

EXECUTIVE SUMMARY

The name of the nominee and contact information of a person who can provide any additional materials needed:

Kristin E. Joos, Ph.D.

Director, Young Entrepreneurs for Leadership & Sustainability Summer Program for High School Students

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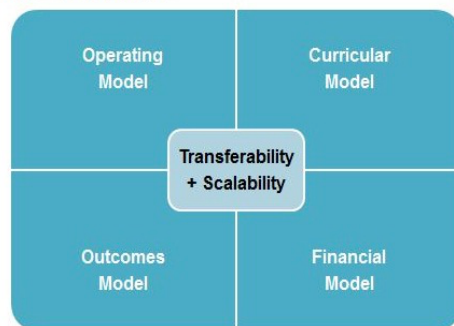
Phone 352.273.0355; Fax 352.846.2170

Purpose / mission of the nominated program:

The UF Young Entrepreneurs for Leadership & Sustainability summer program gives college bound high school students the opportunity to live, work, eat, and play on the campus of the University of Florida for five weeks each summer while learning about entrepreneurship and social entrepreneurship, being inspired to solve social problems, and practicing sustainability. We empower students to become leaders and changemakers.

There are four models that are central to the YELS core strategy, together these four models result in a program that is both transferable and scalable.

YELS Core Strategy:



Our hope is that other colleges and universities can employ these models to leverage the strengths of their local entrepreneurial ecosystem to create a program designed to empower students to become changemakers.

Primary objectives of the program are to:

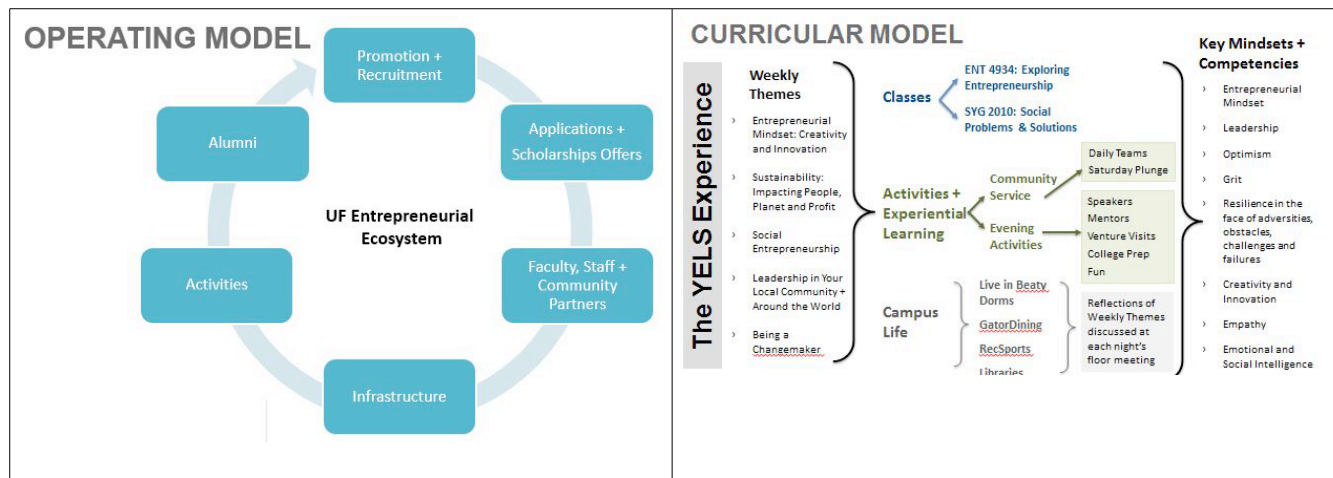
- Educate, inspire and empower students to become entrepreneurs, social entrepreneurs, and leaders.
- Give students the opportunity to meet and develop mentoring relationships with successful entrepreneurs, social entrepreneurs, and leaders.
- Challenge students to apply what they're learning about entrepreneurship, social entrepreneurship, and leadership with experiential projects, in the local community.
- Encourage students to continue learning and developing as entrepreneurs, social entrepreneurs, and leaders when they return to their high schools and communities to finish their senior year of high school and as they embark on their college careers.

The principal students and/or individuals the program is designed to serve:

College-bound high school students interested in entrepreneurship & social entrepreneurship from across the U.S. In 2007 we launched the first YELS summer program with 18 students, three student-staff, four volunteers, and a director. In 2008 we grew to 23 students, in 2009 to 28 students, and by 2013 and 2014, we had over 180 applicants, from which we accepted 42 and maintained a waiting list of more than 30 additional students. We make a strong effort to attract a diverse group of participants each year, and make scholarships available, especially for those from disadvantaged backgrounds.

An abbreviated description of the program:

For five weeks students take two college-level courses: ENT4934 - Exploring Entrepreneurship and SYG2010 - Social Problems & Solutions. They also complete 75 hours of community service. Additionally, we include a plethora of exciting activities and events to integrate the academic learning with engaging and interactive experiences outside of class. Students live, work, eat, and play on the campus of the University of Florida for the duration of the five weeks. Each morning students attend class and study sessions; each afternoon they work in teams doing community service; each evening they participate in evening programming, including a Speaker Series (featuring notable leaders in entrepreneurship & social entrepreneurship), a Mentor program (where they are paired with both undergraduate students pursuing minors in Entrepreneurship, Organizational Leadership for Nonprofits, or Sustainability) and entrepreneurs & social entrepreneurs), field trips (to such locations as the Sid Martin Biotech Incubator, the UF Innovation Hub, an organic fair-trade coffee roaster, a farmers market, a biofuel plant, a startup imaging technology company, and many others), College Prep Workshops, and other activities, events, and trips for fun.



YELS Daily Schedule: (Please see the Additional Information Packet for the full YELS Schedule)

9 - 10am	Course Reading/Discussion/Review/Study Sessions
10-12:30pm	Class: Exploring Entrepreneurship or Social Problems & Solutions
12:30-2pm	Lunch Break
2 - 5pm	Experiential Learning Projects with Community Service Partners
5 - 7:30pm	Dinner Break
7:30 - 9pm	Speakers/Mentors/Field Trips
9 - 10:30pm	Course Reading/Discussion/Review/Study Sessions
10:30	Floor Meeting
10:45	Students to rooms

YELS culminates with a formal awards celebration, recognizing the students for their leadership, service, and entrepreneurial spirit. Students' parents are invited together with our staff, volunteers, supporters, and friends (typically 180-200 people attend). The entire event is planned by the students – they create the program, select speakers, create a slideshow & videos, and decorate the room. YELS staff attend to give the Awards, but are not “in charge” so that students can hone their leadership and organizing skills.

Unique aspects and features of the program:

YELS is the only pre-college summer program for high school students focusing on both entrepreneurship and social entrepreneurship in the U.S., and the only summer program teaching social entrepreneurship to high school students. There are programs that teach entrepreneurship, but not as comprehensively or with as much of an emphasis on experiential learning as a tool to develop

key mindsets, competencies and skills of successful entrepreneurs and leaders.

Students play a leadership role in managing YELS. All staff (and volunteers), with the exception of our director and the instructor of the Exploring Entrepreneurship course, are undergraduate students at UF, most minoring in Entrepreneurship. We are an Ashoka Youth Venture campus, partner regularly with the Echoing Green Foundation, and have done programming with the Skoll Foundation and B-Corporations.

Each week has a theme contributing to our overarching focus on entrepreneurship, social entrepreneurship, leadership & sustainability.

Week 1: The Entrepreneurial Mindset: Creativity and Innovation

Week 2: Sustainability

Week 3: Social Entrepreneurship

Week 4: Leadership in your Local Community & Around the World

Week 5: Being a Changemaker

Every activity during a given week focuses on that week's theme. For example, during our week on Sustainability-- on Monday Speaker's Series speaker is an entrepreneur whose business focuses on environmental sustainability. During the Tuesday night Mentor Meetings, mentors are given a handout to prepare them to discuss sustainability-related issues with their mentor team. The Wednesday night field trip is to the local Cooperative Food Market and the Farmer Market, then the students prepare their own 100 Mile Dinner (made with all locally sourced ingredients). The Thursday night College Prep Workshop features a student-panel of undergraduates talking about how to get involved on campus & in the community, and the Friday night "Fun" event entails either a visit to a local organic, fair-trade coffee shop or a film series of entrepreneurs running B-Corporations (followed by Ben & Jerry's ice cream featuring Greyston Bakery Brownies). On Saturday we visit Universal Studios where students are given a back-stage tour of Universal's innovative sustainability efforts (and then enjoy the afternoon at the amusement park). Each night, at the Floor Meeting prior to lights out, students reflect with the staff about how the activities and experiences each day reflect the week's theme as well as the program values and mission.

The student participants are assigned to mentor teams consisting of four high school students with one undergraduate student-staff (pursuing a minor in Entrepreneurship or Organizational Leadership for Nonprofits or Leadership) and one-two adult Entrepreneurs, Social Entrepreneurs, and Leaders. The teams meet weekly for two hours to discuss issues related to each week's theme. We give the students many opportunities to meet and learn from entrepreneurs, social entrepreneurs, and leaders. In fact, YELS students had 518 opportunities to meet with and learn from entrepreneurs, social entrepreneurs, and leaders in the past eight years, many establishing long-time relationships and invaluable networks.

The student participants are also assigned to service teams consisting of six students with one student-staff leader. Each afternoon they visit their community service site (in 2014 we worked with Phoenix Neighborhood Afterschool Program, YOPP! Youth Program, Cade Museum Foundation, Alachua Conservation Trust, the Repurpose Project, Gainesville Harvest, Florida Organic Growers Community Gardens Program, Grow Gainesville/Gainesville Compost, and Forage Farm/Siembra Farm) where they meet their Service Mentors (the adult staff from the partnering community organizations) and work on their volunteer projects. Students remain on the same team, working with the same organization for the duration of the five weeks, and are quite pleased with their accomplishments as the program comes to an end.

Sustainability is a core focus of the Young Entrepreneurs for Leadership & Sustainability program. Students learn about the importance (environmentally, socially, and economically) of sustainability, and come to see it as a business opportunity for innovative entrepreneurs. They learn to live sustainably-- reducing their consumption, recycling, composting, eating locally, and calculating their

own carbon footprints as well as the footprint of the entire program. We partner with the International Carbon Bank and Exchange who help with this exercise and helped us determine that we ran carbon neutral in 2010 – 2014.

We strive to help students understand that every aspect of YELS is intended as fodder for experiential learning-- so that what they learn in the Exploring Entrepreneurship course (focusing on innovation, creativity, risk-taking, failure-as-compost, strategy, etc.) and their Social Problems & Solutions course impacts how they approach community service and their ability to see innovative ways to approach social, and economic problems. In reverse, what the students experience and observe while doing service or on field trips should inspire the ventures they consider launching in the Exploring Entrepreneurship course.

The last week of the program focuses on empowering students to carry what they have learned back home, to their families, schools, and communities. The last Speaker Series features a notable entrepreneur or leader in the field of entrepreneurship (in 2010 we hosted Jason Lucash from OrigAudio, who was included in the Time Magazine 50 Best Inventions of 2009; in 2010 we hosted Alex Sink, former CFO of the State of Florida who is launching an organization to support & promote entrepreneurship called the Florida Next Foundation; in 2013 we hosted a panel of young entrepreneurs featuring founders of GroovesHark, Student-Maid, Trendy Media, ToneRite, RoomSync, and Fracture, and in 2014 we partnered with StarterSpace to host a panel featuring the founders of Cordaroys, ParisLeaf, StudentMaid, RoomSync, BambouHeart, and SpinChill). As the last day approaches, the students present Elevator Pitches for their own startup ventures and create action plans to guide their efforts as they move forward as changemakers.

Sources of funding and/or support for the program, course or pedagogy:

YELS has an annual budget of approximately \$268,000. About 80% of revenue is from student fees. Participants pay a program fee of \$7000 (including tuition, books/materials, housing, transportation, field-trips, meals, and activities for the five weeks). We have a number of individual and corporate donors who contribute towards our YELS Scholarship Fund. In all we have raised more than \$270,000 for the fund over the past eight years. Additionally, a number of local businesses make in-kind donations for items like printing, t-shirts, catering, community project materials, and many speakers share with our students, without charging a speakers fee. The total of these in-kind gifts, each year, is more than \$25,000.

FINANCIAL MODEL



We emphasize diversity and accept participants regardless of their ability to pay. Each year approximately 25% of our participants receive full or partial scholarships to lower their cost of participation. Without the generous support of the donors to our scholarship fund, YELS would still be able to run with full-paying students. However, we consider it to be a much less “successful” program, as we would lose the diversity we are most proud of-- giving bright, motivated, aspiring changemakers the opportunity to participate regardless of their background or ability to afford the program. We believe that all the students benefit greatly from living with and learning from others with different perspectives-- it teaches them the value of open-mindedness and helps them to be more creative and resourceful when working together.

Program benefits for its students:

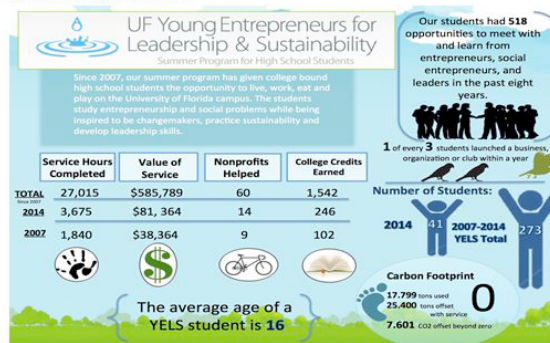
- Students learn about entrepreneurship, social entrepreneurship, leadership, and sustainability-- in the classroom and in their daily life;
- Students become more responsible, independent, and prepared for college-life;
- Students earn 6 college credits and more than 75 hours of community service;
- Students develop a network of colleagues and lasting friendships with peers, student-staff role models, and mentors. Please see the Additional Information Packet for a list of videos featuring students discussing their experience in the program and quotes from our alumni and their parents.

Program outcomes, short and long term:

Over the course of the past eight years, 273 students have completed the YELS summer program, approximately 25% of whom were on scholarships. Almost all of the students remain in touch with us, updating us about their successes. Each year students share with us that they return to their families, schools, and communities to start student organizations, or launch business or nonprofits (approximately 30% of our graduates do so in the first year after YELS). Many of the students return to UF for college and are now pursuing minors in Entrepreneurship or Business Administration (and some in Sustainability or other fields of interest) with their undergraduate degree. In fact, now that YELS has been running for eight years, many of our staff members are former YELS participants. We hope that in a few years, all of our staff will be former participants, as we come full circle with our former students stepping up as leaders to educate, inspire, and empower the next generation of changemakers. Please see the Additional Information Packet for our Outcomes Model with more information about the impact of the program.

In 2014, YELS students completed 3675 hours of community service with a value of \$81,364. Beginning in 2010 we ran the program entirely carbon-neutral (in 2014 we consumed 17.799 tons and offset 25.400 tons = 7.601 tons of extra carbon offsets, so not only was our footprint zero, we actually offset 7.601 tons). Since the program's inception, 273 students have participated, earning 1,542 college credits, completing 27,015 hours of community service with a value of \$585,789 with 60 local nonprofit organizations.

OUTCOMES MODEL



Our alumni tell us that YELS is much more than an educational program...it's an experience that changes their lives. Each year 42 high school students from diverse backgrounds come together ostensibly to learn how to be entrepreneurs & social entrepreneurs (and earn 6 college credits and 75 hours of community service). Through the efforts of our staff to embody the YELS program mission and values and through the magic that occurs when so many bright, motivated, passionate young people come together and work hard, students return home empowered and inspired to take action—they get involved in their schools and communities, and start their own businesses, nonprofit organizations, and school clubs. We (and they) keep in touch and maintain networks. Many YELS alumni come to UF as undergraduates and work in future years as YELS staff & volunteers. In this way, the program comes full circle with our former students stepping up as leaders to educate, inspire, and empower the next generation of changemakers.