A Legacy of Service....

Team Info
The University of Nebraska at Kearney (UNK) is located in the ‘heart’ of the United States. It is our team’s 6th year on campus, and we currently represent 13 different majors. We receive no college credit for our SIFE involvement. Instead, we all share one common vision of making the world a better place.

Team Stats
Academic Year Founded: 2003-04
Members: 21
Projects Completed This Year: 20
Direct Impact: 16,593
Total Hours: 2,153
Media Impressions: 1,876,155

Achieving our Mission: Key Goals
1. Build Strong Team Member Base
2. Expand and Improve Outreach Projects
3. Establish New Collaborations

Business Advisory Board
Dan Shundoff
Founder & CEO, Intellicom
Galen Hadley
Nebraska State Senator
Jason Downing
The Buckle
Carolyn Bendfeldt
Owner, Affiliated Brokers Insurance
Vaughn Duncan
Farmers & Merchants Bank
Bob Hobbs
Community Action Partnership
Mary Rittenhouse
Center for Economic Education
Odee Ingersoll
Nebraska Business Development Center
Carrie Stithem
Center for Rural Research and Development
**What Not to Wear**

**Criteria Met:** 2, 7

**Objective:**
- Address need expressed by parents, teachers, and regional employers
- Educate high school students about professional business attire and behavior
- Provide activity in a fun, interactive format

**Future Action Plan:**
- More fully integrate Business Advisory Board into the project
- Expand style show to include short skits on appropriate (and inappropriate) business etiquette
- Use ‘clicker’ or other immediate feedback systems to better gauge participant responses and impact

**Outcome:**
- Presented a style show to 198 high school students that depicted ‘what not’ and ‘what to’ wear for a variety of occasions (interview, business casual day, etc)
- Partnered with the Kearney Chamber of Commerce to offer event and had local television personalities serve as masters of ceremony
- Event was lively with participants very involved in the show – very positive feedback from teachers and students

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**New Venture Adventure**

**Criteria Met:** 1, 2, 3, 4, 5, 6, 7

**Objective:**
- Reduce Nebraska’s ‘brain drain’ and contribute to the success of our region’s economy
- Help students gain an understanding and inspiration for entrepreneurship
- Demonstrate that local opportunities are not limited
- Incorporate activities covering each of the SIFE judging criteria
- Expand and improve project materials from prior year

**Outcome:**
- Hosted over 200 high school students and teachers from 19 different schools
- New activities successfully incorporated in the areas of ethics, world markets, and environmental sustainability
- Partnered with over 40 students, bankers, realtors, and judges from other UNK organizations and local firms
- Obtained corporate sponsorship for event
- Received solid media coverage totaling nearly 783,000 media impressions
- Feedback from students, parents, teachers, and parents overwhelmingly positive; 16% knowledge gain on pre/post tests

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**Global Travels of a T-Shirt**

**Criteria Met:** 1, 5, 7

**Objective:**
- Help students in a landlocked state realize they are global consumers and importance of free markets
- Teach kids how the money they spend impacts people from all around the world

**Future Action Plan:**
- Offer workshop to even more students
- Expand offering to younger students

**Outcome:**
- Partnered with Center for Rural Research and Development to present ‘Global Travels of a T-Shirt’ workshop to 80 middle schools students
- Educated students on how a simple product is made from materials all around the globe, and how the t-shirt keeps circulating after use
- Positive feedback from students, teachers, and project partners

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**Team Sustainability**

**Criteria Met:** 1, 2, 3, 4, 5, 6, 7

**Objective:**
- Build a strong team member base
- Establish new partnerships
- Expand and improve outreach projects

**Future Action Plan:**
- Continue to expand our team member base
- Leverage existing relationships and build new ones
- Establish new funding sources to provide added stability
- Create new ways to measure project impact
- Provide a future of promise for even more individuals in our region and around the world

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**Recycle Cycle**

**Criteria Met:** 4, 5, 7

**Objective:**
- Address needs expressed by university officials that recycling efforts are below expectations
- Join forces with janitorial efforts to promote recycling efforts

**Future Action Plan:**
- Match endeavors into more buildings around campus
- Examine recycling habits and strategically place bins to best fit student traffic patterns

**Outcome:**
- Placed more than 20 posters with recycling bins around campus to promote recycling efforts in a fun, engaging way
- Observed bins now full of recyclable materials
- University administrators and janitors note increased collections of recyclable materials

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**And a Future of Promise…**
Future Action Plan:

Outcome:
- Offered 7 different workshops during week-long event (3 Dollars and Donuts Sessions, Financial Jeopardy, Smart Money Kid Essay Contest, Bringing You the Green, three versions of Newspapers in Education Kids’ Pages)
- Reached over 14,000 individuals, including elementary, middle, high school and college students, as well as adults
- Dollars and Donuts - knowledge increase of 29%; 98.6% would recommend to a friend
- Successfully incorporated elements of environmental sustainability into events

Objective:

Criteria Met: 1, 2, 4, 5, 7

Outcome:
- Collected 1,500 books (so far!) from various donors
- Promote book drive across campus
- Revenue generated from the books will fund all of the materials for a 35-student classroom in Africa and will be loaned to KIVA entrepreneurs

Future Action Plan:
- Offer the workshop again next year, and expand to two more schools and students of different ages
- Incorporate new ethical dilemmas
- Create new, more extensive coloring and activity books for variety of age groups
- Continue to leverage relationships with local schools

Better World Books

Criteria Met: 1, 2, 4, 5, 7

Objective:
- Respond to the need to improve literacy in Africa
- Help young African students build essential skills that can help to enhance their quality of life
- Promote book drive across campus

Outcome:
- Collected 1,500 books (so far!) from various donors
- Revenue generated from the books will fund all of the materials for a 35-student classroom in Africa and will be loaned to KIVA entrepreneurs

Future Action Plan:
- Offer to continue book drive and partner with UNK organizations to promote our cause
- Expand efforts into more areas of the world (we have previously supported Latin America and Africa, and would like to expand beyond those areas)

Smart Money Week

Criteria Met: 2, 6, 7

Objective:
- Educate people of all ages about the importance of financial literacy - particularly necessary in today’s economic climate
- Expand and improve workshops, offering new topics and events

Outcome:
- Covered two key ethical dilemmas: bribery and stealing
- Students were excited about the activity and feedback from participants in prior years

Future Action Plan:
- Offer new Dollars and Donuts workshop topics that are relevant to current needs and events
- Improve projects by incorporating feedback and suggestions gathered from participants in prior years

Adventures in Ethics

Criteria Met: 2, 6, 7

Objective:
- Respond to local scandal involving embezzlement at Kearney school foundation
- Teach elementary students the importance of making ethical and courageous decisions in their own lives
- Use small-scale, relatable examples that can be connected to bigger, real-world, business examples
- Provide a coloring book to reinforce the learning concepts and encourage the students to discuss the ideas learned with family, friends, and teachers

Outcome:
- Provided interactive skits and a lively conversation to 88 students and 8 teachers in two age divisions
- Covered two key ethical dilemmas: bribery and stealing
- One age group was actually experiencing problems with stealing in the classroom; their teacher said that the workshop really helped them see the consequences of their actions
- Students were excited about the activity and feedback from teachers and parents indicated it was effective in raising awareness of moral responsibility

Future Action Plan:
- Offer the workshop again next year, and expand to two more schools and students of different ages
- Incorporate new ethical dilemmas
- Create new, more extensive coloring and activity books for variety of age groups
- Continue to leverage relationships with local schools

Empowering Lives! (KIVA Lending)

Criteria Met: 1, 2, 3, 4

Objective:
- Help entrepreneurs from around the globe make great strides toward economic independence
- Expand our reach beyond the borders of the United States
- Provide funding to a diverse set of entrepreneurs and track their progress via KIVA updates

Outcome:
- Loaned funds to 16 entrepreneurs in 9 different countries: Azerbaijan, Bolivia, Cambodia, Ghana, Mali, Nigeria, Pakistan, Peru, Uganda
- To date, 67% of loans have been repaid
- Entrepreneurs have made significant progress in their business ventures

Future Action Plan:
- As loans are repaid, reinvest those funds to support even more fledgling entrepreneurs
- Expand efforts into every continent of the world
- Personally visit one of our sponsored entrepreneurs (an ambitious plan, but one we hope to accomplish)

Etiquette Dinner and Mock Interviews

Criteria Met: 2, 6, 7

Objective:
- Help college students learn professional business etiquette, a need stressed by many area employers
- Expand project by offering mock interview sessions

Outcome:
- Partnered with UNK Career Services to present course material
- More than 93% of participants felt very confident about proper business etiquette and interviewing skills following the event
- 100% of participants stated they would recommend the workshop to a friend

Future Action Plan:
- Expand reach for event to include students from all colleges on campus
- Seek alternative guest speakers and venues to provide variety
- Extend and improve mock interview sessions

SIFE Judging Criteria

1 - Market Economics  2 - Personal Success Skills  3 - Entrepreneurship  4 - Financial Literacy  5 - Environmental Sustainability  6 - Business Ethics  7 - Team Sustainability
<table>
<thead>
<tr>
<th>Projects</th>
<th>Description</th>
<th>Hours</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Market Economics</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Travels of a T-Shirt</td>
<td>Taught middle school students how global sourcing enables creation of a simple product</td>
<td>152</td>
<td>80</td>
</tr>
<tr>
<td>The World At Your Fingertips</td>
<td>Partnered with local professionals to teach college students about global opportunities</td>
<td>16</td>
<td>41</td>
</tr>
<tr>
<td>University Book Swap</td>
<td>Created opportunity for UNK students to purchase and sell textbooks at reasonable prices</td>
<td>166</td>
<td>200</td>
</tr>
<tr>
<td><strong>Personal Success Skills</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome to the Real World</td>
<td>Challenged high school students to recognize implications of decisions they will likely face after high school</td>
<td>24</td>
<td>Captured Below</td>
</tr>
<tr>
<td>What Not to Wear</td>
<td>Provided a ‘business attire’ style show to high school students featuring local celebrities</td>
<td>46</td>
<td>198</td>
</tr>
<tr>
<td>Etiquette Dinner &amp; Mock Interviews</td>
<td>Educated college students on business etiquette; conducted mock interviews with local professionals</td>
<td>84</td>
<td>33</td>
</tr>
<tr>
<td>Books for Africa</td>
<td>Held a campus book drive to support literacy efforts in South Africa</td>
<td>54</td>
<td>35</td>
</tr>
<tr>
<td>Campbell’s Let’s Can Hunger</td>
<td>Developing strategies for a community-wide food drive and hunger awareness campaign</td>
<td>5</td>
<td>TBA</td>
</tr>
<tr>
<td><strong>Entrepreneurship</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Venture Adventure</td>
<td>Held our third annual new business venture challenge for high school students from 19 different schools</td>
<td>401</td>
<td>225</td>
</tr>
<tr>
<td>Empowering Lives! (KIVA)</td>
<td>Provided micro-loans to entrepreneurs in developing countries</td>
<td>8</td>
<td>74</td>
</tr>
<tr>
<td>Free Enterprise Lecture Series</td>
<td>Partnered with the Center for Rural Research and Development to host John Perry, CEO of BioGreen</td>
<td>12</td>
<td>46</td>
</tr>
<tr>
<td>Learning with Lemonade</td>
<td>Will present a virtual lemonade stand activity to over 2,000 kids at the Kids Explore event in Mid-April</td>
<td>1</td>
<td>TBA</td>
</tr>
<tr>
<td><strong>Financial Literacy</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smart Money Week</td>
<td>Provided 7 activities for a variety of audiences during this week-long, financial literacy education campaign</td>
<td>Captured Below</td>
<td>Captured Below</td>
</tr>
<tr>
<td>Newspapers in Education</td>
<td>Produced financial literacy educational pages for students of all ages; also distributed to local schools</td>
<td>68</td>
<td>13,770</td>
</tr>
<tr>
<td>Financial Jeopardy</td>
<td>Challenged college students to compete in a lively game show, testing their ‘financial smarts’</td>
<td>71</td>
<td>60</td>
</tr>
<tr>
<td>What’s with this Economy?</td>
<td>Partnered with local professional to give college students tips for surviving a recessive economy</td>
<td>15</td>
<td>40</td>
</tr>
<tr>
<td>UNK Student Financial Panel</td>
<td>Utilized the HSBC ‘Your Future Counts’ series to provide an interactive forum for UNK students</td>
<td>43</td>
<td>21</td>
</tr>
<tr>
<td><strong>Environmental Sustainability</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recycle Cycle</td>
<td>Posted fun, factual posters (and recycle bins) across campus to encourage students to recycle</td>
<td>44</td>
<td>1,500</td>
</tr>
<tr>
<td>Smart Money Kid Essay Contest</td>
<td>Invited elementary students to tell us how they could save money by being environmentally conscious</td>
<td>52</td>
<td>80</td>
</tr>
<tr>
<td>Bringing You the Green</td>
<td>Followed up our essay contest with a workshop for elementary students to reinforce learning concepts</td>
<td>45</td>
<td>55</td>
</tr>
<tr>
<td>Go Green!</td>
<td>Partnered with local professional to teach college students about alternative energy sources</td>
<td>18</td>
<td>39</td>
</tr>
<tr>
<td>Campus Cares</td>
<td>Adopted a section of our campus; will keep it beautiful, while encouraging others to follow our lead</td>
<td>5</td>
<td>TBA</td>
</tr>
<tr>
<td><strong>Business Ethics</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventures in Ethics</td>
<td>Created interactive skit and coloring book to help kids identify responsible and courageous choices</td>
<td>62</td>
<td>96</td>
</tr>
<tr>
<td><strong>Team Sustainability</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SIFE Training Conference</td>
<td>Attended the regional training conference in Denver, Colorado</td>
<td>140</td>
<td>—</td>
</tr>
<tr>
<td>Service Learning Grant</td>
<td>Received an $11,000 grant to promote service learning through social networking sites</td>
<td>72</td>
<td>—</td>
</tr>
<tr>
<td>UNK SIFE Sponsor Kit</td>
<td>Created a sponsor kit that was distributed to potential corporate sponsors</td>
<td>64</td>
<td>—</td>
</tr>
<tr>
<td>Recruitment</td>
<td>Held numerous events to attract new, active members including Blue &amp; Gold, Senior Day; presentations to Exploring Business and other freshman classes</td>
<td>28</td>
<td>—</td>
</tr>
<tr>
<td>Business Advisory Board</td>
<td>Integrated advisory board members in a variety of activities and solicited their ideas on community needs</td>
<td>12</td>
<td>—</td>
</tr>
<tr>
<td>UNK SIFE Website</td>
<td>Continued to utilize team website to attract potential team members</td>
<td>3</td>
<td>—</td>
</tr>
<tr>
<td>Other ‘Non-Project’ Service</td>
<td>Participated in numerous activities to help both our SIFE team, and other organizations</td>
<td>442</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>2,153  16,593*</td>
</tr>
</tbody>
</table>

* Our impact number reflects a measurable, accurate reach; however, each project had the potential to impact significantly more than stated.
** Aspects of Business Ethics were also incorporated into a variety of projects (e.g., New Venture Adventure participants analyzed an ethical dilemma, and students attending Go Green learned about ethical issues surrounding alternative fuels.)

** Cash Flow**

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Starting Cash Balance</td>
<td>$4,046</td>
</tr>
<tr>
<td>Project Expenses</td>
<td>$2,730</td>
</tr>
<tr>
<td>Team Expenses</td>
<td>$391</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$3,121</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>$7,848*</td>
</tr>
<tr>
<td>Net Balance</td>
<td>$4,727*</td>
</tr>
</tbody>
</table>

* Does not include $11,000 received from service learning grant

** Media Impressions**

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>1,108,000</td>
</tr>
<tr>
<td>Television</td>
<td>671,880</td>
</tr>
<tr>
<td>Online</td>
<td>45,980</td>
</tr>
<tr>
<td>Radio</td>
<td>30,000</td>
</tr>
<tr>
<td>Other</td>
<td>20,295</td>
</tr>
<tr>
<td>Total</td>
<td>1,876,155</td>
</tr>
</tbody>
</table>