

2014-15 Project BUILD Executive Summary

Program Description and Participants

Project BUILD is a three-week, mini-MBA summer program established in 1986. It is 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.

2014-15 Student Participants

- ✓ N = 23
- ✓ Participants attended 13 high schools:

3 =Atherton	2 = Iroquois	1 = Ballard	1 = Jeffersonville
3 =Central	2 = Pleasure Ridge Park	1 = Butler	
2 = DuPont Manual	2 = Seneca	1 = St. X	
2 = Eastern	2 = Trinity	1 = Clarksville	

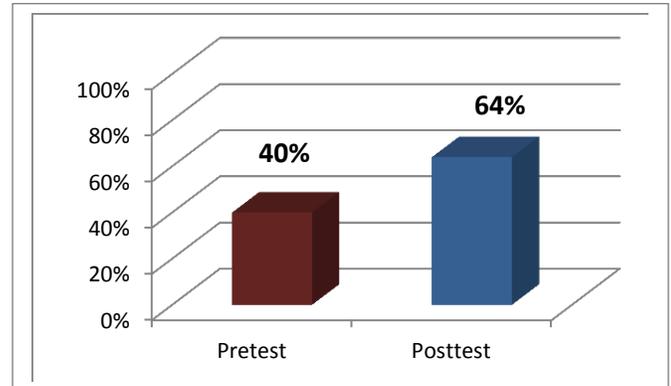
- ✓ 39% female and 61% male (reversed from 2013-14)
- ✓ 78% African-American, 13% White, and 4% Asian
- ✓ 33% free/reduced lunch and 67% paid (reversed from 2013-14)

Success and Commendations

- ☐ **Goal 1:** Increase student interest in pursuing business education and related careers.
 - ✓ 90% = 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 7 of 9 content areas based on survey results.
- ☐ **Goal 3:** Introduce students to various business career opportunities.
 - ✓ 70% = students self-reported growth on survey responses in each business career areas.

Evaluation Results Summary

- ☐ Attendance (maximum 19 program days)
 - ✓ 94% = average attendance rate
 - ✓ 78% = 17-19 days attendance
- ☐ Pre-Post Assessment Results



- ☐ Knowledge Growth (self-report survey)

Topic per Survey Item	Percent Students Indicating Knowledge Growth
Paying for College/College Scholarships	100%
Management Concepts	87%
Accounting	78%
Insurance and Risk	74%
Entrepreneurship	74%
Personal Finance	70%
Economic Concepts	70%
Marketing	70%
Computer Information Systems	61%

- ☐ 90% = students agreed with 10 of 13 survey statements on *program impact*.

"I believe my participation in Project BUILD will help prepare me for my college career."

"Project BUILD contributed to my preparation for further education."

Recommendations

1. **Computer information systems.** Forty-three percent of students increased their knowledge in this content area. Perhaps the students already had a high level of knowledge indicating that rigor should be reviewed.