

**Youth Entrepreneurship Education: A Call to Action
Community Forum Hosted by Project 20/20
March 20, 2014, 6:30 – 8:00 p.m., Burnham Brook Community Center**

After presentations by Cheryl Peters from Generation E Institute and Josh Etheridge, a Generation E participant and owner of ClieTec, LLC., attendees (38) were asked to work in small groups to answer the following questions: 1) What are your aspirations for youth in our community? 2) What support could you or your organization provide to aspiring young entrepreneurs? and 3) Where are some possible locations in which youth entrepreneurship education could be taught (i.e organizations, schools, etc.)? Who do you know that should be involved?

A recorder wrote down the ideas from members of each small group. After the discussion, attendees were asked to rank their top five responses for each question, write their answers on post-it notes and place them on the wall. The notes below contain the responses recorded by each group in the group discussion.

1. WHAT ARE YOUR ASPIRATIONS FOR YOUTH IN OUR COMMUNITY?

TOP RESPONSES

- Youth don't leave and come back to our city
- Youth are provided with education, the environment and aspiration to create business
- Youth find their passion
- That we start very early – before high school to train youth in entrepreneurship
- We aspire that you understand that if they do what they love the money will follow
- Let them (students) do a combination of class work and hands-on experience
- Teach the kids to set goals and how to achieve those set goals
- Teach the necessary foundation in education
- More internship opportunities
- Interview skills sets
- More slots at Math & Science Center
- Kids being exposed more to money-making options
- Encouraging them that their dream is attainable – nurturing the seed of hope
- College and work bound and being able to get there

ADDITIONAL RESPONSES

- Kids being exposed to so many things. Can take career tests, but how do you know and see opportunities so they come back to Battle Creek?
- Want kids to get satisfaction of helping other people
- Thriving, rich community
- Help less fortunate kids get affordable college
- Kids kind of wander around library and don't really have a vision. Would like to see young people who don't necessarily have goals – plant seeds in them that they can have their own business
- Education program for kids who definitely want to learn

- Potential in every kid. Show kids the steps. Motivation is key, especially through business whether interview, resume, etc.
- Beauty of entrepreneurship – for kids who many have barriers, online is there for them
- Happy youth, following what they want to do. Go after their dreams. Taking the dream and help young people find their way to do it.
- Programs to help kids pay for college
- Kids with a purpose but not the mentor to help them take the next step – seed of hope
- People who want to learn are separated and cultivated
- Reach the kids going down the wrong path
- Schools need to touch kids – mentally, physically, emotionally
- We take a cookie cutter approach – need to follow up with graduates and ask them “What did we get right? Where can we improve?”
- Where kids bring back what they learned
- Provide kids with the education, environment, aspirations to start business/become entrepreneurs
- Skilled trades – more available and kids are encouraged
- More involved in knowing what business is all about; basics – practical aspect of what youth should know about, have to get them
- Would like to see the trend of leaving the community to disadvantages go away so people can stay instead of leave
- When people move they find themselves behind
- More enabled teachers – support with more teachers
- Other community solutions to computer access
- Robotics – stem programs
- Smaller groups of kids to supervise
- We need to help all of our kids – all the assets of education
- Not every kid wants to be an entrepreneur but knowing what one is helps a kid know if he or she want to be one
- Improve education – teach the necessary foundation
- Co-op, hands-on experience that applies to what they learned in class
- That kids enjoy what they do
- Teach the kids to set goals and how to achieve those set goals

2. WHAT SUPPORT COULD YOU OR YOUR ORGANIZATION PROVIDE TO ASPIRING YOUNG ENTREPRENEURS?

TOP RESPONSES

- Mentoring – encouragement
- Job shadowing
- Education through E3 Achievement – ability to try a business line and explore hands-on learning
- Urban League has meeting space
- New E3 Achievement building for experiential projects
- Schools would be so passionate about preparing kids for the future that they follow-up after graduation to see what they got right and where they need to improve
- Non-traditional opportunities for non-traditional students
- Community guidance (alternative school, social workers, underprivileged kids, neighborhood organizations, hospital locations)

- Teach a class, Doug White
- First Tee Program will volunteer their space and mentors, Julie Tindol
- Mentoring at Calhoun Community High School, Lisa Ryan

ADDITIONAL RESPONSES

- At the library – could offer programs 3-5 p.m.
- Work permits at 15
- Starting in 6th grade parents and kids don't get too involved in programming
- See alternative school kids and kids who dropped out and reach them
- Marketing to teens is a challenge. If you can break through, it's great. Social media works to get kids involved.
- Be open-minded, non-judging and feed youth food to grab their attention
- School-to-work program or a paid skilled program on how to interview
- Go to a school and tell their story about how they made it
- See enthusiastic kids have some sort of accelerated track to entrepreneurship
- 5 day summer camps
- E3 Achievement
- Urban League – Future Force, STEM girls program, encouraging entrepreneurship in science
- Find ways to embed entrepreneurship education in lots of different venues
- Talk to parents about encouraging - "There are opportunities everywhere"
- Support Generation E through Board
- Stetler Homes – used to do summer help for students
- Need to encourage communication about opportunities – networks, newsletter to businesses
- Find established business owners to mentor kids in our community
- AAUW is supporting robotics
- Ask and recruit retired teachers and successful people to mentor
- Need coaches involved
- Need something for kids to learn the soft skills
- Help kids connect with people who have the skills an entrepreneur needs to achieve what they want to do
- Mentoring – reviewing business plans, by offering life skills to work in the community through the "First Tee Program"
- Interview skills for hiring and to be hired
- Jason Coates – business teacher may be an asset
- Robotics teacher at KCC may be an asset
- Tech center may be an asset

3. WHERE ARE SOME POSSIBLE LOCATIONS IN WHICH YOUTH ENTREPRENEURSHIP EDUCATION COULD BE TAUGHT (I.E ORGANIZATIONS, SCHOOLS, ETC.)? WHO DO YOU KNOW THAT SHOULD BE INVOLVED?

TOP RESPONSES

- Make sure locations are known so kids don't have to search
- Churches (x2)
- Urban League
- Full Blast
- Willard Library

- E3 Achievement
- New Level Sports (x2)
- First Wesleyan
- First Assembly of God
- St. Phil
- Increased participation at CACC – try out programs (x2)
- NPCs
- Battle Creek Area Young Professionals
- Urban League Young Professionals
- Red Cross facilities
- Credit Unions

ADDITIONAL RESPONSES

- Kellogg Community College
- Sprout Urban Farms
- Goodwill Industries
- Willard Library
- Lakeview Schools
- Freedom School
- Urban League of Battle Creek (summer and during school)
- Full Blast
- New Level Sports
- Soft skills/presentation skills
- Alternative education programs
- KCC in summer
- Area schools
- First Congregational
- Encourage expansion at vo-ed center
- Early childhood at vo-ed – training
- RMTC
- Job shadowing – that may turn into a more lasting relationship, bring your child to work day
- Find the community asset and connect them with the resource in our community
- Chamber of Commerce
- Ask Dr. Hicks with BCPS
- See if Red Cross could provide educational opportunities
- Intermediate school district