

Lincoln Foundation 2011 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

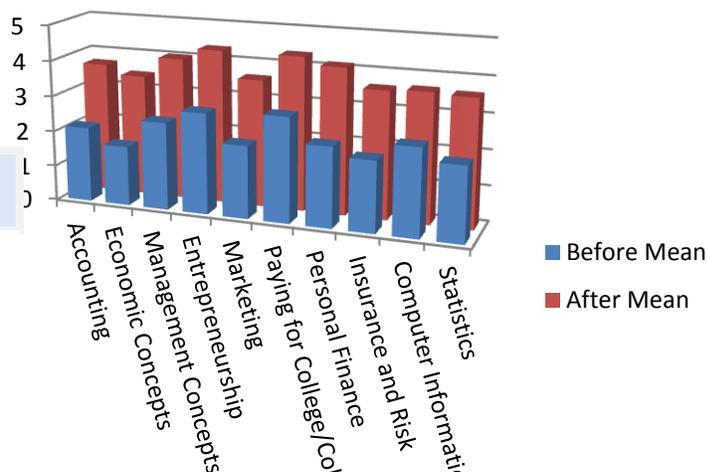
- is a four-week program at the University of Louisville School of Business,
- introduces participants to collegiate level business courses (accounting, economics, finance, management, and marketing),
- had 22 participants for the summer 2011, and
- had participants from ten different schools (all public).

	Number	Percent
<u>Gender</u>		
Female	12	54.5%
Male	10	45.5%
<u>Race/Ethnicity</u>		
African-American	20	90.9%
Asian	2	9.1%
<u>Grade (2009-2010)</u>		
10 th	14	63.6%
11 th	8	36.4%

Evaluation Results

- Attendance** - average daily attendance rate was 83%
- Participant Perceptions** - The participants highly agreed that Project BUILD: 1) helped prepare them for college and their future, 2) contributed to their understanding of themselves and others, and 3) is a high quality program.
- Survey Feedback** – the top two responses from the students when asked what they liked the most were 1) how much they learned and 2) the speakers and field trips.

- Knowledge Growth** - Participants showed growth in all areas, with the largest growth in the areas of Personal Finance (1.84), Economic Concepts (1.74), Accounting (1.58), Insurance and Risk (1.58), Marketing (1.53), and Management Concepts (1.53 mean).



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) All students (100%) either “agreed” or “strongly agreed” with the statements, “I believe my participation in Project BUILD will help prepare me for my college career” and “Project BUILD helped me identify different types of business majors available in college.” 2) Eighteen of the students that took the pre- and post-test made an increase on the post-test (the one student that did not make a gain achieved a maximum score on both the pre- and post- test). The average increase was 34%. 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

- When guest speakers are presenting be sure that there are interactive pieces with each presentation (apparently some were more interactive than the others).
- Several students expressed a strong interest in learning more and having an opportunity to apply what they have learned. It is recommended that an avenue for further development be provided for those interested students.