

Minding Our Business: A Model of Service-Learning in Entrepreneurship Education

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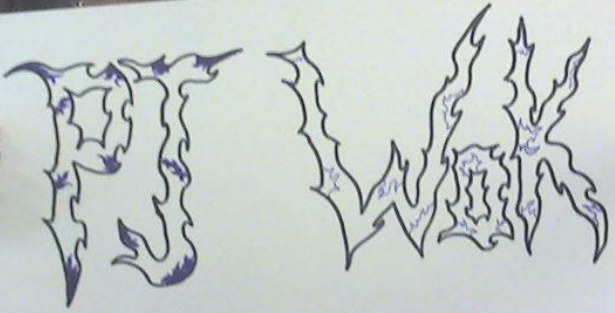
Description

- MOB is a service-learning experience for Rider University students
- Rider students mentor Trenton public school students through the process of starting and running a team business
- Students are 2/3 female, ages 11-14, Black or Latino and from low income families.
- The course involves a class experience, a field experience and a training conference.



Class Experience

- Three knowledge areas: entrepreneurship, mentoring and team management
- Team Learning (Michaelsen 1994).
Mentors in their teams apply concepts in class and in the field.
- Reflection is where the learning takes place – weekly journal writings.



Shimpy - chicken on poop

Cup \$1
Pint \$1.50
Quart \$2.50



שִׁמְפִי חֵזֶק אֶתְּךָ

Calvin

Training Conference

- Mentors receive 20 hours of training at Weekend-Long Training Conference
- Mentors learn their role as team facilitators.
- Mentors learn how to facilitate the 12 week entrepreneurship curriculum.
- Mentors get to know their co-mentors.



2-27-07 8-3 8-4

1) Explain in two sentences what happened in 300s?	1) bishop	9) logic	7) s
2) What happened in the great centers of international trade?	2) dynasty	10) serf	18) u
3) Explain in two sentences what happened in 1000s?	3) natural right	11) peon	19) te
	4) tariff	12) republic	20) t
	5) inflation	13) delta	1) Great R
	6) comedy	14) curriculum	2) Lake V
	7) fief	15) millet	3) water
	8) abdicate	16) mosaic	

Field Experience

- Minding Our Business Roadmap
- Session 1 Building a Team I
- Session 2 Building a Team II
- Session 3 Introduction to Entrepreneurship
- Session 4 Selecting & Naming Your Business
- Session 5 Pricing and Promoting Your Business
- Session 6 Advertising that Works
- Session 7 Your Business Plan
- Session 8 Business Plan Presentations
- Session 9 Getting Ready for Market Fair
- Session 10 Market Fair
- Session 11 Sharing Successes and Challenges
- Session 12 Visit to Area Businesses
- Session 13 Reflection and Next Steps

Sessions 1 & 2 Team Building

Boundary Breaking

- **Purpose:** To help us discover what we have in common and to become more accepting and understanding of our differences
- **Directions:**
 - Each member will read a question, respond to it, and pass it to the person on his/her left.
 - Everyone will answer each question—by interpreting the question any way he chooses.
 - The only person talking should be the person answering the question.

- 1. Who is one of your heroes or role models? Explain your answer.

- 2. If someone gave you \$1,000, how would you spend it?

- 3. If you could have one special power, what would it be and why?

- 4. If you could go anywhere in the world, where would you go and why?

- 5. Describe one thing that makes you happy.

Session 3 Introduction to Entrepreneurship

Starting a Business

Step One. Household Object Activity (3 minutes)

Activity: Take household objects (or garbage) and **brainstorm** new uses for these materials.

Observe the Rules of Brainstorming:

- + Anything goes! Do not pass judgment or evaluate any ideas.
 - + The more ideas, the better
 - + The wilder the ideas, the better
 - + Build on the ideas of others

How could some of these ideas be turned into businesses?

Sessions 4 to 9 The Business Plan

2007 Spring Market Fair





BEATS + MEATS

- 1. Minz - this why I'm Hot
- 2. A. Kelly - I'ma Flirt
- 3. Musiq - B.U.D.Y
- 4. Honey - Pop, Lock, and Drop it.
- 5. Ciara - Like a boy
- 6. DJ DMX - Two step
- 7. Rich Boy - Throw some D's on it
- 8. Young Jeezy - Go Getta
- 9. NeYo - Because of you
- Diddy ft. Keyshia - Last Night
- Kan - Don't Matter
- ... (partially obscured)

CD \$3



















Last Three Sessions

Sharing Successes and Challenges
Visit to Trenton Area Businesses
Reflection and Next Steps

MOB Impact on Trenton Students

Research conducted on students outcomes indicates that students in MOB:

- become more interested in going to college and in starting their own businesses.
- observe positive changes in self and improvement in important work/life skills.
- exhibit reduced school absenteeism and tardiness.
- MOB also improves self-esteem among participating students.

MOB Impact on Mentors

- Since 1996-1997 more than 300 Rider University students have mentored teams of Trenton students.
- Mentors' reflections and end-of-program mentor surveys provide evidence of a great learning experience and of the positive impact of MOB on their personal and vocational development.
- The majority of the mentors plan to do more community service and express a greater interest in working with kids in the future.
- A significant number of mentors also experience a greater desire to start their own businesses because of MOB.
- MOB also help mentors understand poverty and to appreciate cultural differences.

End-of Semester Mentor Journals – Selected Quotes

- “This class is based around a life changing program.”
- “I learned that I’m capable of helping others... that I have some things in common with all the children... I am definitely not the same person I was.”
- “In the future I would definitely like to work more with kids at some point, whether is coaching or teaching or mentoring, the experience you get from kids is like none other.”
- “I feel that MOB is the best thing that happened to my life, overall, in quite some time. The things I will take away from this class have and will continue to change my life.”
- “My life plans are still to own my business, and MOB has helped me realize that I cannot see myself doing anything else other than that.”

Conclusion & Next Steps

- A win-win situation for both students and mentors
- The MOB model can be replicated at schools and colleges of business in universities across the US.
 - + 3 Day Training Conference
 - + Service-Learning Course
- The MOB model can also be replicated using small business owners, high-school students or company employees as mentors.
 - + 3 Day Training Conference and 1 Day Follow-Up
 - + Field Coordinator
- What can you do to have a MOB Program in your community? E-mail hernandez@rider.edu