

V(A). Planned Program (Summary)

Program # 1

1. Name of the Planned Program

Alabama Youth Entrepreneurial Initiatives and Workforce Development

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
601	Economics of Agricultural Production and Farm Management		15%		
604	Marketing and Distribution Practices		10%		
801	Individual and Family Resource Management		25%		
806	Youth Development		50%		
	Total		100%		

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	0.0	3.0	0.0	0.0
Actual	0.0	3.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
0	211597	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	211765	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	27250	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

The implementation of entrepreneurial and workforce development trainings were conducted in schools, on college campuses, community settings, and youth camps. Following previous youth participation in the BTW Economic Summit, a youth empowerment summit was organized for middle school through collegiate students as a component of youth development and 4-H curricula. The goal is to educate and motivate youth to understand and accept what it takes to engage in productive lifestyles and become responsible and caring citizens. Youth participants were engaged in a series of interactive workshop sessions on entrepreneurship, leadership, and healthy choices for live. Through these sessions youth participants were offered the opportunity to increase their knowledge and learn basic skills in personal finance, communication skills, business and social etiquettes, healthy food choices, and networking. Youth Entrepreneurial Summer Camps were held in Macon, Montgomery, Greene, Sumter, and Hale counties. At these camps, students learned about the qualities of an entrepreneur, how to make critical entrepreneurial decisions, practice business skills, and assess their entrepreneurial characteristics.

Work is on-going with the NSBL-TU as its members expand and promote entrepreneurship education on campus and beyond. The chapter has hosted financial literacy workshops, networking opportunities, guest lecturers and entrepreneurial awareness events. Participants who have been exposed to this training consistently report how the information has been helpful in their professional and personal lives. Twenty-eight students from the West Alabama area also participated in a four-day entrepreneurship camp, a collaboration of University of West Alabama and Tuskegee University. Students about developing business plans, marketing, money management, business management, and many other intangible skills they would need to succeed as business owners. At the end of the program, students were able to develop business and marketing plans for their selected business projects. Ninety percent of the students showed improved skills in developing business plans, marketing plans, and money management.

A number of students from Macon, Montgomery and West Alabama counties also participated in various Conferences and Seminars including the National 4-H Conference, a Piggy Bank Design and Career Fairs. Students were exposed to a wide range of activities including workshops, roundtable discussions, focus groups, money management, and making career choices. At the end these events, students showed a greater understanding of leadership skills, setting goals and working to achieve those goals as well as what goes into making career choices.

2. Brief description of the target audience

The targeted audiences are the rural and some urban youths, collegiate students and young adults in the general population, and particularly those in the Black Belt counties.

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	300	200	250	250
Actual	332	2237	637	3903

2. Number of Patent Applications Submitted (Standard Research Output)
Patent Applications Submitted

Year: 2010
 Plan: 0
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total
Plan	0	0	
Actual	0	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Schools, community centers, faith-based organizations, summer camps, extension personnel and youth service agencies.

Year	Target	Actual
2010	35	31

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Youth and adults will explore entrepreneurship, economics, law, government and business ethics; and expand participant's jobs skills, as well as knowledge of math, public speaking, marketing, decision-making and business leadership.

Outcome #1

1. Outcome Measures

Youth and adults will explore entrepreneurship, economics, law, government and business ethics; and expand participant's jobs skills, as well as knowledge of math, public speaking, marketing, decision-making and business leadership.

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	275	6777

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

There is a lack of minority owned small businesses throughout the West Alabama area and a lot of that is attributed to the lack of education in entrepreneurship. Also, the skills in which entrepreneurship teaches are lacking in the West Alabama area; for example, proper communication skills, computer literacy, and math to name the most significant. There is a need to raise these skills within the community to help positive influence West Alabama in the future.

What has been done

A four day Entrepreneurship camp was held at the University of West Alabama in Livingston, AL. There were a total of 28 students. The program was done in collaboration with the University Of West Alabama Department Of Outreach. In the four days the students were taught about developing a business plan, marketing, money management, business management, and many other intangible skills they would need to succeed as business people. There was also a field trip in which the students toured a minority owned small business and a small business incubator where minority owners spoke with them as well as answered there many questions in regards to entrepreneurship.

Results

There was a measurable change in awareness and knowledge that was identified through verbal and written tools. Over 90% of students demonstrated a change. Also, the students were required to give a presentation at the end that they were also judged. The students had to utilize all of the information they learned to make the presentation. This in itself showed their understanding of the material and willingness to learn more. Many of the students expressed an interest in being entrepreneurs. Many were anxious to attend the camp next year because they not only learned but enjoyed themselves while doing so. That in and of itself made this program a success and one that will be done next year to continue providing knowledge in the realm of entrepreneurship.

4. Associated Knowledge Areas

KA Code	Knowledge Area
601	Economics of Agricultural Production and Farm Management
604	Marketing and Distribution Practices
801	Individual and Family Resource Management
806	Youth Development

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Competing Programmatic Challenges

Brief Explanation

Program outcomes were affected by economic conditions in the region and competing programmatic challenges particularly where participants were required to pay a registration/enrollment fees.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- Comparisons between program participants (individuals, group, organizations) and non-participants
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.

Evaluation Results

Educational activities, seminars, workshops, and one-on-one assistance have been provided to youth and young adults in the 12 Black Belt counties and surrounding areas. A total of about 120 students who attended entrepreneurial camps at 4 different locations learned skills in developing business and marketing plans for their selected business projects. Ninety percent of the students showed improved skills in developing business plans, marketing plans, and money management.

A two-day youth empowerment summit was also held for middle school through collegiate students as a component of youth development and 4-H curricula. Youth participants were engaged in a series of interactive workshop sessions on entrepreneurship, leadership, and healthy choices for life. Through these sessions youth participants were offered the opportunity to increase their knowledge and learn basic skills in personal finance, communication skills, leadership, business and social etiquettes, healthy food choices, and networking. Evaluation results showed that 82% of the participants increased their knowledge one or more areas and 60% increased their knowledge in all 6 areas.

Collaborations with the TU National Student Business League and the College of Agriculture, Environmental, and Natural Sciences have also led to improved entrepreneurship, leadership, and science education at the collegiate level.

Eighty-five percent of 201 students who participated in a career fair also showed increased knowledge in leadership skills, goal setting, and making career choices.

Key Items of Evaluation

Following reports from the first Youth Empowerment Summit, its implementation as an annual conference will provide an opportunity to motivate and inspire youth in the region to have a positive outlook about their futures. The annual Youth Summit and the possible development of a "Center for Entrepreneurship" will remain the primary components of this program area. The Center would guarantee TU students the ability to gain a solid entrepreneurial educational base during matriculation and promote a national network of youths, adults, community organizations, business education, and government agencies committed to advancing entrepreneurship education and implementation. The center will promote the development of entrepreneurial programs that empower youth to see and seize opportunities to respond to the social, political, and economic needs of their communities, their nation, and the world. The coalition will accomplish this through education, research, and the dissemination of information on the best practices of effective entrepreneurial programs.