2009-2010

The University of Nebraska at Kearney

Projects Completed: 15
Projects in Progress: 2
Team Members: 25
Number of Communities Served: 13
People Impacted: 15917
Understanding Trade Resources

**NEED:** Kids in our landlocked rural state lack a clear understanding of their role in a global marketplace.

**COOPERATIVE EFFORT:** Partnered with the Center for Rural Research and Development to create a hands-on global trading game.

**KNOWLEDGE:** Students learned the basics of negotiation as they traded the resources needed to produce various consumer goods.

**OPPORTUNITY CREATED:** Students learned quickly the more fluid the global markets, the more everybody benefits. Students also gained confidence by building their professional communication and negotiation skills.

**IMPACT:** More than 30 high school and college students and teachers participated in the event. Teachers were so impressed with our program they plan to implement it in their classrooms next year.

“Ladies’ Night” Etiquette Workshop

**NEED:** Local employers and alumni indicate that UNK students need to polish their business etiquette skills — particularly female students who will be working in male-dominated industries.

**COOPERATIVE EFFORT:** Partnered with the Industrial Distribution Organization Leadership Team, SIFE Business Advisory Board members and SIFE team alumni.

**KNOWLEDGE:** Roundtable discussions helped participants gain insight on wardrobe decisions, cocktail hours, business travel, and networking skills.

**OPPORTUNITY CREATED:** Participants learned the basics of business etiquette, found professional mentors, and cultivated relationships with potential future employers.

**IMPACT:** All 49 participants rated the event as “very beneficial”. We’ve already been asked to offer more “ladies’ night”

Books for Africa

**NEED:** Students in Africa need textbooks

**COOPERATIVE EFFORT:** Partnered with the Better World Books literacy program and launched a campus book drive to support the World Fund literacy program in South Africa

**OPPORTUNITY CREATED:** Collected more than 1,500 books, which funded all the materials for a 35-student classroom.

Empowering Lives! (KIVA)

**NEED:** People across the globe have a desire to create new business ventures and gain economic independence, but lack the necessary resources

**COOPERATIVE EFFORT:** Provide micro-loans to entrepreneurs via the KIVA organization; track their progress through regular updates

**KNOWLEDGE:** KIVA recipients receive financial support and help in setting business goals

**OPPORTUNITY CREATED & IMPACT:** Supported businesses in Kenya, Mongolia, Cambodia, Ghana, El Salvador, and other countries worldwide

New Venture Adventure

**NEED:** Address the ‘brain drain’ in Nebraska and inspire students to recognize entrepreneurial opportunities

**COOPERATIVE EFFORT:** Worked with more than 20 local bankers, realtors, and business owners to create a sense of “realistic entrepreneurial pressure” for all participants.

**KNOWLEDGE:** Students experienced the excitement and challenge of entrepreneurship by creating a new venture in our fictional town. Participants crafted mission statements, made loan requests, negotiated a lease, devised marketing campaigns, coped with ethical dilemmas, made global sourcing decisions, managed their cash flow, and presented their overall business plan to panel of judges.

**OPPORTUNITY CREATED:** Participants gained new appreciation for the wonders and worries of entrepreneurship, and strengthened their public speaking and teamwork skills.

**IMPACT:** More than 170 participants, including students from 13 high schools across Nebraska. This project is so popular, schools ‘reserve their spot’ a year in advance.
SIFE Judging Criteria
1– Market Economics  2– Personal Success Skills  3– Entrepreneurship  4– Financial Literacy  
5– Environmental Sustainability  6– Business Ethics  7– Team Sustainability

**Dollars and Donuts Workshops**

**NEED:** Economic downturn heightens the need to enhance everybody’s financial literacy.  
**COOPERATIVE EFFORT:** As a founding partner of Smart Money Week, our team provided workshops that addressed the particular needs of a variety of audiences.  
**KNOWLEDGE:** Workshop topics included financial aspects of entrepreneurship, impact of the proposed healthcare bill, generational differences in money management, and more.  
**IMPACT:** More than 100 people who attended the workshops … 92% of participants rated the sessions as “very beneficial”

**Financial Football**

**NEED:** Studies indicate recent college graduates often lack “practical” financial skills.  
**COOPERATIVE EFFORT:** Hosted our own version of the ‘Super Bowl’ with the UNK Office of Financial Aid  
**KNOWLEDGE:** College students competed for prize money and gained knowledge about personal finances by playing an online football game.  
**IMPACT:** 78% of participants rated the event as “very helpful” and would recommend it to their friends.

**Newspapers in Education**

**NEED:** Kids need to learn early the importance of smart money management.  
**COOPERATIVE EFFORT:** Partnered with Newspapers in Education.  
**KNOWLEDGE:** Three versions of ‘Kids Pages’ were created for elementary, middle, and high school students and featured in local newspapers during Smart Money Week.  
**OPPORTUNITY CREATED & IMPACT:** More than 13,000 students used these materials as they worked with their parents and teachers to learn more about smart money behaviors.

**Recycled Cycles**

**NEED:** Lots of bikes are abandoned on campus each year, while Kearney has no mass transit system to serve the transportation needs of UNK students.  
**COOPERATIVE EFFORT:** Partnering with UNK student government to recycle abandoned bikes and create a “borrow a bike” program.  
**PLAN:** Funded by a $500 civic innovation grant from the American Democracy project. Grand ’roll-out’ of the first refurbished bikes is scheduled for Earth Day 2010.  
**OPPORTUNITY:** Great way to ‘recycle’ bikes and heighten awareness of environmental sustainability.  
**IMPACT:** Will enhance the on-campus experience and solve transportation challenges for the entire campus community (especially our growing number of international students).

**Entrepreneurs & Ethics**

**NEED:** Recent ethical scandals highlight the importance of responsible decisions. Local high school and college instructors wanted a way to extend the “pillars of character program” to address entrepreneurship.  
**COOPERATIVE EFFORT:** Partnered with the Center for Rural Research and Development to create a youth activity for the Nebraska MarketPlace conference.  
**KNOWLEDGE:** Interactive workshop challenged participants to consider how a business owner might apply the ‘Six Pillars of Character’ to everyday decisions (via poster sessions and roundtable discussions).  
**OPPORTUNITY CREATED & IMPACT:** Extended impact of workshop by creating a campus poster display to remind everyone that our daily actions reflect our true character.
### Building Relationships

- Actively seek advice and address needs in our region with the help of our 13 Business Advisory Board Members
- Added 3 members to SIFE Team Alumni
- Most active club within the business college
- Created projects to involve community members

### Buddy Approach

- Seasoned and new members partner up to lead projects
- Helps new members effectively take on leadership roles
- Enhances continuity of members and promotes leadership

### Managing Our Money

- Sponsorships by local businesses
- Money awarded from competition
- Competitive funds through the university and business college
- Team fundraisers

### Project Name | Primary Criteria | Other Criteria | Hours | Direct Impacts | Description
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Understanding Trade Resources | 1 | 3 | 65 | 31 | Invented a hands-on interactive game to help students learn about free trade and cross-cultural negotiation

Ladies’ Night | 2 | | 84 | 49 | Created opportunity for female college students to learn about business etiquette and network with professional mentors

Better World Books | 2 | 4, 5, 7 | 50 | 60 | Held a campus book drive to support literacy efforts in South Africa

New Venture Adventure | 3 | 1, 2, 4, 5, 6, 7 | 383 | 174 | Offered high school students the opportunity to gain appreciation and inspiration for creating new ventures in Nebraska

Empowering Lives! (KIVA) | 3 | 1, 2, 4 | 8 | 75 | Provided micro-loans to entrepreneurs in developing countries

Smart Money Week | 4 | 2, 3, 7 | | | As founding partner of this week-long, financial literacy education campaign, we received “special recognition” honors from State Congressman Smith for our Smart Money Week efforts this year that included 7 different activities targeted at a variety of audiences.

Financial Football | 4 | | 63 | 29 | Hosted our own version of the Super Bowl to teach college students about the practical financial information they need for productive and responsible lives after graduation

Money Maladies | 4 | | 16 | 28 | Partnered with local professionals to provide this workshop focused on how to correct ‘chronic money misbehaviors’

Women Entrepreneurs | 3 | | 15 | 22 | Offered a workshop that highlighted trends and opportunities for self-employment

Millennials & Money | 2 | | 18 | 24 | Hosted a workshop highlighting the results of a nation-wide study that explored generational differences in the way we view (and use) money

Health Care Reform | 2 | | 14 | 35 | Addressed the needs of our local senior citizens by hosting a public forum about the Healthcare Bill

Smart Money Kid Essay Contest | 4 | 2, 5 | 57 | 14 | Challenged elementary students to tell us how they could be both fiscally and environmentally responsible

Newspapers in Education | 4 | 1, 2 | 68 | 13,770 | Created 3 versions of financial literacy education pages for elementary, middle, and high school students that were published in newspaper; packets also distributed to local schools

Recycled Cycles | 5 | | 45 | 1,570 | Refurbishing abandoned bikes to address transportation needs on campus

Pillars of Character | 6 | 3 | 53 | 36 | Created workshop that challenged high school & college students to consider how the “six pillars of character and ethics” apply in the business world

Sponsor Kit & Business Advisory Board | 7 | | 33 | | Created a sponsor kit distributed to potential corporate sponsors; integrate advisory board members in a variety of activities to identify and address community needs

Recruitment & SIFE Website | 7 | | 47 | | Held numerous events to heighten awareness of SIFE and attract new members (Blue & Gold Days, Mardi Gras, Junior/Senior Days, presentations to Exploring Business classes, etc)

Other ‘Non-Project’ Services | 7 | | 484 | | Participated in variety of activities to support other community and campus organizations

*Our impact number reflects a conservative count of the people we’ve directly impacted; however, each project had the potential to impact significantly more individuals than stated above.*