

Lincoln Foundation 2013 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.

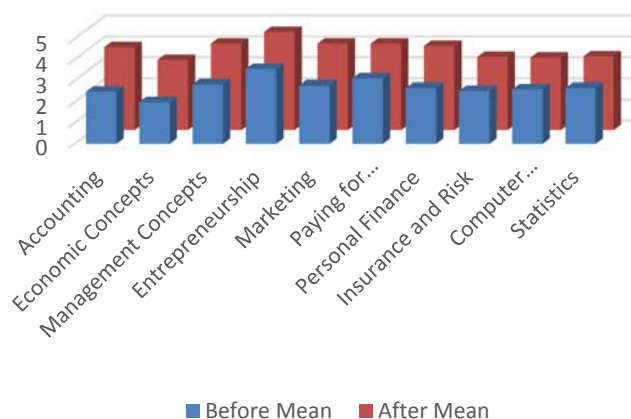
Project BUILD

- ❖ is a three-week program at the University of Louisville School of Business,
- ❖ introduces participants to collegiate level business courses (accounting, economics, finance, management, and marketing),
- ❖ had 20 participants for the summer 2013, and
- ❖ had participants from ten different schools (8 public, 2 private).

	2013 Number	2013 Percent
<u>Gender</u>		
Female	9	45%
Male	11	55%
<u>Race/Ethnicity</u>		
African-American	17	85%
White	0	0%
Asian	2	10%
Hispanic	1	5%
<u>Grade (2012-2013)</u>		
9 th	3	15%
10 th	8	40%
11 th	7	35%
Unknown	2	10%

Evaluation Results

- ❖ **Attendance** - average daily attendance rate was 90%
- ❖ **Participant Perceptions** - The participants highly agreed that Project BUILD: 1) helped prepare them for my college career, 2) is a high quality program, and 3) helped identify different types of business majors available in college.
- ❖ **Survey Feedback** – the top two responses from the students when asked what they liked the most were 1) interaction with the professors and presenters and 2) the field trips.
- ❖ **Knowledge Growth** - Participants showed growth in all areas, with the largest growth in the areas of Accounting (mean growth 1.44), Economic Concepts (mean growth 1.33), Marketing (mean growth 1.33), Personal Finance (mean growth 1.33), and Management Concepts (1.28).



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 twenty (90%) students that took the pre- and post-test made an increase on the post-test (one student decreased by 6% and the other made no change at 99%). The average increase was 24%. 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

- 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) Continue having college professors work with the students. The students were very positive about having professors teach the classes and it being similar to a college course.
- 3) Students were overall very positive about the field trips. Many comments stated they liked the field trips and other comments requested more field trips.
- 4) Continue ensuring that all participants complete the survey (this year was a second consecutive year of high completion rates for the survey and both the pre- and post-tests).