

Lincoln Foundation 2010 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

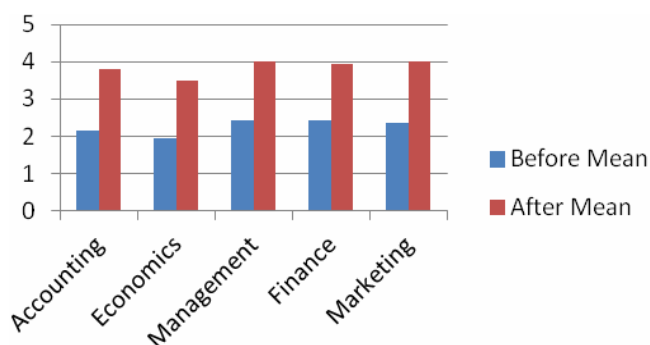
- is a four-week program at the University of Louisville School of Business,
- introduces participants to collegiate level business courses (accounting, economics, finance, management, and marketing),
- had 17 participants for the summer 2010, and
- had participants from eight different schools (6 public and 2 private/parochial).

	Number	Percent
<u>Gender</u>		
Female	10	58.8%
Male	7	41.2%
<u>Race/Ethnicity</u>		
African-American	14	82.4%
White	1	5.9%
Hispanic	1	5.9%
Other	1	5.9%
<u>Free/Reduced Lunch</u>		
Free/Reduced	10	58.8%
Paid	5	29.4%
Unknown	2	11.8%
<u>Grade (2009-2010)</u>		
10 th	9	52.9%
11 th	8	47.1%

Evaluation Results

- **Attendance** - average daily attendance rate was 86.7%
- **Participant Perceptions** - 100% of the participants 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** - All students (14) made a gain between the pre-test and the post-test with the mean gain of 37%. The growth is highly statistically significant ($p < .001$). Additionally, students had significant perceived self growth in all areas measured.



Commendations

All three primary objectives were met: 1) there was an increased interest in pursuing business education and related careers, 2) there was an increase in student knowledge of concepts related to the world of business, and 3) minority students were exposed to various career opportunities.

It should be noted that all fourteen participants that completed a survey indicated that they would recommend Project BUILD to other high school students.

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) Students seemed strongly interested in post Project-BUILD programs. One possibility to consider, since three students mentioned specifically that they would be interested, is an internship once completing the program.
- 3) Continue ensuring that all participants complete the survey.