



Beyond the Lemonade Stand: Michigan 4-H Future Entrepreneurs Program

Presenter Information:

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Program Parameters

4-H Future Entrepreneurs Program

- Target Audience:
 - Eight MSUE communities in Michigan
 - Rural (4 UP Communities – Mackinac; Delta; Marquette; Schoolcraft) and/or Urban Communities (Detroit Metro Area - Wayne; Oakland; Macomb; and Saginaw)
 - Middle and/or High School Youth
- Objectives
 - Develop 4-H Future Entrepreneur Clubs utilizing the 4-H volunteer model in after school settings

Situation Priorities & Assumptions

- Project context
 - Michigan's Economy – downturn with the impact of the auto industry.
 - Michigan's 2005 State of the State survey found that 80% of the Michigan respondents identified youth job training as a high priority for Michigan.
 - 2005 Cherry Commission Report - "the need for learning environments with high expectations for youth that provide them with opportunities to strengthen skills in creativity, risk taking, responsibility, and adaptability skills that will allow them to compete in an economy that values entrepreneurship.
 - Michigan State University Extension (MSUE) identified developing entrepreneurs as one of its five strategic priorities based on a state issues identification process.

Resources/Inputs

- Fall 2006 – MSUE 4-H received a \$23,000 internal MSUE Grant to kickoff program (covered program costs only – no staff salary)
- Solicited interest from MSUE communities (offered mini-grant assistance, free training and resources, etc)
- 9 MSUE offices were selected to participate in the pilot project (one dropped out because of lack of community support)





**4-H Future
Entrepreneurs
Kick-Off Training
Kettunen Center
January 2007**



June 4-6, 2008

Land Grant Youth
Entrepreneurship Conference

State College, PA

Involved Young Entrepreneurs...

William Beacom

<http://williambeacom.com/>



June 4-6, 2008



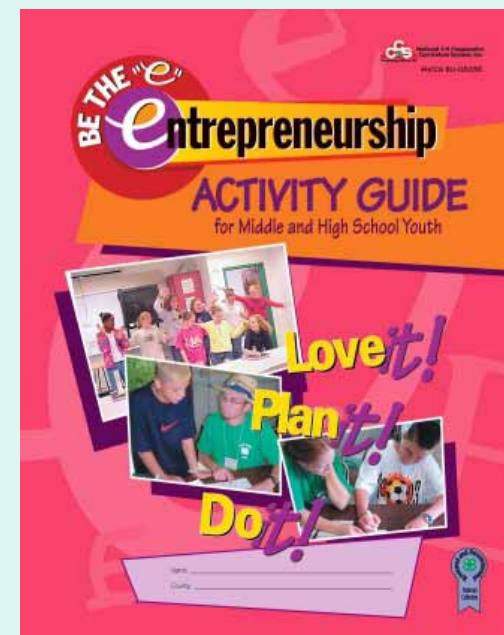
Land Grant Youth
Entrepreneurship Conference



State College, PA

BE THE “e” is for Middle & High School Youth

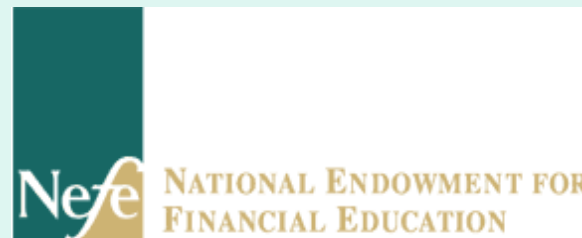
- Created by the National 4-H Cooperative Curriculum System, www.n4hccs.org
- Settings
 - Project Groups
 - Clubs
 - After-School Programs
 - Independent Study with Project Helper



National Endowment for Financial Education (NEFE) High School Financial Planning Program

- **Unit 1 – Your Financial Plan: Where It All Begins**
- **Unit 2 - Budgeting: Making the Most of Your Money**
- **Unit 3 – Investing: Making Money Work for You**
- **Unit 4 – Good Debt, Bad Debt: Using Credit Wisely**
- **Unit 5 – Your Money: Keeping It Safe and Secure**
- **Unit 6 – Insurance: Protecting What You Have**
- **Unit 7 – Your Career: Doing What Matters Most**

<http://hsfpp.nefe.org>



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4-H Future Entrepreneurs Program



Program implementation

- Clubs meet locally in communities (school based; community centers; MSUE offices; etc)
- Volunteer/Staff Driven
- Experiential Learning (utilizing local entrepreneurs; Ask the Entrepreneur Community Events; economic/financial simulations; teaching younger youth)
- Size of clubs range from five to twenty five
- Monthly Conference Calls with Staff (sharing of strategies and resources)
- Result – youth begin businesses (club or individual)

Program Partners



- MSU Student Associations
 - MSU SCNO (Students Consulting for Non Profit Organizations)
 - MSUEA (MSU Entrepreneurship Association)
- MSU Creating Entrepreneurial Communities Initiative
- MSU Product Center
- Michigan Small Business and Technical Development Center
- Local Colleges and Universities (NMU; Oakland)
- Credit Unions; Local Business Alliances
- Junior Achievement
- Local Entrepreneurs

4-H Business and Entrepreneurship Expo



- Will be held June 18-20, 2008
4-H Exploration Days at Michigan State University
- 3 Tracks
 - Be Your Own Boss (51 registered)
 - Growing Your Youth Farm Stand (23 Registered)
 - Raising, Marketing, Profiting from Market Livestock Project (15 registered)

4-H Business and Entrepreneurship Expo



- 90 Total Participants
- Development of a Business Plan
- Opportunity to sell products to 4-H Exploration Days participants during meal times
- Featured Speaker – Timothy Young, Chef; President and CEO of Food For Thought, Top 50 Michigan Businesses

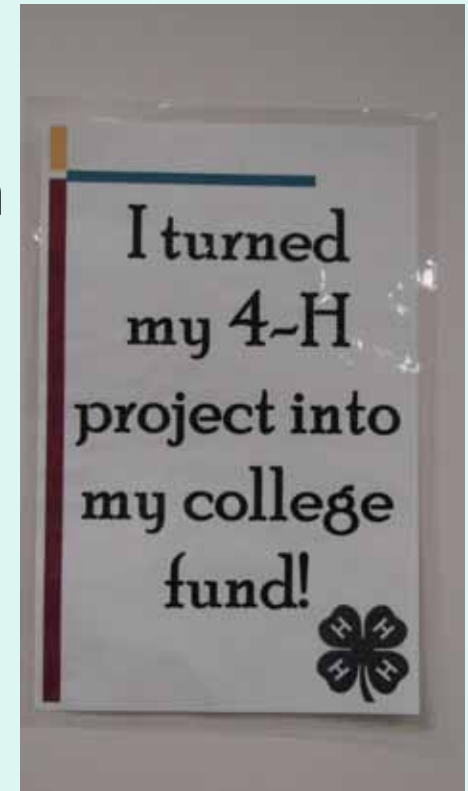
Intended Outcomes

Youth will ...

- Learn what an entrepreneur is, what it takes to be an entrepreneur, and if entrepreneurship is for them.
- Explore the opportunities of turning their passion into a Business
- Understand the basics of starting a business
- Begin either an individual and/or club based business

Impact

- Michigan Impact
 - Improve the economy of Michigan
 - Provide opportunities for new growth in Michigan through entrepreneurial opportunities.
- Michigan 4-H Impact
 - Attract new youth and volunteers to Michigan 4-H
 - Develop a network of youth entrepreneurs
 - Youth Entrepreneurs will give back to Michigan 4-H



Evaluation



- In 2007, MSUE 4-H received a \$40,000 grant from MSU Families and Communities Together Coalition (FACT) for evaluation and stronger presence in Detroit
- Hired Graduate Student – Ying Huang – Higher Adult and Lifelong Education
- Fund Development of one additional Detroit based club at Youthville (Community Center – MSU Outreach)

Evaluation



- Focus Groups
- Outcome Based Surveys (online – Survey Monkey)
- Control Group Surveys (online – Survey Monkey)

Evaluation targeted to be released
September 2008

Obstacles/Challenges

- Youth Recruitment and Retention
 - Lower numbers than anticipated
 - Limited interest with current 4-H audience (MSUE is currently addressing how to increase interest with current 4-H participants)
 - Time commitment for youth with many competing options of out of school time
- “Outside the Box” program
 - New programming for MSUE staff
 - Each program ran a little different (evaluation challenge)
 - Parent Participation in Club Programming (finding the right balance)
 - Mixing Education and Fun – Experiential Learning

Program Logic Summary

