



# Youth Entrepreneurship Education: A Call to Action

March 20, 2014

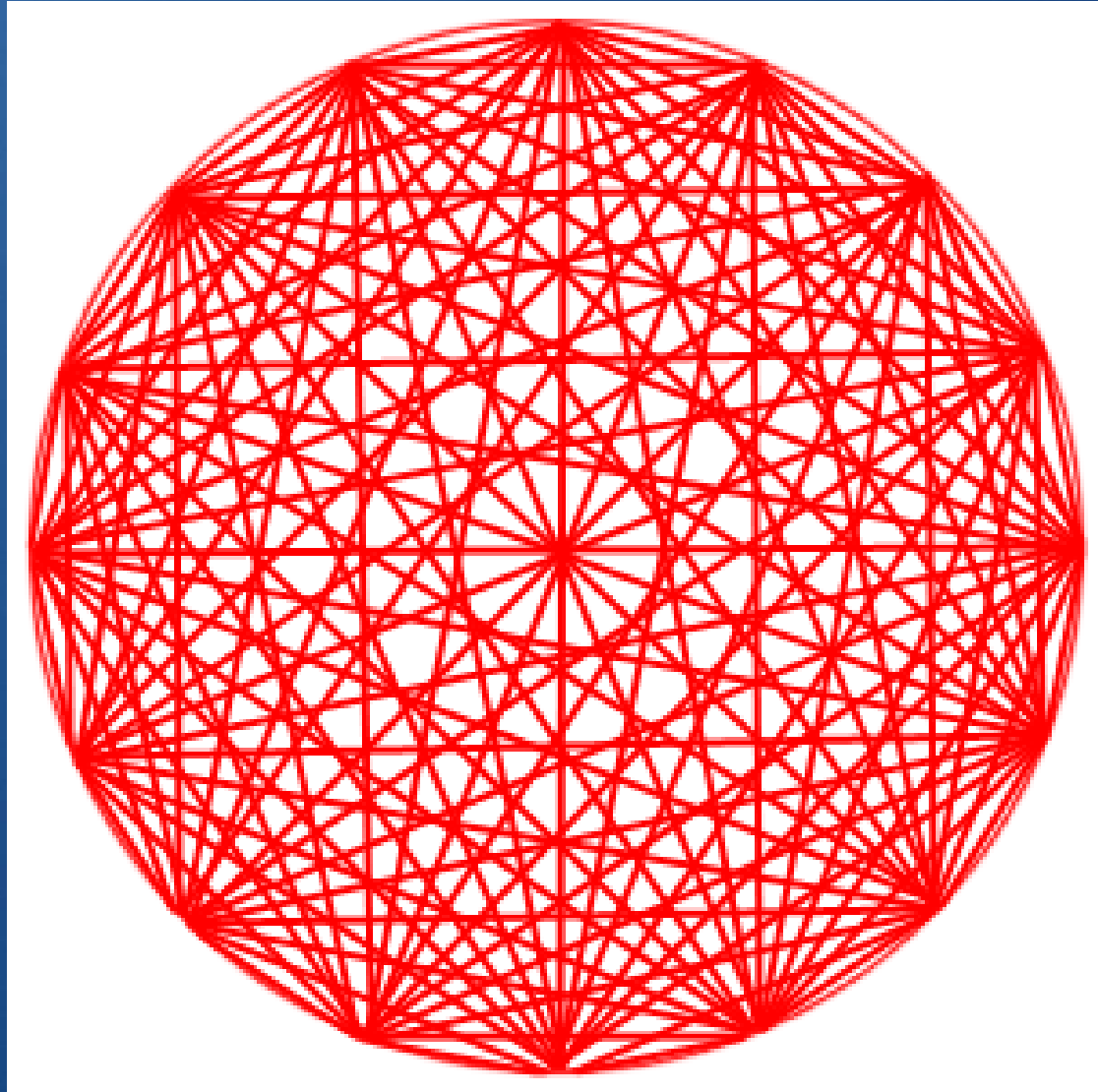
# Welcome



“A vital public life is key to democracy: the public realm is where we learn that despite our many differences, we really are in this together. It is where we have a chance to rub elbows with diversity and realize that ‘the other’ not only lacks horns but may enrich and enliven us, that some kinds of tensions are educative, energizing, and even entertaining rather than threatening. Equally important, public life gives us a chance to size up what is happening in our world, speak our minds about it, hear others speak theirs, and perhaps join some of them in taking steps toward the kind of world we want.”

~ Healing the Heart of Democracy: The Courage to Create a Politics Worthy of the Human Spirit by Parker J. Palmer

# Connections



# Youth Entrepreneurship: A Call to Action

Partnering and Collaboration

Increase High School Graduation Rates

Increase Post-Secondary Training

Job Creation

Keeps Kids in Battle Creek



# Youth Survey Results

400 responses

50% Middle School, 50% High School

- 80% plan to go to college
- Less than ½ think about volunteering
- Less than ½ want to help plan a community event
- 40% think about owning a business
- Many would like to see more community events and sports
- Biggest complaint about school—having to memorize for tests and then it is forgotten
- Hobbies—sports and video games

# Statistics

Friends, donors or community leaders often ask “what difference” does GenEI programs make in the life of the community and its students?

Solid research and national studies show that youth who successfully complete such hands-on business startup entrepreneurial education programs like GenEI have better chances of changing their lives and their futures:

- 93 percent, in one study, achieved at least a high school diploma; compared to 85 percent of Americans in the same age group nationally;
- 88 percent of program alumni were employed with only 69 percent of similar youth nationally;
- Average income of program graduates was \$38,000; compared with the national annual income of \$24,000 for youth overall; and
- One out of every five program graduates is self-employed; compared with one out of nine young adults nationally.

# Youth in a Pipeline to Economic Growth and Sustainability



# Benefits of Generation E

- Youth and adults build positive, connective relationships
- Students build skills that help them not only be an entrepreneur, but also make them a better employee and a better person
- Expansion of creativity and innovation
- Based upon their career pathway interests, students have more direction for their life after high school and place more value on pursuing post-secondary education



# Community Collaboration

- Schools
- Community sponsored organizations
- Faith-based programs
- After school programs
- Summer camps

Pockets of Youth, ages 8 - 26

# Introduction: 2010 Graduate

Josh Etheridge

Owner of ClieTec, Battle Creek



# Please Join Us in Celebrating Youth

## ***Ninth Annual Generation E Student Business Showcase***

- May 13, 2014
- Kellogg Arena
- 9:45 AM – 3:00 PM (12:00 PM – 2:00 PM meet the students, buy their products, meet our future business owners and great employees)

Speakers, alumni panel, competition, judging, awards and recognition



*“Never doubt that a small group of thoughtful, committed citizens can change the world, it is the only thing that ever has.”*

~Margaret Mead, anthropologist

# Group Discussion



- Choose a recorder to capture your discussion on the note sheet
- Be respectful, open and honest
- Keep conversations on track
- Actively listen to others
- Contribute to the conversation
- **HAVE FUN!**

# Discussion Questions



- 1) What are your aspirations for youth in our community?
- 2) What support could you or your organization provide to aspiring young entrepreneurs?
- 3) Where are some possible locations in which youth entrepreneurship education could be taught? Who do you know that should be involved?

Please choose top 5 answers for each and write on post-it note (1 post-it per question)

# Next Meeting





March 27, 2014

8:00 – 10:00 a.m.

Burnham Brook Community Center  
200 W. Michigan Avenue, downtown  
in partnership with  
The Coordinating Council

# Thank You



- Sign-in at the door
- Fill out a survey
- Support our work (contribute online or pick up envelope at the door)
- Invite others to attend
- Visit [bcproject2020.com](http://bcproject2020.com)
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