

2013-2014 Project BUILD Executive Summary

Program Description and Participants

Project BUILD is a three-week, mini-MBA summer program designed for high school junior and seniors held in partnership with the University of Louisville's College of Business. Course study includes accounting, economics, finance, management, and marketing. The primary mission is to generate interest in the world of business and business related career fields among promising high school students of color.

Objectives

- increase student interest in pursuing business education and related careers,
- increase student knowledge of concepts related to the world of business (i.e. computer information systems, finance, marketing, etc.),
- introduce students to various business career opportunities.

2013-14 Student Participants

- ✓ N = 14
- ✓ Participants attended JCPS high schools:

4 = DuPont Manual	2 = Ballard	1 = Brown	1 = Jefferson town
3 = Iroquois	2 = Male	1 = Central	

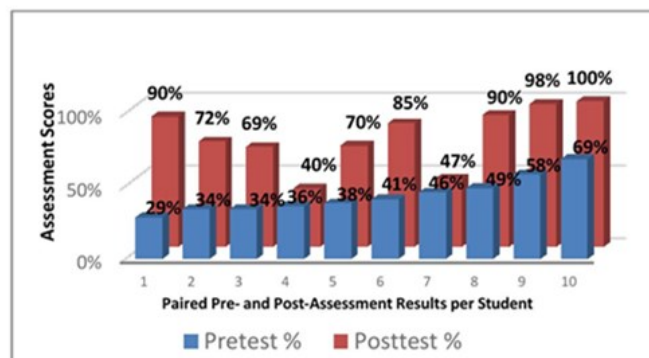
- ✓ 71% female and 29% male (over 25% more females than previous year),
- ✓ 79% African-American, 14% Hispanic, 7% White
- ✓ 57% free/reduced lunch and 43% paid

Success and Commendations

- **Goal 1:** Increase student interest in pursuing business education and related careers.
 - ✓ 100% = students agreed with 10 of 13 survey statements on program impact.
- **Goal 2:** Increase (75%) in student knowledge of concepts related to the world of business.
 - ✓ 100% = students tested increased scores on post-test.
 - ✓ 100% = reported as more knowledgeable in 6 of 10 content areas based on survey results.
- **Goal 3:** Introduce students to various business career opportunities.
 - ✓ 100% = students self-reported growth on survey responses in each business career areas.

Evaluation Results Summary

- Attendance (maximum 14 program days)
 - ✓ 85.7% = 13-14 days attendance
 - ✓ 14.3% = 11-12 days attendance
- Pre-Post Assessment Results



- Knowledge Growth (self-report survey)

Topic per Survey Item	Percent Students Indicating Knowledge Growth
Personal Finance	100%
Insurance and Risk	100%
Economic Concepts	100%
Entrepreneurship	100%
Marketing	100%
Accounting	100%
Management Concepts	82%
Statistics	82%
Paying for College/College Scholarships	64%
Computer Information Systems	64%

- 100% = students agreed with 11 of 13 survey statements on program impact.

"I believe my participation in Project BUILD will help prepare me for my college career."
 "Project BUILD is a high quality program."

Recommendations

1. **Assessment Participation.** With a small number of overall participants, it would be helpful to increase the number of students who take both pre-test and post-test as well as those who complete the student survey as much as possible (recognizing that it is difficult to control factors such as student attendance).
2. **Scheduling.** Several students commented on the program length (too short overall or only half-days) and time (early during non-school time).