

eXtension

Entrepreneurs & Their Communities

www.extension.org/entrepreneurship

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Kentucky State University YEP

YOUTH ENTREPRENEURSHIP PROGRAM CAMP
Gae Broadwater & Mark Johnson

KSU Land Grant COLTS
Creating Opportunities through
Leadership, Transformation, and Scholarship



Development Strategy

- Structural transitions in KY economy
- Improve skills & knowledge
- Foster community support
- Create entrepreneurial culture
- Grow our own
- KSU leadership

Growing YEP @ KSU

- Program Model
- The First Five Years

2004	1 day	12 Middle School Students
2005	4 days	15 High School Students
2006	7 days	20 High School Students
2007	7 days	30 High School Students
2008	7 days	27 High School Students

- Recruitment & Application



Camp Partners



Kentucky State University
Land Grant Program
SIFE (Students in Free Enterprise)
School of Business



USDA Rural Development –
Rural Business Services



Kentucky Cabinet for Economic Development



Federal Reserve Bank of St. Louis – Louisville



JA - Louisville



What Campers Do

- Meet creative and successful entrepreneurs
- Work in a team
- Learn from experienced instructors
- Go on an adventure
- Develop and present a business plan
- Write and produce a commercial
- Have fun
- Are part of the KSU community
- Become an entrepreneur



Learning/Teaching Strategies

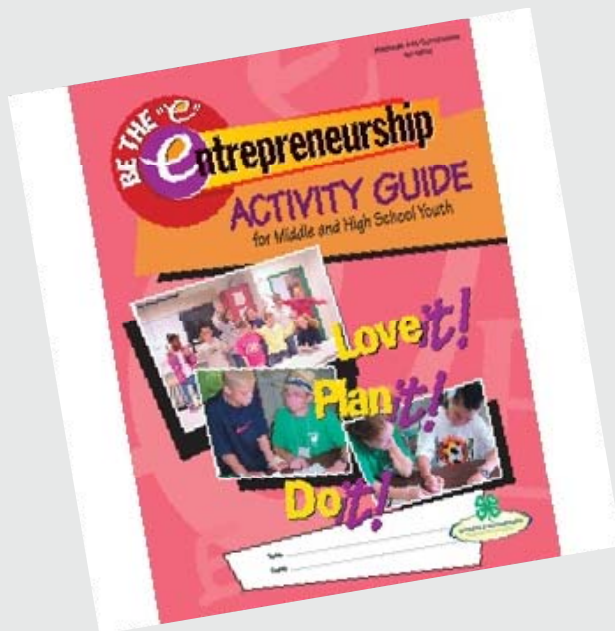
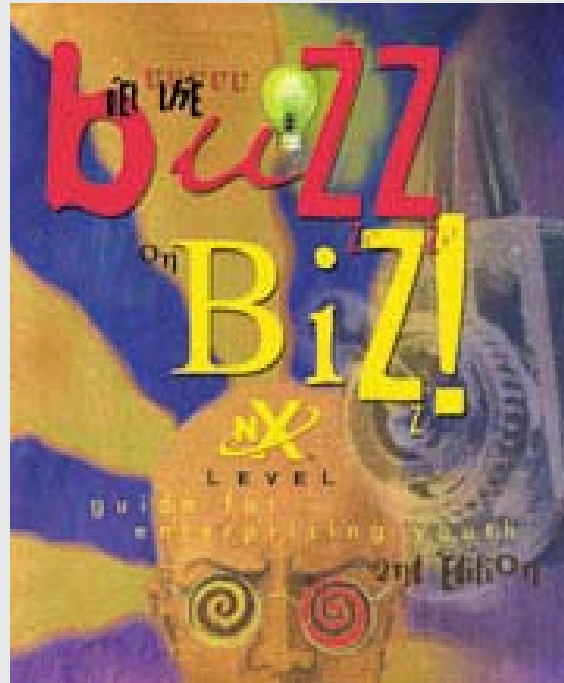
- Hands-on
- Experiential
- Collaborative Learning
- Flexible
- Reference materials
- Personal development
- Professional development

Topics

- Business plan writing
- Market research
- Advertising and promotion
- Financial management
- Personal finance
- Legal issues
- Entrepreneurial options
- Professional style & business etiquette



Curriculum Resources



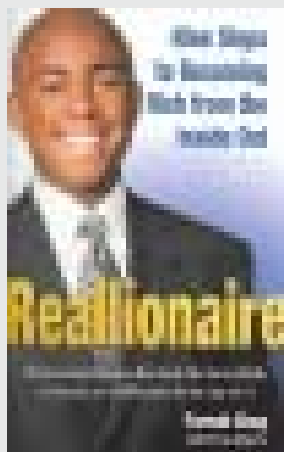
Supplementary Materials



<http://disney.go.com/hotshot/index.html>

Federal Reserve Education

<http://www.federalreserveeducation.org>



www.farahgray.com



<http://titan.ja.org/info.php?page=about>



Special Features

- College Campus Experience
- Meeting Entrepreneurs
- Rigorous Judges
- Canoe Trip
- Presentations
- Most Like to Be An Entrepreneur
- Celebration with Family Members



Key Outcomes

- Research, organize, and produce a business plan
- Write & produce a commercial
- Value teamwork
- Expand leadership skills
- Develop presentation skills
- Increase knowledge of business sectors, marketing mix, and financial management concepts
- Develop network
- Take risks



Budget: \$15,000 – 20,000

Averages over time:

- KSU contributions \$14,000
(cash & in-kind)
- External funds 5,000
- In-kind contributions 2,000

Key budget items:

Housing & Meals

Canoe Trip

Transportation

Counselors

Curriculum Materials

Incentives

Based on 30 campers, 10 counselors, 2 coordinators



Next Steps

- Hire full-time coordinator
- Develop tracking system
- Develop online networking site
- Engage youth in promotional activities

Positive Feedback

“They really gave us great feed back to start our business”

2007 Camper

“Thanks for encouraging Darren. I look for great things from him despite his set backs. Your program has done a lot to boost his self esteem. All the kids who attended from this area are talking about returning next year. Keep up the good work.”

2007 Family Member

