

**October 2015**

**Allentown Chamber of Commerce**

Letter from the President

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**Building 21**

Remember when you were in high school? Some of you may be thinking back to the 90s, and others may be looking back to the 50s. So, how has high school changed since the 1950s? Someone once said that if you were from the 1950s and transported into our high schools today, you would not see much difference in the way we teach.

Could you imagine if any business you can recall from the 1950s never changed? They would have folded up by the 1970s (or, in the case of the automotive industry, been subsidized by the Federal Government).

Business has changed dramatically since the 1950s and we must change the way we educate our youth. In Allentown, we have this opportunity today through Building 21.

Building 21 is a public school, not a charter school, whose mission is to provide true educational innovation for our High School students. Building 21 will provide students with a unique approach to their academic experience through a competency-based educational model that provides flexibility in how, what and where students learn. Students will be supported as they design personalized learning pathways and choose from a variety of instructional opportunities that include blended learning, project-based learning and experiential learning.

Internships will be held at professional offices, healthcare facilities, and virtually any business. Phil Osborne, Co-Founder of Digital Feast, said during the August 27th Building 21 ribbon cutting, "All you need is a heart and some time." Digital Feast already has over one dozen excited and eager students participating in their after school "lab" at Digital Feast's studios, located on Hamilton Street in the Butz Corporate Center.

Building 21 is a great opportunity for businesses to create their destiny while investing in the real life education of our students. Please consider joining us on November 17th to learn more about Building 21. This is your opportunity to become full engaged in transforming today's students and your soon-to-be workforce. I hope to see you there! [www.b-21.org](http://www.b-21.org).