

UMD SIFE Projects

2006-2007

"BUILDING A FOUNDATION FOR FUTURE SUCCESS."

1. Business Ethics



Ethics Evolution
Results: 10,000 people impacted

Criteria: **1**

With recent media coverage surrounding companies such as Enron, the UMass Dartmouth SIFE team created the Ethics Evolution project to raise awareness and conversation on campus about the subject of ethics. The results of the campaign, measured through pre- and post-tests, were amazing. A pre-test, conducted in November, evaluated the students' definition of "ethics". The pre-test showed that a total of 209 students (of the original 256 students that were tested) did not have a clear understanding of what ethics meant, leaving only 18% of the students with a clear definition. Following the pre-test, the UMassD SIFE students took the initiative to post flyers and banners throughout the campus with a definition of ethics as: "Doing the right thing when no one is watching."

A post-test was taken 2 weeks after the flyers were removed and the results were as follows: of the 325 post-tests completed by students, 152 of them were able to match our definition of "ethics," resulting in a 35% increase over the pre-test results. Please note that responses of "I don't know" or "No answer" were excluded from the test results.

Wallet Ethics Evolution Project (W.E.E.P.)
Results: 9 people surveyed to-date

Criteria: **1**

As an extension of the "Ethics Evolution" project, the Wallet Ethics Evolution Project (W.E.E.P.) was initiated to put our students to the test. As part of the project, wallets were strategically placed in both male and female restrooms. When students exited the restrooms, they were questioned by UMassD SIFE members as to whether or not they had seen a lost wallet. The students had 3 expected responses: Ethical: Student took the wallet and money and returned both; or student left the wallet and the money and indicated that the wallet was in the bathroom. Not Ethical: Student took either the wallet or the money and denied seeing the wallet.

Of the 9 students observed, 7 were found to be ethical. We plan to gather additional statistically valid data next year to launch another Ethics Evolution project with the involvement of area media outlets.



2. Market Economics

File Sharing Forum
Results: 50 people impacted

Criteria: **1 2**

The UMassD SIFE team and the Office of Housing and Residential Life collaborated to run a forum on file sharing in one of the dormitories. File sharing is a major concern on most college campuses. Even though the University has a strict policy against file sharing and "peer-to-peer" (P2P) downloading, many students living on campus still download. On average, 15 instances of students, per dormitory, were caught downloading. With 12 dorms on our campus, that is a total of 180 instances. At the forum, students learned what file sharing was, why it is illegal, the consequence if caught, and the effects of file sharing on the economy. The UMassD SIFE team is planning to expand the forum campus-wide as a project for next year.



CreditSmart
Results: 7 people impacted

Criteria: **1 2 3 5**

National statistics suggests that close to 45% of college students carry an average of \$3,000 in credit card debt and universities lose more students due to credit card debt than to academic failure. For minority students, this problem is even more acute. The goal of this project was to teach UMass Dartmouth freshmen and sophomores (targeting 10 minority and female students as a pilot group) to build and manage credit in preparation for life after college. As part of the workshop, students were also taught to check balancing procedures. Both a pre-test and a post-test were conducted by each student upon completion of the program to document the knowledge they gained from attending the workshops. The pre- and post-tests showed a 10 point improvement in their



knowledge, highlighting the success of the program. With funds from a Business Advisory Board (BAB) member's bank, the students were awarded \$10 to \$20 gift certificates. The award criteria was dependant on the number of sessions each student attended. As part of the program, each student pledged to report their FICO scores to the UMassD SIFE team, on an annual basis, to evaluate the sustainability of their effective credit management. Based on the success of this format, the project will be expanded to accommodate a larger attendance within the same target audience.

Student Attendance per Session (7 total attendees)		
Three Sessions	Two Sessions	One Session
3	2	7

3. Financial Literacy



4. Entrepreneurship

Entrepreneurship Education Outreach Project (EEO)
Results: 17 people impacted

Criteria: **1 2 3 4 5**

The near-by city of New Bedford is an old industrial city with an elevated high school drop-out rate, resulting in low education and income levels. New Bedford, with 94,000 residents has an average annual income of \$27,500 with 29% of the population living below the poverty line.

As a continuation of a project initiated by the UMassD SIFE founders, 2 members of the 2006-2007 UMassD SIFE team conducted workshops spanning a 13-week period to teach 17 New Bedford High School students from economically disadvantaged backgrounds about entrepreneurship and business plan development. The workshops included product/service concepts, marketing, management, financial plans, business ethics and successful operation of business. The High School students presented their business plans to a panel of judges from the business community (including our Sam Walton Fellow) in January 2007.



Metro Pizza Marketing
Results: 17 people impacted

Criteria: **4 5**

Metro Pizza, a local pizza eatery in Dartmouth, MA, approached the UMassD SIFE team to help them expand their business by launching a delivery service to our students and other local businesses. The team has given the owner input on how to improve their services. The delivery service will commence shortly.



Peace Through Commerce (PTC)
Results: 15 people impacted

Criteria: **1 2 3 4 5**

Last year, several SIFE members traveled to Peru with the International Business Association (IBA) to provide consulting services to Centro Ann Sullivan del Peru (CASP). CASP is a non-profit school for disabled children (or as they are kindly referred to as "people with different abilities"), specializing in autism. UMassD SIFE members evaluated and revised five business plans developed by mothers of the CASP children, working with Ashoka (a global association of social entrepreneurs). Many of the women come from rural villages and possess very limited education. Most cannot even afford their children's medications. Of the five business plans that were submitted, Rosa Berth, a single mother with the dream of starting her own handmade jewelry business was selected for support. It is interesting to note that when Rosa's husband learned that their only son, Jhostin was diagnosed with autism, he abandoned the both of them, leaving Rosa as the sole caretaker of their child. To assist Rosa and her son,



the UMassD SIFE team dedicated their time and effort to raising \$3,000, of which \$600 has been raised so far. The money will be provided as an interest-free micro-loan to Rosa. The principal payments from the borrower will be used to fund future "Peace Through Commerce" projects in Peru.

5. Success Skills

Community Education Outreach (CEO)
Results: 8 people directly impacted, 247 people indirectly impacted

Criteria: **2 3 5**

The CEO project has been in existence since the UMassD SIFE team was established in 2003. For three years, the members devoted their time and expertise teaching inmates at the Bristol County House of Corrections (minimum security prison) basic computer and business skills through the use of Microsoft Office, including Word, Excel, and Power Point. This year, based on the recommendation of one of our BAB members who works at the prison, the

CEO project has shifted from working with adult inmates to High School students with a completely new curriculum and focus.

In collaboration with the Drug Court of New Bedford, MA, UMassD SIFE taught students, aged 13-17, essential life-style and career skills. These skills included interviewing, teamwork, and the utilization of "street-wise" attitudes towards professional career development.

Prior to our involvement with the Drug Court program, New Bedford had no formal life-skills program for the target group that focused on helping the students put their talents and intelligence to good use.

UMassD SIFE provided the program with the intent to see the students through to the execution of a job application, interview and employment, as most of these students are High School drop-outs and lack these necessary skills. This program has been so successful that it has developed into a requirement for the students' completion of their probationary status. Upon completion of this year's program, the students left with an enthusiastic attitude to engage themselves as productive members of society.



Dear SIFE Judges

The University of Massachusetts Dartmouth SIFE (UMassD SIFE) team is committed to the promotion of the principles of free enterprise within the University and its surrounding communities. The cities of New Bedford and Fall River are historically characterized by low levels of educational attainment and entrepreneurial activities and high levels of unemployment, thus revealing a need to improve the community through educational services. In its fourth year, the UMassD SIFE team has made substantial contributions in helping the disadvantaged populations of this region by building a foundation for the future of our community. The group aims to expand both its local and global outreach in the future as it continues to develop into a cohesive team of motivated students making a difference in the world. We certify this report.

Sincerely,

Erin Fincher, President
UMass Dartmouth SIFE

Dr. Godwin Ariguzo, Lecturer
Sam Walton Fellow

Dr. Eileen Peacock, Dean
Charlton College of Business

Program Sustainability

With teamwork and persistence, the UMassD SIFE members have been able to focus on several key projects this year, including implementing a six-hour CreditSmart education program targeting minority and female freshmen and sophomores, working with the entrepreneurship teachers at New Bedford High School to teach their students how to write business plans, and conducting an ethics education project involving a creative marketing campaign to raise awareness and conversation on campus about ethics. With two projects continued from last year and six new projects we have implemented eight projects in total with long-term sustainability and follow-up.

We have successfully recruited three new BAB members, a growth of 14% from last year. The new BAB members hold key positions in the community such as a Wal-Mart Store Manager, a Promotional Manager of GE Security and a Store Manager from Wells Fargo Financial. Over 60 percent of our members this year are either juniors, sophomores, or freshmen and the team is lead by a junior creating a sustainable membership roster. Our Sam Walton Fellow attended every meeting we held this year. Together we raised over \$3,000 through our entrepreneurial ventures to support our projects. We believe that the state of the UMass Dartmouth SIFE is strong and will remain so for the foreseeable future.



Criteria

Key

Projects	Criteria Met	Members involved	Hours	People impacted	New/Continued
Ethics Evolution	1	9	90	10,000	New
Wallet Educational Ethics Program (W.E.E.P.)	1	2	20	9	New
Entrepreneurship Education Outreach Project (EEO)	1 2 3 4 5	2	96	17	Continued
CreditSmart	1 2 3 5	11	70	7	New
File Sharing Forum	1 2	2	27	50	New
Community Education Outreach (CEO)	2 3 5	3	60	255	Continued
Metro Pizza Marketing	4 5	5	30	17	New
Peace Through Commerce (PTC)	1 2 3 4 5	7	150	15	New
Total			543	10,370	

- 1** Business Ethics
- 2** Market Economics
- 3** Financial Literacy
- 4** Entrepreneurship
- 5** Success Skills

2006 - 2007 Business Advisory Board

Our Mission



Dr. John A. Chopoorian
Chancellor Professor of Marketing
UMass Dartmouth

Mr. Ron Fortier
Marketing Director
Dartmouth Building Supply

Ms. June D. Goguen
Vice President, Commercial Lending
Eastern Bank

Mr. Andrew Guilbeault
Assistant VP Marketing and Bus. Dev.
Bank Five

Mr. Joseph Jandrow
Store Manger
Wal-Mart

Mr. Cecil Lopes
President
New Bedford Floor Covering Sales Inc.

Mr. John Methia
Executive Producer
Clicknet.tv

Mr. Nick Molina
MoreStor Vault™ Sales
MORE GROUP INC©

Mr. Shawn Mills
President/Owner
New England Video Productions

Mr. James Nichols
Store Manager
JC Penny

Dr. Eileen Peacock, Dean
Charlton College of Business
UMass Dartmouth

Mr. Manny Pinarreta
Distributor Manager
New England Zone, Heineken USA

Mr. Cesar A Rodas Jr.
Sales Representative
The Conway Group

Dr. Steven White
Professor of Marketing
UMass Dartmouth

Mr. Trey Whalley, CFA
Senior Financial Planner
MetLife Resources

The UMassD SIFE team mission is embedded in its vision of connecting education with the real world by promoting steadfast commitment:

- To reinforce entrepreneurial ideologies and endeavors on the campus and in the surrounding communities;
- To foster leadership, business skills and lasting relationships among its members;
- To enhance networking and learning opportunities through interactions with its advisory board members;
- To serve as a bridge between the University and the Southcoast region;
- To continue to increase its membership from diverse backgrounds in order to amplify its educational impact.

Our Location

Established in 1664, the town of Dartmouth is located 60 miles south of Boston and 30 miles east of Providence. Lying midway between Fall River and New Bedford, Dartmouth is intertwined within a region once known for its strong textile and apparel manufacturing jobs, held primarily by the Portuguese and Hispanic immigrant populations. UMass Dartmouth became one of five campuses in the University of Massachusetts system in 1991, and is strategically located to serve the Southcoast region and its more than 500,000 residents.



UMassD SIFE

The UMass Dartmouth chapter of SIFE was established in November 2003 with only 5 members and Sam Walton Fellow, Dr. Godwin Ariguzo. Today, we are 25 members strong and consist of a diverse group of students majoring in Biology, English/Drama, Computer Information Science, Finance, Human Resource Management, Political Science, Operations Management and Marketing. Our membership continues to grow annually and is recognized in the region as one of the most active and community oriented student groups on campus.



Our Business Advisory Board (BAB) members continue to play an integral role in our projects with many eager to give program advice in addition to moral and financial support. With strong backing from our university administration, faculty, and BAB members, we have implemented eight exceptional projects that have truly made a difference in the lives of the people we have touched. One strong example comes directly from the words of a CreditSmart program attendee, "The CreditSmart program has taught me a lot about financial management. I wish I had learned them at home." As UMassD SIFE members, we continue to pursue our mission of helping our community build a foundation for future success.

University of Massachusetts Dartmouth

"Building a Foundation for Success."

