

Cool Cities Growth Initiative

Initiative Name	Get 'em While They're Young: Promote Youth Entrepreneurship				
Description of Initiative	<p>Overall Strategy Note for the Be More Magnetic: Attract and Retain strategy. This set of creative strategies uses a student life-cycle approach that follows a young person from secondary school, through choosing a college, to being involved with their college's community and finding internships and eventually a job in Upstate New York. It offers strategies for attracting former residents back to Upstate (repatriation).</p> <p>Key themes throughout all 10 strategies in this segment include:</p> <p>entrepreneurship programs at the middle-school level that stress starting your own business as a viable and real future career option;</p> <p>marketing programs stressing what the Upstate region has to offer;</p> <p>involvement -- getting students involved with their college's community during their freshman year;</p> <p>treating students like customers, versus invaders, and making great first impressions as early as possible during their first year in Upstate;</p> <p>making it easy to find colleges, cool places, internships and jobs in Upstate; and</p> <p>making it easy to reconnect with the Upstate region and find out what is happening.</p> <p>Get 'em While Their Young: Promote Youth Entrepreneurship Studies by the Kauffman Foundation indicate that 41% of 9- to -12-year-olds have thought about starting a business. Imagine Upstate New York being positioned as one of the nation's model regions for promoting entrepreneurship for youth. Link youth organizations like Jr. Achievement, Boy Scouts, Girls Scouts and Youth Leadership Greater Syracuse to promoting what the Upstate region has to offer young people. Consider a contest, how well do you know your hometown? (Use Girl Scouts of America CEO Summer Camp and the Pittsburgh Jr. Achievement program as models.)</p> <p>The Kauffman Foundation has developed several educational programs to foster youth entrepreneurship for 9- to -12-year-olds. Grants are available to help promote these initiatives. Use MBA students to teach undergraduates, and use undergraduates to teach high-school students. See Hot Shot Business and Mini-Society program models below.</p>				
Action Type	X	Build New		Expanding Existing	Attract From Elsewhere
Timing	<ul style="list-style-type: none"> - 2005: Summer for planning and pilot. - 2005: Fall rollout. 				
Champions	<p>Youth Leadership Greater Syracuse. Joe Vargo, Partners for Education and Business. Sub-Committee of the New Entrepreneurial Development Association. Walt Shepperd, The Media Unit. Jr. Achievement. MDA would endorse and help facilitate these activities through partnerships.</p>				
Resources	<ul style="list-style-type: none"> - Small: Consider applying for Kauffman Foundation grant(s). \$10,000 - \$25,000 for promotion literature and direct costs for pro bono participants (circuit riders to school districts). - Youth entrepreneurship should be a SIG (Special Interest Group) in the Entrepreneurial Association. 				
Performance Measures	<ul style="list-style-type: none"> - Number of Upstate organizations helping co-market programs to school districts and recruiting faculty (Girl Scouts of America, new Entrepreneurial Development Association, Junior Achievement, etc.). - Number of faculty supporting and helping market programs. - Number of students enrolling in programs. 				

<p>Model or Case Study References</p>	<p>Hot Shot Business blends fast-paced, fun game play with real-world lessons to teach kids entrepreneurship concepts and skills as they build a virtual business from the ground up. It is part of the Kids Island section of Disney Online (www.disney.com), the number one kids' entertainment site that attracts 11 million unique visitors a month. (ComScore Media Metrix, March 2003). The game is designed specifically for "tweens," children ages 9 to 12, to introduce entrepreneurial thinking during a unique stage of their development when economic habits are being formed.</p> <p>Mini-Society is an experience-based instructional system for teaching hands-on entrepreneurship, economics and citizenship concepts to students aged 8 to 12. In the Mini-Society program, children create a self-organizing economic society from the ground up: they name it, create a flag, develop currency, form a government and start their own businesses.</p> <p>The Mini-Society educational system was created by Dr. Marilyn Kourilsky in the early 1970s. Originally developed for the traditional classroom setting, it also has proven its effectiveness in summer and after-school enrichment initiatives. Through collaborative partnerships with the 4-H After School Academic Program, Mini-Society programs are under way this summer at 48 sites in Kansas and Missouri.</p> <p>The EIMC (Engineering in Mass Collaborative) initiative in the Boston area is a workforce development program focused on secondary school students to promote science and technology career choices. It also has a component that focuses on retention of sci-tech graduate students.</p>
<p>Alternative Strategies</p>	<p>Many</p>
<p>Synergy with Other Initiatives</p>	<p>Moderate</p>
<p>Marketability or Buy-in Potential</p>	<p>High to Moderate</p>
<p>Risk Factors</p>	<p>Low</p>
<p>Supporting Documentation</p>	<p>www.kauffman.org www.disney.com/hotshot www.emkf.org/pages/79.cfm www.emkf.org/pages/361.cfm www.lead syr.org/ylgsabot.html www.eimc.org/LeftMenu/mission.htm</p>
<p>Success Factors</p>	<ul style="list-style-type: none"> - Support of co-marketing partners and buy-in from school districts. - Kauffman grant.
<p>Tactic and Action Plan</p>	<ul style="list-style-type: none"> - Identify and recruit program champion. - Review and refine program objectives and select initial programs to co-market. - Develop a list of co-marketing partners and target schools and/or school districts. - Apply for a Kauffman Education Grant for Student Entrepreneurship and possibly other foundation funding. - Identify other existing programs for youth entrepreneurship. - Select co-marketing partners and hold kick-off event. - Co-marketing partners recruit schools and/or school districts to test and "pilot" selected programs. - Make adjustments based on pilots, refine marketing and modify programs where necessary. - Consider helping sponsor an Upstate Inventors' Fair for youth entrepreneurs. Link to college

	entrepreneurship programs, perhaps via mentoring. ("Each One, Teach One" or "If You Really Want to Know a Subject, Teach It.") - Monitor and track results and publish performance metrics semi-annually.
Notes	This strategy could be expanded to include magnet schools with an emphasis on experiential or applied learning. Seattle is building 50 new schools based on this model with money from the Gates Foundation. Grants are possible from the Gates Foundation for this type of program.