

## Levi Strauss | Lesson Plan

How did Levi Strauss achieve great entrepreneurial success as an immigrant during the Gold Rush?

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Students will understand how entrepreneur Levi Strauss manufactured blue jeans and overcame many challenges throughout his life. They will also understand how his perseverance helped him achieve great entrepreneurial success during the Gold Rush.

### Learning Objectives:

- Identify the obstacles Levi Strauss and his family overcame in order to move to America and achieve success as immigrants.
- Explain how Levi Strauss persevered through various challenges to start his clothing business in California during the Gold Rush.
- Identify the problem and the solution that inspired Levi Strauss and Jacob Davis' partnership.
- Identify ways Levi Strauss gave back to the community.

### Key Vocabulary:

- **Discrimination:** The unfair treatment of individuals or groups based on certain characteristics, such as religion, race, or ethnicity.
- **Steerage:** The lowest section of a ship for passengers who could only afford the cheapest fares and accommodations.
- **Dry goods:** Products that include anything other than food or building materials.
- **Rivets:** A type of metal fastener used to join two or more materials together permanently.
- **Perseverance:** The quality of persisting despite obstacles, difficulties, or setbacks; having a never-give-up attitude.
- **Partnership:** A type of business structure in which two or more individuals or entities join together to conduct business for profit.

**Educational Standards:** CCRA.L.1, CCRA.L.2, CCRA.L.4, CCRA.W.2, CCRA.W.4, CCRA.R.7, CCRA.SL.1, CCRA.SL.2, CCRA.SL.4

**Academic Subject Areas:** Biography, Perseverance, Entrepreneur

### What You'll Need

- Video: *Levi Strauss: The Innovative Inventor of Blue Jeans* (Watch [Here](#))
- Worksheet: *Levi Strauss: The Innovative Inventor of Blue Jeans* (Click [Here](#))
- Pictures of Levi Strauss



## Lesson Plan (45 minutes)

### Warm-Up: (15 minutes)

1. Ask students to think of a problem in their everyday lives they wish they could solve, such as uncomfortable shoes or a messy room.
2. Prompt students to brainstorm a practical solution to this problem. Encourage students to think creatively of an invention that might solve their problem.
3. Display a copy of the “Levi Strauss Worksheet” and pass out individual worksheets to students.
4. Instruct students to write their problem and solution and sketch their invention in the Warm-Up Activity box.
5. Once completed, invite students to share their work with a partner or explain aloud.
6. Initiate a class discussion on inventions and inventors. Prompt students to think about a famous inventor, what their invention was, and the problem that this invention aimed to solve. Invite students to share examples aloud and brainstorm together.
7. Display pictures of Levi Strauss. Invite students to share what they know about the famous inventor and entrepreneur, including his background, his journey to the United States, and how he started his clothing business.
8. Read the rest of the worksheet as a class so students know what to listen for during the video.
9. Set the stage for the upcoming video by highlighting the theme of perseverance and overcoming obstacles. Encourage students to look for ways throughout the video of how Levi Strauss perseveres in the face of discrimination and other challenges.

### Watch and Complete: (20 minutes)

1. Watch the video.
2. Assist students with completing the worksheet alongside the video, encouraging note-taking and active listening.
3. Pause throughout the video to allow students to answer questions—especially short answer responses. If necessary, model short answer responses by restating the question and writing a complete sentence.

### Wrap-Up: (10-15 minutes)

1. Allow students 10 minutes to complete the worksheet independently.
2. Collect as formative assessment or discuss in class.
3. Ask students to read aloud their responses to the “Making Connections” section, focusing on Part C. As students reflect on doubts they have about their Warm-Up Activity inventions working, encourage classmates to share ideas to help overcome these doubts and solve any potential problems.
4. Conclude with an open-ended prompt for students to reflect on what they've learned about Levi Strauss. Encourage students to persevere and work hard to accomplish what they set their minds to, just like Levi Strauss.

**Don't have time for the full lesson? Quick Activity (15-20 minutes)**

Distribute the worksheet and allow students to complete it while they follow along with the video.