2010-2011

Kearney's Population 30,744
Undergrad Enrollment 6,753
People Impacted 2,155
Team Members 25

SIFE UNIVERSITY OF NEBRASKA AT KEARNEY

changing lives
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 cash flow, and presented an overall business plan to a panel of judges.

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

**IMPACT:** More than 75 participants, including students from 10 high schools across Nebraska. This project is so popular, schools ‘reserve their spot’ a year in advance.

Dollars and Donuts Workshops

**NEED:** Economic downturn heightens the need to enhance everyone’s financial and personal success skills needed to achieve independence and make a positive contribution to our society

**COOPERATIVE EFFORT:** As a founding partner of Smart Money Week, our team provided a workshop that addressed the particular need of a variety of audiences.

**KNOWLEDGE:** The workshop entitled “Making Your Mark in the Interview” provided an opportunity to have an interactive discussion on how to stand out in an interview.

**IMPACT:** Of the 40 plus people who attended the workshop .... 64% of participations illustrated an increased understanding of interview content, questions, and related preparation skills.
**Recycled Cycles**

**NEED:** Many bikes are abandoned on campus each year, and Kearney has no mass transit system to serve the transportation needs of UNK students.

**COOPERATIVE EFFORT:** Continued our partnership with UNK student government to recycle abandoned bikes through the “Recycled Cycles” Program.

**OPPORTUNITY:** Great way to ‘recycle’ bikes and heighten awareness of environmental sustainability.

**IMPACT:** Increased fleet of bikes by 5, to 60 total, to enhance the on-campus experience and solve transportation challenges for the entire campus community (especially our growing number of international students).

---

**Cody Grocery Store**

**NEED:** To provide the citizens of Cody, Cherry County, Nebraska with a solution to their “food desert” problem and enhance entrepreneurial learning. Cherry County experiences one of the nation’s lowest per capita income, yet the average annual fuel cost just to get to a grocery store is $1,000.

**COOPERATIVE EFFORT:** Collaborated with the residents of Cody and students at Cody/Kilgore High School to create a mission statement and business plan to support the further planning of the opening of a grocery store within their community.

**KNOWLEDGE:** We have shared the importance of integrating all sections of the business plan to lay the foundation for creating the grocery store. We have provided the students with the knowledge, tools, and resources to use their entrepreneurial thinking and environmental awareness to achieve success.

**PLAN:** Cody Grocery Store will be a continuous project over the next few years as we work with the residents to plan, start, and operate the business.

**IMPACT:** We have empowered the residents and students with the knowledge, tools, and resources to use their entrepreneurial thinking to achieve success.

---

**Roasted Bean**

**NEED:** To increase opportunities for experiential learning, to provide the students with another option for food service on campus, to introduce environmentally sustainable products on campus.

**COOPERATIVE EFFORT:** In conjunction with our campus food service provider we will open a new coffeehouse to be called Roasted Bean.

**PLAN:** Our SIFE Team will be the first to operate a student run business at UNK. We have conducted a feasibility study and are working on perfecting a business plan that will support opening this new coffeehouse in the Fall semester of 2011.

**OPPORTUNITY:** Will provide SIFE members and other UNK students with the chance to learn the ins-and-outs of business in a real setting and stimulate environmental sustainability use on campus through the fair trade coffee products being used.

**IMPACT:** We will demonstrate the positive power of business through the learning experience generated by the business.
**Project**  |  **Description**  
--- | ---
**New Venture Adventure** | Offered high school students the opportunity to gain appreciation and inspiration for creating new ventures in Nebraska.
**Smart Money Week**  
*“Making Your Mark in the Interview”* | As founding partner of this week-long, financial literacy education campaign, we partnered with the Academic and Career Services office to host a session entitled “Making Your Mark in the Interview.” Our Smart Money Week efforts empowered participants to be more competitive in their interviews.
**Roasted Bean**  
*In Progress* | Will provide SIFE members and other UNK students an opportunity to focus on economic and social factors of business in a real setting. Also, by using sustainable fair trade coffee, we will help empower third-world countries.
**Cody Grocery Store** | Empowered students and community members with the knowledge, tools, and resources to use their entrepreneurial thinking to achieve success through improving their quality of life and environmental impact.
**Recycled Cycles** | Refurbished abandoned bikes to address transportation and environmental needs on campus.

<table>
<thead>
<tr>
<th>Project</th>
<th>Hours</th>
<th>Direct Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Venture Adventure</td>
<td>250</td>
<td>115</td>
</tr>
<tr>
<td>Smart Money Week</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Roasted Bean</td>
<td>85</td>
<td>In Progress</td>
</tr>
<tr>
<td>Cody Grocery Store</td>
<td>225</td>
<td>500</td>
</tr>
<tr>
<td>Recycled Cycles</td>
<td>20</td>
<td>1,500</td>
</tr>
</tbody>
</table>

**Totals**: 620 2,155

**Recruitment and Mentoring Approach**
- Heighten awareness of SIFE and attract 18 new members
- Seasoned and new members partner up to lead projects
- Help 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

**Building Relationships**
- Actively seek advice and address needs in our region with help from our 13 Business Advisory Board Members
- Added 4 members to SIFE Team Alumni
- Most active club within the business college
- Created projects to involve community members

**We’re in the News!**
- Over 1 million media impressions through local TV and radio stations as well as regional newspapers

**Our Team**
- Over 1 million media impressions through local TV and radio stations as well as regional newspapers
- Actively seek advice and address needs in our region with help from our 13 Business Advisory Board Members
- Added 4 members to SIFE Team Alumni
- Most active club within the business college
- Created projects to involve community members

**Approach**
- Over 1 million media impressions through local TV and radio stations as well as regional newspapers
- Actively seek advice and address needs in our region with help from our 13 Business Advisory Board Members
- Added 4 members to SIFE Team Alumni
- Most active club within the business college
- Created projects to involve community members

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