

UNF SIFE

2006-2007 Annual Report

projects	direct impact	hours invested	dollars invested	members involved		media coverage	individual impact							
				SIFE team	BAB		1	2	3	4	5	6		
Market Yourself	30	20	\$ 200	6	x	x		x	x					x
Zambia: WiFi Worldwide	250	500	\$ 5,000	3	x	x	x	x	x					x
Knowledge For College	205	150	\$ 100	5	x			x			x			x
I CHOOSE! "T.E.A.C.H."	30	276	\$ 5,000	6	x	x		x	x	x	x	x		x
Grade the Grader	12	150	\$ 3,600	6	x		x		x					x
Business Tools for the Trade	150	100	\$ 300	7	x			x	x	x	x	x		x
HabiJax: Restore	1	42	\$ -	2					x	x				x
Adventures in Finance	15	80	\$ 1,000	3				x		x				x
Duel in the Queen City	25	36	\$ -	4						x				
Make Cents?	15	45	\$ 100	3	x			x			x			x
Pirates of the Community	94	83	\$ 75	4									x	x
Ethics Workshop	-	25	\$ -	3		x		x		x			x	x
Ethics Matters	400	30	\$ -	3	x	x		x		x			x	x
TOTAL	1237	1574	\$ 15,375	65										

media	reach	freq.	gross impress.
Zambia NBC (ZNBC)	5,200,000	1	5,200,000
Florida Times Union	200,000	3	600,000
Jacksonville.com	30,000	3	90,000
WJCT	20,000	1	20,000
unfsife.com	18,500	1	18,500
Jacksonville Advocate	16,900	1	16,900
Jacksonville Free Press	15,000	1	15,000
UNF Spinnaker	15,000	2	30,000
Jacksonville Job Corps: "The Key"	10,500	1	10,500
Duval County School Board Website	6,000	1	6,000
UNZA Campus Radio	4,000	1	4,000
TOTAL	5,535,900	16	6,010,900

Creating a Wake of Social Change



criteria 1

Market Economics

Understanding how a market economy operates is fundamental to understanding how the world works, especially in our post-industrial information age economy. It's not always easy to reach those who would benefit the most from this knowledge. Three UNF SIFE programs merit attention because they combine effectively targeted communications and a compelling message about global economic forces.

T.E.A.C.H.

T.E.A.C.H. stands for Teaching, Empowering, Achieving, Challenging, and Helping, an eight week program UNF SIFE implemented in local area high schools to T.E.A.C.H. students about the principles of free market economics and the global economy.

SIFE On Air Radio Show

For two years now, UNF's successful SIFE on Air has used the airwaves of WOSP, UNF's popular student run radio station, to reach the UNF community with a program that is part panel discussion on global economic topics, part hipster music show. In QUIZ SHOW UNF SIFE first taught local 6th graders about free market economic practices, then collaborated with them to create the Quiz Show, which the 6th graders used to introduce global economic topics to 3rd graders, an especially effective means of instruction for both groups.

criteria 2

Success Skills

Today, global competition is the norm and knowledge is key to success. This means developing good communications and technical skills, as well as an understanding of global business practices.

WiFi Zambia

To develop the skill sets necessary for participation in the global economy among one of the most economically isolated populations in the world, UNF SIFE traveled to Zambia and implemented Phase I of Wi-Fi Worldwide. Phase I targeted University of Zambia students, teaching computer literacy and entrepreneurship in a hands-on workshop format. Sustainability is essential if the University of Zambia students are going to achieve a lasting foothold in the global marketplace. So, to ensure that the skills created are effectively sustained, UNF SIFE adopted a "train-the-trainer" approach in their workshops, and, more importantly, arranged for UNF's Coggin College of Business to send a donation of 40 computers to the University of Zambia. This donation and seed money for Zambia entrepreneurs currently participating in the program form Phase II of WI-FI, beginning in April 06.

Knowledge For College



UNF SIFE also tries to propagate these skills at home through the Knowledge4College and Market Yourself programs. These programs focus on developing the skills necessary for high school juniors and seniors to participate in today's work-

place. Knowledge for College concentrates on the process of entering college, addressing budgets, applications, scholarships and financial aid.

Market Yourself

Market Yourself teaches this same group the importance of effective communications, for example when applying for jobs. The high schools where these programs were implemented have requested that these programs continue on an annual basis.

criteria 3

Entrepreneurship

This year, entrepreneurship and business process improvement received much deserved attention from UNF SIFE, which tackled projects ranging from instilling entrepreneurial ideals in disadvantaged high school students to assisting an established not-for-profit take advantage of new funding opportunities. Additionally, each of these projects included a module on ethical business practices.

T.E.A.C.H.

Capitalizing on a \$5000 grant from the Marcus Foundation, UNF SIFE implemented an eight week program in entrepreneurship, T.E.A.C.H., at two local high schools and at the Jacksonville Job Corp. Participants gained the skills needed to create successful businesses and then competed in a business plan competition with the winning idea receiving \$2000 in seed money. Ichiban Express, a student-run retailer, will open in Raines High School, in the near future. Interline Brands approached UNF SIFE for assistance in developing their Contractor Knowledge Pipeline a program to assist Barnett Brands customers, plumbers, electricians and other independent contractors, to develop the skills necessary to succeed as entrepreneurs. The results of the three part program: the knowledge needed to manage business planning, marketing programs, finances and a better understanding of nature of their business. UNF SIFE successfully developed and implemented the pilot of the program that Interline Brands will roll out nationwide.

GradetheGrader.com

GradeTheGrader.com is a internet start-up company which sought UNF SIFE's help in developing and implementing their good ideas. Jerry Watterson listened closely to what UNF SIFE had to say about starting and marketing a technology venture, applied this knowledge and now, GradetheGrader has launched on college campuses all across the country..

Restore

HabiJax, the Habitat for Humanity division serving the Jacksonville area, is attempting to make the most of the donations they received from local businesses. So, with the assistance of UNF SIFE who helped them understand the essentials of retail planning, they are launching ReStore to sell in-kind contributions to the general public. The model created by UNF SIFE will assist over 1500 Habitat affiliates nationwide to optimize their fundraising.

criteria 4

Financial Literacy

Adventures in Finance

Success highlights UNF SIFE's projects relating to personal finance, notably a HSBC Financial Literacy Grant and a first place finish in the Duel in the Queen City competition. For the second year, UNF SIFE received a HSBC Financial Literacy Grant to implement the Adventures in Finance workshop at the PACE Center for Girls teaching at-risk girls ages 15-17 the importance of financial literacy and how to apply it.

Make Cents?

Similarly, UNF SIFE teamed up with Suntrust Bank and Wal-Mart, to conduct financial literacy education with 8- to 12-year-olds at the Northside Community Involvement Center, an event featuring a competition to spend "Osprey Bucks" as wisely as possible. UNF SIFE finished first in the regional Duel in the Queen City Financial Case Study competition, an achievement that demonstrates the personal finance understanding of UNF SIFE members.

criteria 5

Business Ethics

Ethics and ethical conduct are a necessary part of good business practices. In recognition of this, UNF SIFE integrates ethics into projects where knowledge of ethic practice will improve project outcomes.

Ethics Matters!

In Ethics Matters! UNF SIFE surveyed business professionals before and after a presentation on how ethics matters in business and compared their results to a group of UNF students just entering the workforce. The goal was to test for differences in perceptions of ethics between the two group and to use the outcome in workshop conducted for Interline Brands and other local organizations.

Ethics Workshop

UNF SIFE conducted an ethics workshop with the winners of the I Choose business plan competition, Raines High School, before they launched their Ichiban Express. Students were taught about ethical practices in a retail venture and then, worked with UNF SIFE to produce training videos and other training materials.

Pirates of the Community

UNF SIFE also created an Antipiracy promotional video and submitted it to the MPAA Antipiracy competition. This sixty second production targets students, a group particularly vulnerable to the lure of pirated media, to educate them about the results of violating copyrights and using illegal versions of movies and music.

criteria 6

Sustainability

UNF SIFE has created the structure required for success now and in the future. At the institutional level, working with the University of North Florida, UNF SIFE has developed SIFE related academic opportunities, offering two scholarships to deserving SIFE members and the SIFE Professional development course, part of UNF's Entrepreneurship Curriculum, taught by David Hayes, Chair of UNF SIFE's Business Advisory Board for the last two semesters.

UNF SIFE also worked to create a more dynamic Business Advisory Board by requiring that Board members support UNF SIFE through financial contributions and through participation in a new UNF SIFE Leader Mentorship program.

Partners and Support

Additionally, UNF has continued its enthusiastic support of SIFE by providing financial support, physical facilities, and promotional support. At the organizational level, UNF SIFE has created programs that ensure that the organization will perform at a high level over the long term. UNF SIFE has developed the Summer Leadership training and Board Mentorship programs to guarantee that leadership succession occurs smoothly. In the Presidential Survival guide, the organizational knowledge has been documented. In addition, UNF SIFE has continued to develop retention and recruitment programs that work: 60% of the current membership will return in 2006-2007 and UNF SIFE has successfully partnered with other student organizations to expand membership and project capacity.

Recruitment

Finally, recruitment efforts this year successfully targeted previously untapped sources of SIFE members, the Graphic Design and Psychology program. Needless to say, freshman are always a recruiting focus. At the project level, UNF SIFE has been especially attentive to undertaking projects and obtaining results that will ensure success over time. UNF SIFE continued successful relationships with businesses such as Wal-Mart, Suntrust Bank and Interline Brands as well as with organizations like Northside Community Involvement Center, Pace Center for Girls, HabiJax and local high schools. UNF SIFE has developed projects that have sufficient scope to make certain that they will be actionable for many years in the future.