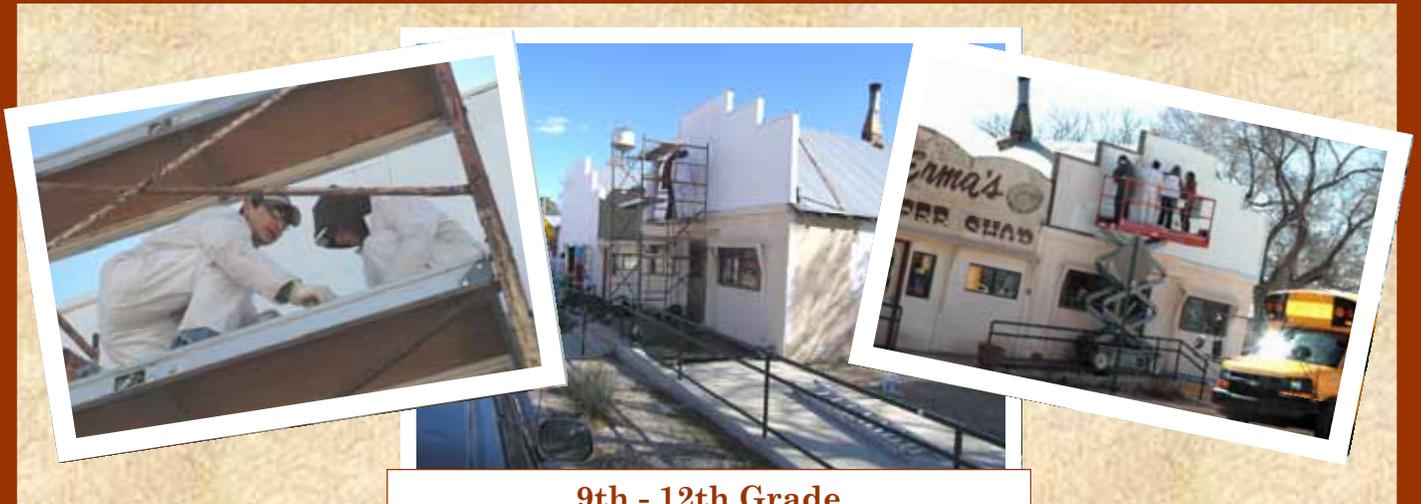
**Roundup Artists-** Create, design, and paint murals on Mainstreet buildings for the PED Rural Revitalization Initiative project - apprentice under professional artist.



*Harding County Roundup Mail Day!*



*Media Mogul Workshop*



**9th - 12th Grade  
Digital Media Entrepreneurs**

# Roundup Technology Tech Squad & Video Production Suite



Roundup Tech Squad troubleshooting for and mentoring Mosquero Municipal Schools, community, and surrounding area.



Roundup Technology's Video Production Suite's Green Screen capabilities



Working on the latest Roundup Technology's Video Production project.



9th - 12th Grade  
Digital Media Entrepreneurs

# Tech Squad & Video Production Suite Classroom Syllabus



**Grade: 9th—12th Grade**

**Resources:** Internet, 21st Century media tools, media stations, professional software, computers, professionals in specific fields, and TAZAK technicians.

Course emphasizes writing, speaking, and developing skills that will afford students' success throughout school and post-high school years. Students will use as many 21st Century resources to enhance their applications of the "real world." Activities will emphasize the "real world" and be aligned with New Mexico State Standards for Career Readiness and the Language Arts' Benchmark II-A. The students will be involved with the *Harding County Roundup* newspaper, Roundup Technology media entrepreneurs,

and provide a service for the entire school with media assistance.

**Practical Applications:** Note taking, interviewing, photography, graphic designing, movie making, listening, formatting the newspaper, bookkeeping, organizational skills, keyboarding and artistic expressions. Learning, training, and assisting others with the use of *Adobe Production Premium 4*, *Microsoft Office Suite*, *Web Expressions*, *Quark Xpress*, and the *Zulu Microboard*. Mastering, maintaining, and training other students in the use of all digital and video cameras, sound board equipment, and all other media needs throughout the school. These students are allowed to work independently because they have proven that they are dependable, self-motivated, independent, respectful, knowledgeable and willing to give their best to every task. A serious approach to the task is an absolute must for each student.



## **Daily Assignments**

Will include schools' media projects, assisting and training others in the school with media needs, photography, assisting with the *Harding County Roundup* newspaper, creating documentaries, the myriad of tech issues.

## **Class Goals**

- Create documentaries for Missoula,
- Familias, Seniors, Weddings, Special Events, etc.
- Be available for schools' media needs
- Train younger media specialist and others
- Upload cameras into the Photo Library and Multi-Archive files
- Learn *Web Expressions*, *Adobe Production Premium 4*, *Nero*, and *Zula* program
- Compile a work order list for yourself
- Keep up with media supplies needs, conditions, repairs, and orders
- Requisition for supplies and needs - get approved
- Work with TAZTAK technicians on media needs
- Become a member of MMS technology committee.



Roundup Photo Studio - wedding photography on the famous Bell Ranch - see the Bell Mountain behind bride. The Roundup Video Production Suite created their wedding DVD.

**9th - 12th Grade  
Digital Media Entrepreneurs**

# Roundup Technology Business Policies

- Be on time
- Have a positive attitude
- Respect the rights of others
- Use time wisely and efficiently - remain on task
- Take a serious approach to tasks required and to managements' requests
- Keep private life to yourself – address personal issues outside of the work area
- Address customers, business associates, and management respectfully and professionally - customer is always right!
- Refrain from rude comments, ethnic slurs, inappropriate language, and outbursts of anger towards customer, managers, or corporation owners.
- Follow the policies of the board of directors (see school board policies).

Employment in the Roundup Technology's business is an honor; therefore, it is mandatory that all student entrepreneurs respect this privilege.

Move with a Purpose,  
with Permission,  
and  
Be Productive

**Employees will receive written notification on the next day if any of these policies are violated. Notices will be e-mailed to employee and filed with management**

**First Warning** - (-10) off nine weeks grade

**Second Warning** - will be laid off and (- 20) off of nine weeks grade

Employee will receive individual training to help prepare him/her for future employability – away from the job site.  
**Management will determine length of time off**

**Third Warning – fired**

Employee will work independently on assigned materials. Quality work is required.  
If not - the employee will receive a 0 for the nine weeks.

## **State Standards and Benchmarks**

### **Career Readiness**

**Standard 1** - Students will identify their career interest and aptitudes to develop an educational plan which supports personal career goals.

**Standard 2** - Students will utilize and manage resources effectively to produce quality services and products.

**Standard 3** - Students will demonstrate the technological knowledge and skills required for future careers.

**Standard 4** - Students will develop and demonstrate responsible and ethical workplace behaviors.

**Standard 5** - Students will develop effective leadership, interpersonal, and team skills.

### **Language Arts Standards/Benchmarks will be included for 21<sup>st</sup> Century Communication Skills**

#### **Standard 2 - Writing and Speaking for Expression**

**Benchmark - Students will:**

**II -A – Communicate information in a coherent and persuasive manner using verbal and non-verbal language.**

**II -B - Apply grammatical and language conventions to communicate**

**II -C - Demonstrate competence in the skills and strategies of the writing process**

# Technology Foundation Standards for Students

1. Basic operations and concepts
  - Students demonstrate a sound understanding of the nature and operation of technology systems.
  - Students are proficient in the use of technology.
  
  - Social, ethical, and human issues
  
  - Students understand the ethical, cultural, and societal issues related to technology.
  - Students practice responsible use of technology systems, information, and software.
  - Students develop positive attitudes toward technology uses that support lifelong learning, collaboration, personal pursuits, and productivity.
- Technology productivity tools
  - Students use technology tools to enhance learning, increase productivity, and promote creativity.
  - Students use productivity tools to collaborate in constructing technology-enhanced models, prepare publications, and produce other creative works.
- Technology communications tools
  - Students use telecommunications to collaborate, publish, and interact with peers, experts, and other audiences.
  - Students use a variety of media and formats to communicate information and ideas effectively to multiple audiences.
- Technology research tools
  - Students use technology to locate, evaluate, and collect information from a variety of sources.
  - Students use technology tools to process data and report results.
  - Students evaluate and select new information resources and technological innovations based on the appropriateness for specific tasks.
- Technology problem-solving and decision-making tools
  - Students use technology resources for solving problems and making informed decisions.
  - Students employ technology in the development of strategies for solving problems in the real world.

## Performance Indicators:

All students should have opportunities to demonstrate the following performances.

### Prior to completion of Grade 12 students will:

1. Identify capabilities and limitations of contemporary and emerging technology resources and assess the potential of these systems and services to address personal, lifelong learning, and workplace needs. (2)
2. Make informed choices among technology systems, resources, and services. (1, 2)
3. Analyze advantages and disadvantages of widespread use and reliance on technology in the workplace and in society as a whole. (2)
4. Demonstrate and advocate for legal and ethical behaviors among peers, family, and community regarding the use of technology and information. (2)
5. Use technology tools and resources for managing and communicating personal/professional information (e.g., finances, schedules, addresses, purchases, correspondence). (3, 4)
6. Evaluate technology-based options, including distance and distributed education, for lifelong learning. (5)
7. Routinely and efficiently use online information resources to meet needs for collaboration, research, publication, communication, and productivity. (4, 5, 6)
8. Select and apply technology tools for research, information analysis, problem solving, and decision making in content learning. (4, 5)
9. Investigate and apply expert systems, intelligent agents, and simulations in real-world situations. (3, 5, 6)
10. Collaborate with peers, experts, and others to contribute to a content-related knowledge base by using technology to compile, synthesize, produce, and disseminate information, models, and other creative works. (4, 5, 6)

# Roundup Technology's

## Course Descriptions

2009/2010

**Mass Media-Production – 19114071** - Recommended for Students Grades 9-12 – Course provides the technical knowledge and skills necessary for television, video, film, and/or radio production. Writing scripts, camera operation, use of graphics and other visuals, lighting, audio techniques, editing, production principles, and career opportunities are typical topics covered with Mass Media –Production courses. Students are usually required to produce their own program or segment. Additional topics such as broadcast industry regulations, radio/TV operation, power of the medium, photography, transmission, technology, journalism, and so on may be included.

**21<sup>st</sup> Century Communication – 10743153** - Communication Skills/Career Education – Grades 9 -12 Course emphasizes writing, speaking, and developing a variety of skills that will afford students success throughout school and post-high schools years.

**Graphic & Printing Communication – 13997003** – Grade 9 – 12 - Course provides classroom work experience in the graphic communication, commercial arts or printing fields, and are supported by classroom attendance and discussion. Goals are set for the semester period; classroom experience may involve further study in the field, improvement of employability skills, or discussion regarding the experiences and problems encountered in the classroom work.

**Mass- Communication – Independent Study – 19967072** – Recommended for Grades 11-12 – Course, often conducted with instructors as mentors, enables students to explore topics related to journalism and /or mass media. Emphasis may be placed either on extension of production skills and techniques, or on research or a particular topic of interest.

**Multicultural Studies-FDNM Extension – 08144000** - Recommended for Grades 7 -12 – Course will provide students with a variety of experiences that directly relate to agriculture, family heritage and multicultural diversity found in New Mexico. Students will participate in activities that assist in recognizing and understanding the dialectical differences found in New Mexico. This course will help students to understand variations in languages spoken, and help maintain a bridge in communications between generations. Students will also learn techniques for using church records, family histories (both written and oral) and other public documents to discover their personal backgrounds through the study of family genealogies. Components of FFA Creed or agricultural science standards and benchmarks may also be used in expanding students' knowledge.

Business Plan

# Roundup Technology Business Plan

*Harding County Roundup, Pirates' Photoshop & Productions/  
Familias de Nuevo Mexico/Tilt Creations*

**Mosquero Municipal Schools  
Sponsor, Donna Hazen  
P.O. Box 258  
Mosquero, NM 87733  
505-673-2271**

**Roundup Technology**

**Mission Statement**

*Neighbors and local school students innovatively working together to improve rural living through technology and leadership*

## **DESCRIPTION OF THE BUSINESS**

Roundup Technology, the **umbrella** of a *21<sup>st</sup> Century Entrepreneurial Program*, is an innovative, not-for-profit, project-based business “*learning and earning*” enterprise incorporated into the Mosquero Municipal School’s curriculum and course of study. Roundup Technology is a youth-operated, high-energy small-business opportunity with global capability. The business provides students with virtual, actual and realistic technology training while meeting required education standards and benchmarks. Inspiration from the learning experience is a motivating factor in developing entrepreneurship opportunities ultimately geared toward expanding rural community revitalization.

Unique aspects of the program include the school as the center of activity around which community-building and rural revitalization revolves. Youth involvement is a key factor. Focus on partnerships integrates youth with technology, conservation, journalism, web design, rural community development and other interests. For example, the Mosquero Municipal School (MMS) hosts the Harding County Website [www.hardingcounty.com](http://www.hardingcounty.com) on the school server, forming a mutually beneficial partnership.

The program also addresses preserving community history through journalism and the performing arts with the “Familias de Nuevo Mexico” Program.

“Familias de Nuevo Mexico” is an enriching student/elder life experience designed as an educational tool for preserving community culture and history. The project includes on-site interviews to gather community pioneer family *historia*. From interviews, stories are written and students creatively publish an original history book. In a grand finale, students write, produce, stage and film an artistic live performance of the project.

This Business Plan addresses the need for increased income to augment the printing/media production expenses of the program. Providing additional revenue to cover printing expenses makes it possible to realize a higher return from the family history books and media DVD’s of the performance produced for retail sale. Income from sales goes back into Roundup Technology for supplies and equipment to expand Roundup Technology enterprise capabilities.

The multicultural, interdisciplinary “Familias de Nuevo Mexico” program develops a spirit of camaraderie and strengthens the various cultures and generations of our community. Increasing sales of printed materials from the project strengthens the program while uniting the community in celebration of its heritage and culture.

The Roundup Technology also provides Harding County rural students with global opportunities to connect classroom education with foreign countries, urban areas, and other rural communities through the production of a local newspaper, *The Harding County Roundup*”.

Hardcopy readership enjoying the *Harding County Roundup* has grown to almost 300 advertisers and subscribers that spread over the United States including Hawaii and one foreign country. About 100 copies are sold over the counter at local businesses. The newspaper distribution exchanges information with local, state and global communities. As a communication tool, the newspaper enhances and supports a regional movement in rural community development. Entering the second year of operation with a broad base of support, the *Harding County Roundup* is presently operated by committed students, teachers and a few community volunteers.

## **BUSINESS DIFFERENTIATION**

The student-based business provides education and motivation for learning/earning potential through technology training for career preparedness. Technological infrastructure includes DSL, Fiber Optics and a T1 Line at the Mosquero Municipal Schools making it possible to do business all

over the world. Long range plans include "Roundup Technology" Commerce for retailing products through the Harding County Website.

## **BUSINESS GOALS:**

- Expand students' interest levels in the process of developing leadership, interpersonal, and team skills
- Concentrate on teaching multi-media and technical skills through a myriad of interactive opportunities
- Develop responsible, ethical and professional workplace behaviors
- Create numerous partnering opportunities with county, state, federal agencies, small and big businesses, and the community neighborhood
- Develop and market an innovative multi-media educational center designed to draw neighboring students and teachers to Harding County
- Provide a means for youth to play a role in bridging the urban-rural divide in New Mexico, the United States and the world through *technology*
- Implement marketing efforts to increase economic activities, thereby expanding the potential for rural community economic sustainability through job creation and improved quality of rural life

### **Businesses under the Roundup Technology Umbrella**

#### **PIRATES' PHOTOSHOP & PRODUCTIONS**

- The services provided include graphics and media assistance, professional photography, minor and extensive photo restorations. Other services include DVD/CD copying, photo printing and media production. While providing these services, student's skills are expanded by learning software programs including Pinnacles 'Studio Nine, Adobe Photoshop, Adobe In Design, Microsoft PowerPoint and Publisher, Quark Xpress, and Zulu Microboard.

#### **FAMILIAS de NUEVO MEXICO**

- The "Familias de Nuevo Mexico Dinner Theater" is an annual community highlight. Importantly, this project is considered a highly valued means of historic preservation because Harding County is the only county in New Mexico that does not yet have a museum.

##### *Student/Community Benefits:*

1. Family stories, accented with digital photography, are written and published in an original history book
2. Story Boards are created and displayed at the annual dinner theater and for a variety of events. (They have also been displayed at the State Capital during the Legislative session)
3. Students produce and act out the story vignettes at a lively and entertaining community dinner theater
4. Students publish a book and create DVD's of interviews and the dinner theater play for Roundup Technology retail sale

#### **HARDING COUNTY ROUNDUP**

- County newspaper published, managed and sold by Roundup Technology. One of the main purposes of the student newspaper is to teach journalism, develop marketing skills, and prepare students to develop a serious sense of responsibilities in meeting deadlines. Importantly, students are introduced to financial business management by maintaining accurate bookkeeping for subscriptions and advertising records.

## **TILT CREATIONS**

- *Balloon Bouquets*, sports photo pins and homecoming badges are produced in-house. This arm of the Roundup Technology business provides a creative, convenient, and deeply appreciated selection of gift items for purchase in the community.

## **DESCRIPTION OF RESOURCES**

Most importantly, resources include intelligent, motivated students and dedicated, creative, teachers. Infrastructure includes a T1 Line, DSL and Fiber Optics. Technology resources include 6 servers to provide the needs of the school district LAN/WAN. There are approximately 100-networked workstations in 4 buildings and 38 homes. All workstations are installed with Windows 2000 or XP Professional operating systems. There are 5-networked printers and 4 scanners. The District has a category 5e LAN with a gigabit fiber backbone between all buildings. A Wireless network is installed for local access within 200 yards of the high school building. All classrooms have 8+ drops available for use. The District is in the process of upgrading and expanding the current wireless system. "Laptop Learning Initiative" laptops are also used in the school.

## **DESCRIPTION OF GOALS**

- Lead the Roundup Technology umbrella toward becoming an independent income-producing entity
- Increase income from Roundup Technology to a level that sustains a paid editor from the community, which will provide employment in a remote, ranching community that is struggling to survive in our fast-paced society
- Increase income to include stipends for trained 'Roundup Technology' project students
- Expand the opportunity for community members to place orders from TILT CREATIONS and offer local delivery services
- Introduce E-Commerce into the existing business matrix
- Earn regional and global recognition through the introduction of 'Roundup Technology' students into an e-commerce environment
- Through technology, expand opportunities to draw teachers, students and larger audiences to live and work in Harding County

## **CONDUCT MARKET RESEARCH**

- Pursue more advertisers and subscriptions for the *Harding County Roundup*
- Recruit partners from local, county, state, national and global businesses and entities
- Survey to see if there is a market for sports' supporter posters, advertising posters, and event posters for our community and the surrounding areas.
- Draft a questionnaire regarding public interest in E-Commerce web site
- Conduct survey of residents interested in putting items on site
- Contact Harding County Alumni or Harding County Roundup subscribers by email/letters – include questionnaire
- Include request for donations to HomeTown Competitiveness Group
- Include information on how alumni can support Nature Tourism plans

## **BUSINESS PLAN FOR 'ROUNDUP TECHNOLOGY' EXPANSION**

While the program has realized great success, increased growth has outstripped capital, preventing the business from adequately meeting expenses. The goals for this business plan are:

### **LOCALIZE MAILING**

- Continue the Postal Permit for mailing *Harding County Roundup* newspaper from Mosquero Post Office

### **INCREASE REVENUE TO SUPPORT ‘Roundup Technology’ PRODUCTS**

- Purchase printers and supplies that will print the *Familias de Nuevo Mexico* book and enhance the production of the *Harding County Roundup*
- Purchase media supplies, hardware, and software needed to produce ‘Roundup Technology’ products
- Purchase a poster printer for the school, village, county, state, and surrounding areas.

### **TRAIN STUDENTS, STAFF, AND COMMUNITY MEMBERS IN ‘Roundup Technology’ SOFTWARE PROGRAMS**

- Provide Media Mogul workshops that provide training in the software that is needed for the success of the ‘Roundup Technology’ projects
- Purchase an Interactive Write or Smart board along with the projector for the ‘Roundup Technology’ classroom to enhance knowledge needed for Roundup Technology

### **PARTNER IN LEARNING WITH BUSINESSES AND ENTITIES OUTSIDE OF THE SCHOOL ENVIRONMENT**

#### **ESTABLISHED**

- Microsoft Partners in Learning Grant
- DWI Council
- Village of Mosquero
- Ute Creek Soil and Water District
- HomeTown Competitiveness Council
- New Mexico State University – Extension Service
- High Plains Regional Educational Cooperative
- Mesalands Community College
- Raton Range

#### **POTENTIAL**

- Hobbs – NEWS – SUN
- Hobbs – Junior College

### **ESTABLISH AN E-COMMERCE SITE**

- Partner with the Hobbs – NEWS – SUN for online sales of *Harding County Roundup*

### **MANAGEMENT TEAM**

Management Team:

Shall consist of the media specialist instructors, school superintendent, schools' business manager, members of the local school board, and students involved in the program

### Advisory Committee:

The Advisory Committee shall include the superintendent, schools' business manager, media specialist instructors, a few board members, a few parents, student media specialists, a member of the Hometown Competitiveness program, TAZTAK consultants, and a community volunteer.

## LONG RANGE GOALS

- Partner with Harding County Historical Group in updating and reprinting the community History Book compiled in 1996, and offer it for sale through the *Harding County Roundup* targeting Harding County Alumni, State Historical Societies, State Preservation Groups, and Museum Gift Stores
- Continue to Partner in Learning with local, state, national, and global businesses and entities that will enhance the learning of the students and aide in the revitalization of our rural area
- Under the umbrella of the Harding County or a 'Roundup Technology' web site, make available student produced media products and the *Harding County Roundup* to a world-wide audience
- Partner in Learning with Microsoft and others to become a **School of the Future**
- Develop a student-based web design/development class for ranchers interested in bringing "Nature Tourism" (a \$108 billion dollar industry, nationwide) to their ranching operations. The collaborative effort expands the entire county's marketing base and benefits ranchers, Roundup Technology, schools, and businesses throughout the county.

## CLOSING STATEMENT

Statistically, 2% of the vote in this country is held by landowners (in rural America); 98% of the vote is in the urban areas. With the window of the world watching, communities in rural America must recognize and accept their responsibility for sustainable quality education systems, land stewardship, water quality, conservation practices & wildlife habitat development, economic health, and the production of healthy food from all agricultural operations. Accountability lies with the people in rural communities.

Pro-active measures and technology can bridge the urban/rural gap to provide assurance rural communities are productive, sustainable and accountable. Using technology and Roundup Technology youth, Mosquero Municipal School students are major role-players in positioning Harding County toward expanding a healthy economy and enhancing the rural quality of life.