



# SET

THE SCHOOL FOR  
ENTREPRENEURSHIP  
& TECHNOLOGY

A PUBLIC CHARTER HIGH SCHOOL

READY...

SET...

SOAR.

ENROLLMENT BROCHURE  
2017-18

ONLY 80 FRESHMEN  
STUDENTS ACCEPTED!



School for  
Entrepreneurship  
& Technology



# WELCOME

From Dr. Neil McCurdy, Principal and Chief Educational Officer

It is my honor and pleasure to welcome you to The School for Entrepreneurship & Technology. This school is the synthesis of two of my passions—entrepreneurship and technology—and delivers to our students two skill sets and mindsets that are essential to finding success in the 21st-century economy. I have been filled with wonder and awe throughout my lifelong exploration of technology and science at the marvels of human ingenuity and wondrous mysteries that the universe has left for us to discover. Throughout this period of discovery, not a single day has gone by without me learning something new, and I cannot count the number of times that my entire worldview has been upended by something new that I have learned. How lucky I am to have had the good fortune to engage in this continued discovery of knowledge and to be in a position where I can instill in our students my same passion!

During my time of technological exploration, I have also lived the ideals of entrepreneurship. I learned early in life that I did not want to be known as just a number or just another cog in the wheel. Though I did not know it at the time, I had been endowed with the entrepreneurial spirit. Indeed, I have been an integral part of a three-person start-up; I have been a graduate student in a small lab; I have taught in small charter schools; and I have been a part of the leadership team of SET High from its inception. Entrepreneurship is not just about starting your own company, though. To me, it is the freedom to innovate, the freedom to solve problems, the freedom to build what you want to build, the freedom to be who you want to be, and the freedom to dream what you want to dream. At SET, we strive to produce students who embody the entrepreneurial spirit and the skills and confidence to be able to strike out on their own. We will give your child the confidence to take risks, the confidence that he or she can try again, and the confidence that failure is not permanent. In fact, at SET, we explicitly teach that failure is part of the natural learning process and the necessary result of stretching our abilities to the limit.

Entrepreneurship and technology is the perfect pairing because technology magnifies the talents of the few. Companies like Apple, Microsoft, Google, Facebook, and Amazon were all started by a few individuals working out of their proverbial garages, and each has landed a position in the top 10 most successful companies ever. Technology allows entrepreneurs to disrupt and transform the world. There is not one business sector that has not been massively transformed by technology, and there is not one business sector that is not ripe for entrepreneurs to transform the whole landscape.

All students across the world should at least have an appreciation for both entrepreneurship and technology if they are going to find success. Our students have the opportunity to live and breathe entrepreneurship and technology throughout their high school experience.

**Are you ready? Then get SET and soar!**

# WHY SET

**The School for Entrepreneurship & Technology (SET)** is a WASC-certified, college preparatory, public charter high school geared toward 21st-century scholarship—challenging the status quo in education. We prepare students to achieve extraordinary Common Core test scores and gain acceptance to the school of their dreams while also empowering students to enjoy a lifetime of success in a rapidly changing, technology-driven world.

At SET, pioneering educators and real-world entrepreneurs come together to mentor and mold the next generation of leaders through an immersive curriculum focused on the convergence of entrepreneurship and technology.

## OUR FOCUS

- We SET students up to achieve greatness and to tackle global issues.
- We help students SET their personal brand to better compete in current dynamic and challenging business and social environments.
- We SET the bar high with a personal and rigorous educational experience that promotes critical thinking, creativity, innovation, determination, and leadership, with an emphasis on achieving results.

We are looking for a new generation of leaders with the mindSET to change the world for the better.

**Are you ready? Then get SET and soar!**

## OUR MISSION

The School for Entrepreneurship & Technology (SET) prepares students to thrive both personally and professionally in an increasingly global, technology-driven society. Through an immersive education that combines Common Core standards and a focus on entrepreneurship and technology, SET teaches the practical skills and cultivates the emotional intelligence necessary to launch the next generation of business and social leaders. SET inspires students to rewrite the traditional idea of success and to lead a new generation of socially responsible trailblazers who will shape the way we work and live.



# SET YOUR SIGHTS



**At SET, the core foundation of our education is the adoption of an entrepreneurial mindset by our students.** By this, we do not mean that our students are expected to be the next Elon Musk, Steve Jobs, or Mark Zuckerberg—although they can be if they choose. What we do mean is that each of our students are expected to embrace a mindset that affirms they are their own most valuable asset. They are a personal brand, and their brand needs to have vision, uniqueness, passionate determination,

boldness, personal investment, and great communication. And once they embrace this entrepreneurial mindset and develop their personal brand statement, their journey will have commenced. That path may lead them to starting the next great mobile-app company, owning a small business, or becoming a doctor or an educator. The entrepreneurial mindset our students adopt at SET will serve them well in all aspects of life—regardless of their chosen career path.

We are going to measure our success not just over the typical four-year time horizon. Instead, we are focused on investing in and helping launch great citizens, leaders, and thinkers who will deliver astounding societal results over a lifetime. Together, we are SET. Thank you for considering SET for your child.

**CULTIVATING THE  
ENTREPRENEURIAL MINDSET**



Paul M Bowers

# SCHOOL INFO

## **The stage is SET.**

The School for Entrepreneurship & Technology (SET) is a comprehensive four-year public charter high school serving grades 9-12 and is fully accredited by the Schools Commission of the Western Association of Schools and Colleges (WASC). SET currently resides in a state-of-the-art, two-story campus located in the suburban area of Serra Mesa in the heart of San Diego. Our diverse academic environment will always be small in size and will never exceed 320 students on campus.



## **IMPORTANT DATES**

### **2017-18 School Year**

#### **OPEN ENROLLMENT**

**November 1, 2016 -  
March 1, 2017**

#### **OPEN HOUSE**

**February 2017**

#### **SCHOOL YEAR BEGINS**

**August 2017**

# FAQs

- **What is the enrollment process?**

Pick up an enrollment package at the school or visit us online at [sethigh.org](http://sethigh.org) and return the New Student Enrollment Form to the campus or via e-mail or fax.

- **Is SET an accredited high school?**

SET is WASC accredited, and our classes meet the UC A-G graduation requirements and guidelines.

- **Does SET provide Special Education services?**

SET has its own Special Education department, co-teachers, and academic coaches.

- **Does SET provide transportation?**

SET provides MTS passes for students who are eligible for the Free-and-Reduced Lunch Program. Most of our students have transportation to and from school.

- **What is your class size?**

SET has about 25 students per class. The school maximum is around 320 students with approximately 80 students for each grade 9-12.

- **Do you offer AP courses?**

AP courses are offered online through the National University Virtual High School Program. Interested students can obtain approval from their advisor and by fulfilling any prerequisites.

- **What extracurricular clubs are offered?**

The SET Associated Student Body (ASB) provides the Entrepreneurship, Robotics, Pride, Bowling, Film and Photography, and Poetry Clubs as well as the Empowering Women Club.

- **Does SET offer internship opportunities?**

SET believes strongly in internship opportunities. In fact, our Internship course is a graduation requirement for our seniors. In addition, the SET Internship Speaker Series provides opportunities for our students to engage in a discussion with entrepreneurs as well as explore internship opportunities with businesses and organizations.

# SUPPORT

Our administration team is a click or a call away to help you with your questions!



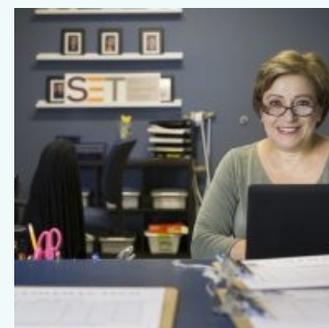
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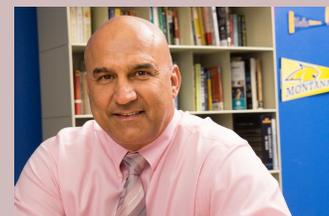


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## COMMUNITY OUTREACH AND DEVELOPMENT



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SET YOUR BRAND

GET SET FOR  
SUCCESS

SET YOUR PATH

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