

# Lincoln Foundation 2012 Project BUILD - Executive Summary

## Program Description and Participants

Project BUILD strives to accomplish the following objectives:

- ❖ increase minority student interest in pursuing business education and related careers,
- ❖ increase minority student knowledge of concepts related to the world of business, and
- ❖ expose minority students to various business career opportunities.

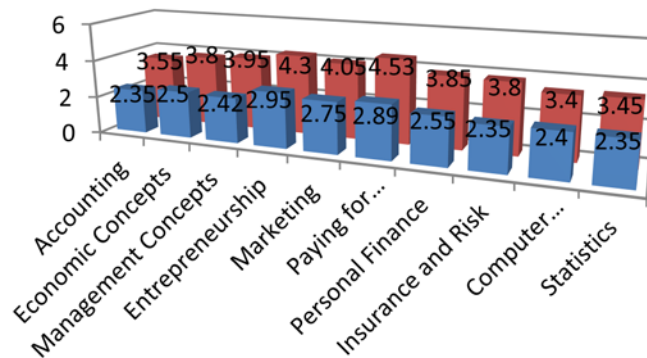
Project BUILD

- ❖ is a four-week program at the University of Louisville School of Business,
- ❖ introduces participants to collegiate level business courses (accounting, economics, finance, management, and marketing),
- ❖ had 22 participants for the summer 2012, and
- ❖ had participants from twelve different schools (11 public, 1 private).

	Number	Percent
<u>Gender</u>		
Female	12	54.5%
Male	10	45.5%
<u>Race/Ethnicity</u>		
African-American	21	95.5%
Asian	1	4.5%
<u>Grade (2011-2012)</u>		
10 <sup>th</sup>	13	59.1%
11 <sup>th</sup>	6	27.3%
Other	3	13.6%

## Evaluation Results

- ❖ **Attendance** - average daily attendance rate was 86%
- ❖ **Participant Perceptions** - The participants highly agreed that Project BUILD: 1) helped prepare them for my college career, 2) helped identify different types of business majors available in college, and 3) contributed to my preparation for future education.
- ❖ **Survey Feedback** – the top two responses from the students when asked what they liked the most were 1) interaction with other people and 2) the field trips.
- ❖ **Knowledge Growth** - Participants showed growth in all areas, with the largest growth in the areas of Paying for College & Scholarships (1.63), Management Concepts (1.53), and Insurance and Risk (1.45).



## Summary

**Primary Goals:** 1) Increase minority student interest in pursuing business education and related careers, 2) Increase minority student knowledge of concepts related to the world of business (i.e. computer information systems, finance, marketing, etc.), 3) Expose minority students to various business career opportunities.

**Outcomes:** 1) Most students (95%) either “agreed” or “strongly agreed” with the statements, “I believe my participation in Project BUILD will help prepare me for my college career” and (90%) “Project BUILD helped me identify different types of business majors available in college.” 2) Twenty of the twenty-one took the pre- and post-test made an increase on the post-test. The average increase was 38%. 3) In addition to the pre- and post-test, all students showed statistically significant self-reported growth in all of the business career areas.

## Recommendations

- 1) When guest speakers are presenting be sure that there are interactive pieces with each presentation (apparently some were more interactive than the others).
- 2) Continue having college professors work with the students. The students were very positive about having professors teach the classes and it being similar to a college course.
- 3) Students were overall very positive about the field trips. Many comments stated they liked the field trips and other comments requested more field trips.
- 4) Continue ensuring that all participants complete the survey (this year was one of the highest completion rates for the survey and both the pre- and post-tests).