



### Background/Program Description

- Project BUILD is a four-week summer mini-MBA program designed to introduce qualified minority students to the world of business.
- Project BUILD offers a curriculum that focuses on the fields of business, finance, management, human resources, and economics.
- The Lincoln Foundation provides an intensive summer business program for minority and at-risk high school students, called Project BUILD.
- The primary goal of project BUILD is to generate interest in the world of business and business related career fields among promising minority high school students.

### Participants

- There were 17 Project BUILD participants during the summer of 2008, a decrease of 5 from the previous year.
- Participants represented 8 of the 21 JCPS high schools.
- The majority of Project BUILD participants were African American (76%).
- With respect to gender, 76% of participants were female, and 24% were male.
- Of the African American participants (n = 13), 4 were males (31%) and 9 were females (69%).
- Regarding at-risk status, 47% received free/reduced lunch and 24% did not live with both parents.

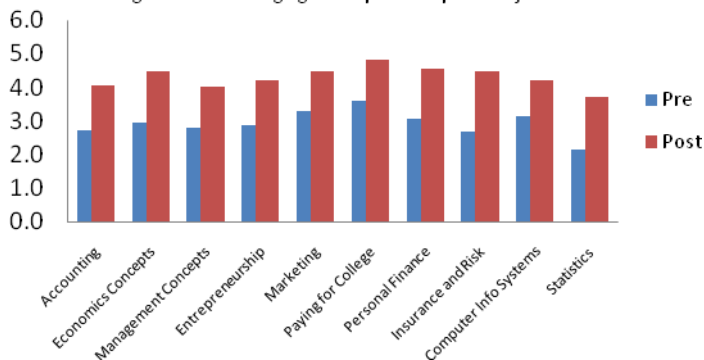
### Evaluation Results

- Attendance:** The average attendance rate during the program was 84%.
- Grades:** All of the students that completed both the pre- and post- instruction assessments (n = 16) significantly improved upon the pre-test score on the post-test assessment.
- Knowledge Growth:** Participants indicated a statistically significant growth in knowledge of all business related concepts. See Figure 1.
- Major:** About 63% of students said they expected to major in business or a business-related field and of those 63%, most (69%) said that Project BUILD contributed to their selection of and/or interest in business as a college major.

- Follow-up:** Project Build participants that completed the 2008 KCCT math content test in grade 11 and had a grade 8 comparison math score were included in the analysis.
- When examining individual change in scores from 2005-2007, *no* student scores decreased (0%), five students' scores increased (50%), and five students' scores remained at the same level (50%).

*"I had an amazing time experiencing the college of business and the enlightening professors and various speakers."*

Figure 1. Knowledge growth pre- and post Project BUILD



### Recommendations

- Communication:** The low attendance during the first week (60%) is largely attributed to a lack of communication between participants and the program. It is important that participants receive notifications at an earlier date in the year to allow for appropriate transportation and logistics planning.
- Recruitment:** There were no students identified as Asian, Hispanic, or Native American, and represented only 1/3 of JCPS high schools. Future recruitment efforts would benefit by targeting a wider representation of minority groups and schools.