



Entre-WHAT?

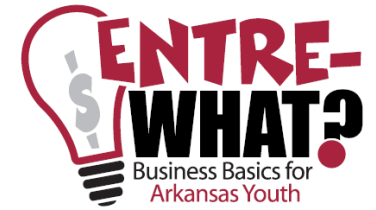
Business Basics for Arkansas Youth

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Program goals

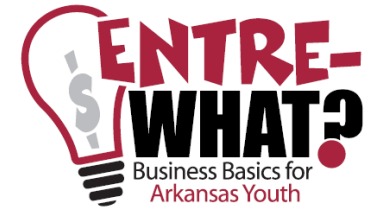


Provide fun & engaging experiential program:

- Introduce youth to entrepreneurship
- Provide youth with knowledge, skills & tools needed to determine if starting & growing a business is right for them, now or in the future.
- Establish support system for Arkansas youth entrepreneurs
- Attract new youth to Arkansas 4-H



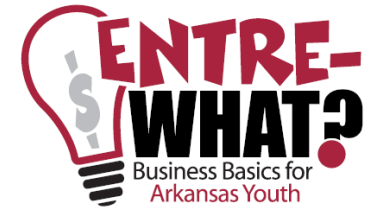
Situation



- Rural communities struggling with loss of jobs and population
- Entrepreneurship touted as solution
- Creating pipeline of entrepreneurs for future is critical component
- 69% of H.S. students interested in starting business – 84% feel unprepared to do so (2005 Gallop Poll)
- Pressure to increase youth involvement in 4-H



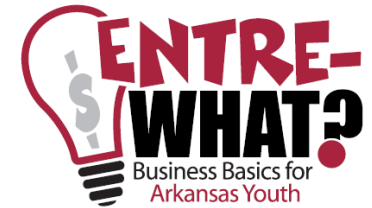
Assumptions



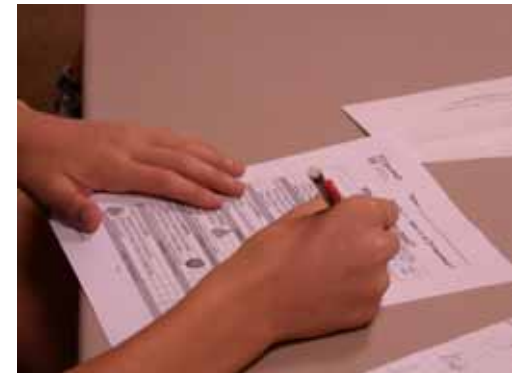
- Continued demand for youth entrepreneurship education
- Business leaders & volunteers will be willing to invest time, effort & financial resources into youth entrepreneurship development



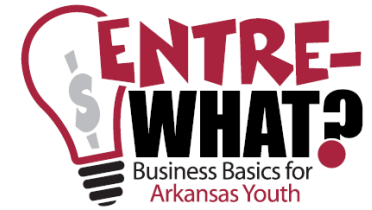
Evidence of support



- Youth Entrepreneurship Showcase (business plan competition through schools)
- Junior Achievement
- Career orientation classes
- Locally-developed programs
- Increased requests for training, programs by county agents
- Strong attendance at programs



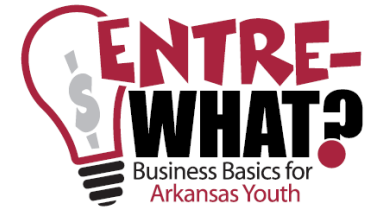
Pilot program



- Initial \$10,000 grant
 - Introductory (Local) Program
 - Five 1-hour sessions
 - 4th and 5th grade age levels
 - Day camp, after school or classroom
 - \$300 mini-grants (10 counties)
 - State Camp
 - Three days, adding camp experience
 - Subsidized registration (\$20)

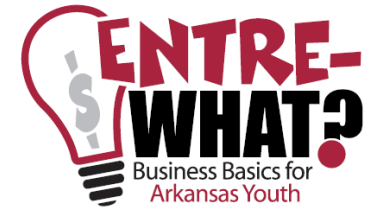


Evaluation of pilot (pre-post test)



- What is an entrepreneur?
- Why is a business plan important?
- Which one of these is part of a business plan?
- What are startup expenses?
- What does WIIFM mean?
- With regard to law of supply & demand, where should price be set?
- What is gross profit?
- True or False: You must be 18 to start a business?

Evaluation of pilot

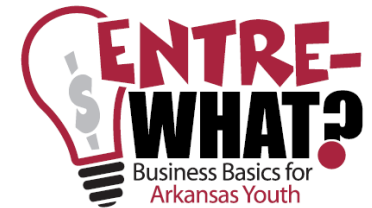


- Participants
 - Local program: 38 youth, 4 counties, age 7-13
 - State camp: 70 youth, 26 counties, age 9-12
- Quantitative data
 - Change in knowledge: -2% to 51%
 - Consider becoming entrepreneur: 88% (LP); 86% (SC)
 - Like to learn more: 79% (LP); 85% (SC)
 - Had fun: 93% (LP); 100% (SC)



Unsolicited success stories

(regarding personal development)

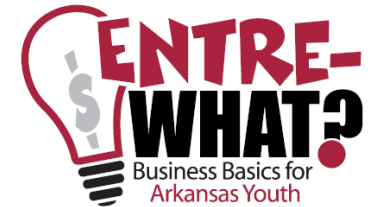


I just wanted to pass on to you that I had 6 kids from my club at the entrepreneurship camp and they all had a great time. One of the girls is very shy and I was worried about her. She did great and was one of the group that designed the t-shirt. At our next club meeting and since, she has talked more than she ever has. Even my daughter Molly commented about it on the way home how much Meagan had talked at that meeting. They were all very excited about the things they learned and had a great time.



Unsolicited success stories

(regarding entrepreneurial activity)

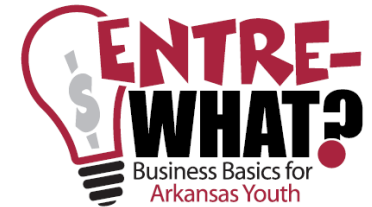


Just thought I'd let you know that the young man from Searcy County who attended the 4-H entrepreneur camp last month came back and started a small venture. He has opened a booth at a local flea market & is the youngest exhibitor/seller. He said he really loved the camp and is very excited.

At a program in Dallas County in August 2007, one youth developed a business plan for a lawn care businesses. In spring 2008, with the help of his parents, he purchased a commercial Exmark lawn mower and has begun his business.

Unsolicited success stories

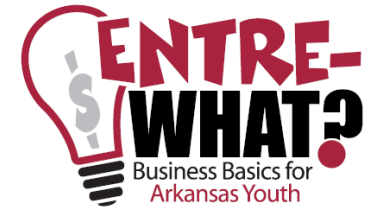
(regarding agent participation)



I would like to encourage you to participate in this in-service training. I really enjoyed the training in January '07. By the time I was ready to conduct the class this summer, I had forgotten some of it, but Stacey came to my rescue and helped with the all-day class. The youth are young and it shocked me at how much they pick up on and how much they enjoyed the class. It was fun and exciting for them.

This is a different kind of educational workshop that we can offer our youth and if you can find the time in your busy schedule to attend the training and then conduct the workshop, I believe you'll be glad that you did.

Resources & inputs

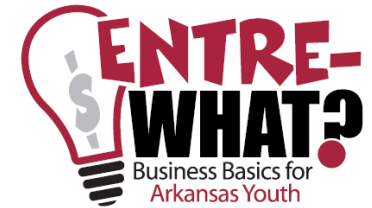


- CED faculty person to provide programmatic leadership
 - Support from 4-H and others
- Advisory Council & Youth Board
- Funding campaign targeted to Arkansas-based companies
- External partnerships
- External research & curriculum
- Agent & volunteer training



Program activities & outputs

(current)

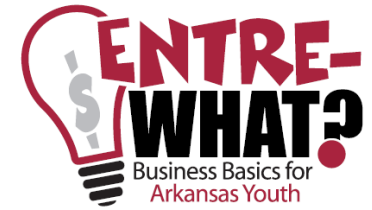


- Introductory program curriculum
- State camp
- Grab-and-go activity plans
 - Different age groups
 - One time event or sequence of activities
 - Topics such as generating entrepreneurial ideas, civic entrepreneurship, exploring characteristics, business planning, effective advertising, market research, opportunity cost, record keeping & financial analysis
 - Leadership groups, existing 4-H groups, school enrichment programs, etc. (*Shifting Financial Attitudes day camp – 13 counties*)



Program activities & outputs

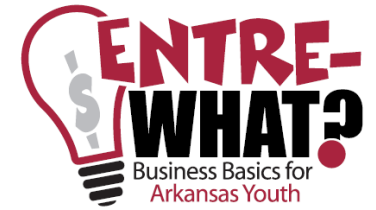
(under development)



- **Competitive activities**
 - business & marketing plan development, new product ideas, product innovation ideas, process redesign/problem solving, civic entrepreneurship, business implementation
- **Noncompetitive activities**
 - youth-business partnerships & youth markets
- **Additional curricula**
 - in-depth learning for a wide range of business-related topics

Program activities & outputs

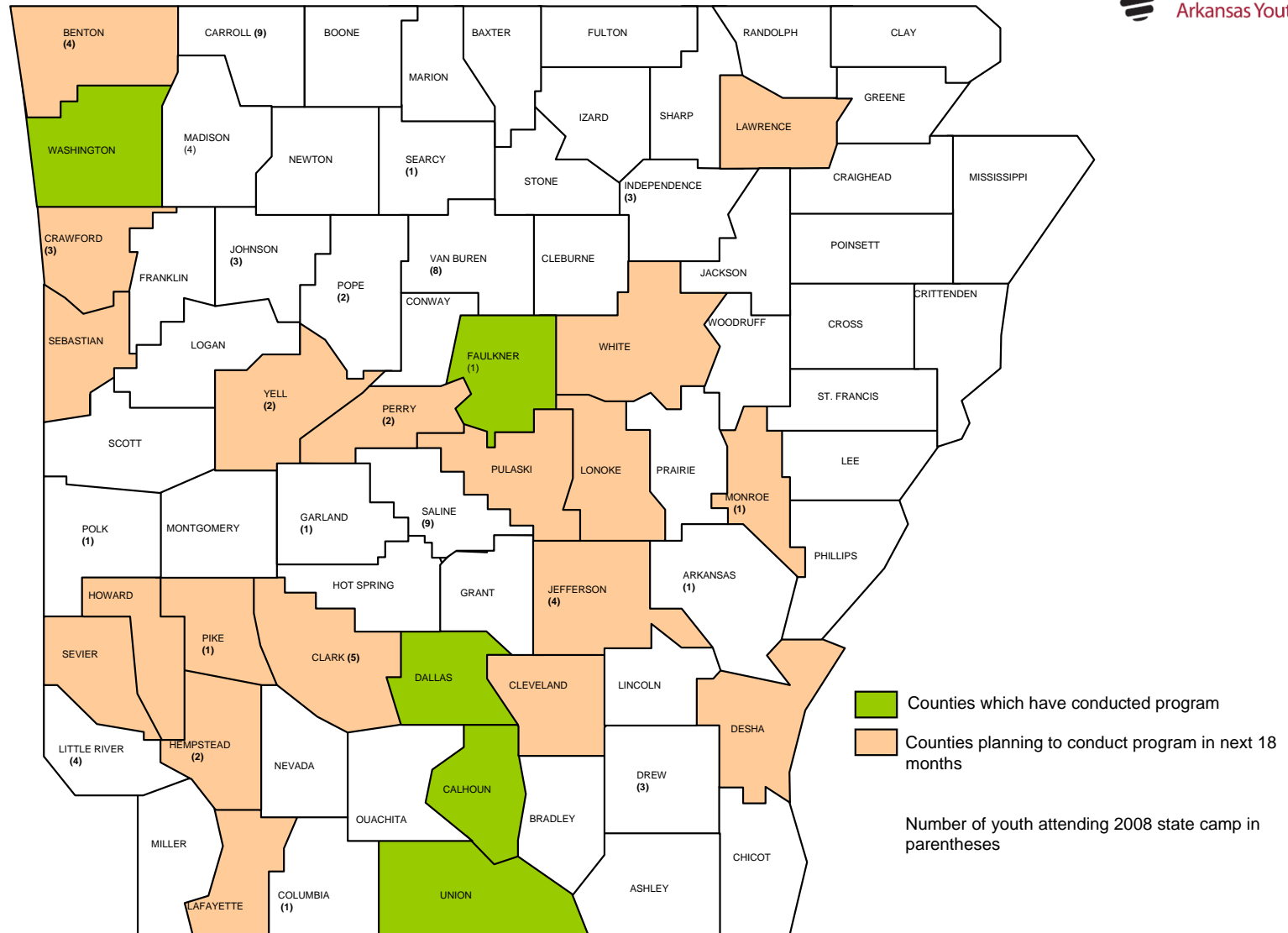
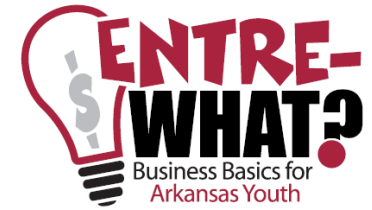
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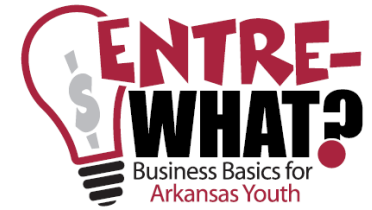
- Integration with STEM programs and tech team
- Website featuring youth activities, learning opportunities & spotlight on youth entrepreneurs in Arkansas
- Individualized entrepreneur support for “real life” ventures



Program activities & outputs



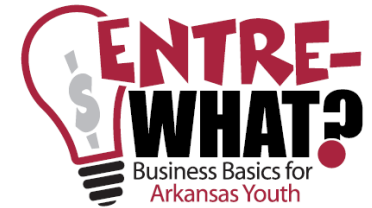
Short-term outcomes



- Increased knowledge of business concepts
 - pre-post tests
- Recognition of importance of youth entrepreneurship education
 - # of program requests
- Interest from youth
 - post-tests
- Growth in 4-H
 - Enrollment, club & volunteer data



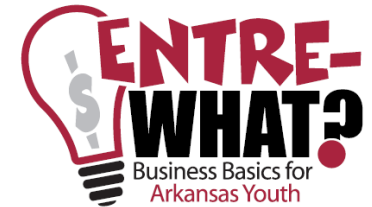
Medium-term outcomes



- Implementation of business skills learned
 - use of online tools & resources
 - results from competitive & noncompetitive activities
 - annual follow-up survey to determine entrepreneurial activity
- Involvement in additional training
 - Participation in multiple activities
 - Entre-WHAT? tracking
 - Annual follow-up survey to determine external participation



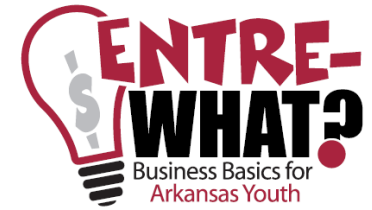
Long-term outcomes



- Increase in number of businesses started
 - Business license data
- Decrease in failure rate among among startups
 - Business license data
- Increased entrepreneurial support
 - Tracking of statewide programs & resources available
 - Community case studies



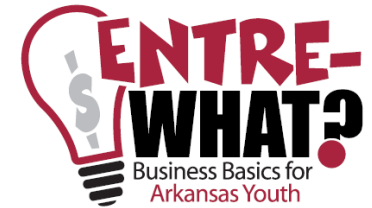
External Factors



- Timing
 - Increased attention to entrepreneurship among some key players
 - Some support from state policy makers, particularly as it relates to high-growth endeavors
 - Support among local policy makers unclear
- Challenges
 - Demand outpacing staffing resources
 - External curriculum resources can be expensive
 - Math skills

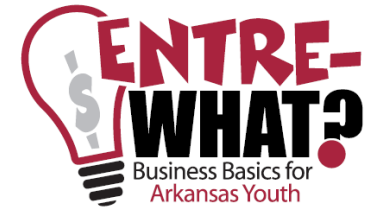


Other lessons learned



- Time consuming
 - Program planning, program development, soliciting funding, marketing, providing training, hand-holding, ...
- Resources are out there – you just have to go after them!
- Some agents need a little push
 - 9 of 15 wanted one-on-one help with program planning
 - 2 didn't
 - 4 taking wait-and-see attitude of success

Other lessons learned



- Flexibility appealing to agents but can cause evaluation headaches
 - Determine threshold level or combination of activity
- Strong need for evaluation of long-term impacts
- Engaging youth in program development can increase your bang for the buck!
 - Engage their entrepreneurial spirit
 - Additional resource
 - Increases support & other spillover effects





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