

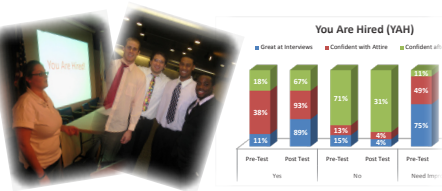
Criterion 1: Market Economics
Market Economics Education Project (MEEP)



Our team worked with 4th and 5th graders at Carney Academy Elementary School located in New Bedford, MA. We taught them market economics principles with age-appropriate curricula. We concluded by bringing the students to the UMass Dartmouth campus where they sold items made with the \$20 seed money we gave them. The students kept 50% of the profit and gave the remainder to the charity of their choice.

Results: 45 impacted, 64 hours logged

Criterion 2: Success Skills
You Are Hired (YAH)



Our Personal Success Skill workshop (YAH) taught students proper interview skills and attire. Two guest speakers, David LePage from the Career Development Center and Sarah Foster, from Deliotte Consulting and BAB member gave tips on how to land a great job. The event concluded with a fashion show starring SIFE members who modeled appropriate and inappropriate work attire.

Results: 55 impacted, 17 hours logged

Criterion 2: Success Skills
The Secret



Our team had a screening of the movie, "The Secret," which taught students the power of positive thinking. After the viewing, a question and answer session followed led by a Business Advisory Board member and entrepreneur, Dr. Jack Chopoorian. Statements such as, "I feel empowered and ready to conquer the world," speak volumes about the impact this project had on the attendees.

Results: 127 impacted, 45 hours logged

Criterion 3: Entrepreneurship and/or
Improving Local Business



Our team has been helping an organic food company called, "The Best Damn Granola," to improve its business operations. Advice on how to improve production processes, marketing, and financial systems were given. We have converted their "shoe box" accounting system to QuickBooks and taught them how to use the software. Our team has recently been approached by another local business owner looking for help.

Results: 4 impacted, 50 hours logged

Criterion 4: Financial Management
Declaration of Financial Independence (DOFI)



Careless consumer use of credit and irresponsible financial habits have created a major problem for Americans. We continued our efforts to educate our peers about personal financial responsibility through our pledge project, DoFI. The pledge was developed by ING. With permission, we duplicated and used it to teach our fellow students to pay attention to this important subject.

Results: 522 impacted, 15 hours logged

Criterion 4: Financial Management
CreditSMART (Freshmen)



The CreditSMART financial education project was directed towards freshmen to provide them with a good understanding of the responsibility that comes with credit card ownership and usage. Our BAB member, Robert Santos, a Merrill Lynch financial advisor, led this presentation.

Results: 55 impacted, 96 hours logged

Criterion 4: Financial Management
Personal Financial Management (PFM) (Seniors)



The PFM project targeted seniors. Four members of Mechanical Cooperative Bank came to our campus to present an interactive seminar to educate seniors on topics such as paying off student loans, investing in 401k plans, mortgages, identity theft, and the role of FICO scores in their future.

Results: 58 impacted, 105 hours logged

Criterion 5: Business Environmental Sustainability
Faces of Aquaculture



Our team worked with our campus sustainability office to discuss the role of aquaculture in helping achieve seafood sustainability. We screened the movie, "Faces of Aquaculture." After the movie, an open discussion followed, moderated by Dr. Garry Clayton of Sustainability Studies. In the midst of the open forum, there was a loss of power in the town of Dartmouth, but that did not extinguish our dedication.

Results: 21 impacted, 40 hours logged



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Criterion 5: Personal Environmental Sustainability
Light for Life (LFL)



Our team purchased and installed energy efficient light bulbs in the home of a low income mother. Each light bulb installed has the potential to save \$37 per year in energy costs. She plans to work with us to create an environmental awareness campaign about the value of using energy efficient light bulbs in her neighborhood and a "buy green" program. We will continue to track her family's electricity cost.

Results: 3 impacted, 25 hours logged

Criterion 6: Business Ethics
EthicsSKits



With business ethics being such a major issue in today's workplace, our team went into a variety of classrooms to perform skits on campus relating to various ethical dilemmas such as sexual harassment, document falsification, and discrimination. These skits are a light-hearted way of addressing these serious issues. After the skits, students engaged in debates regarding the issues raised in the skits.

Results: 417 impacted, 76 hours logged

Criterion 7: Team Sustainability
Membership, Leadership, and Financial Sustainability



Our E-Board organized our first retreat this year for future leaders. This retreat highlighted the lessons learned by the E-Board and areas needing improvement. This year we have \$14,500 for our programs. With \$6,000 of that in our reserve account to sustain the team for two years in case of a major loss of revenue from the student senate. A fundraising committee has been created. Plans are under way for recruitment efforts towards liberal arts students.

Results: 46 impacted, 95 hours logged

Criterion 7: Program Sustainability
Wikispaces, Knowledge Sharing



Our secure Wikispaces page, e-mail system, and SIFE alumni database are unparalleled. The Wikispaces pages provides a centralized information sharing system allowing new members to obtain historical information and prevents loss of important information from year to year. Over 60 percent of our projects were continued from the previous year, albeit, with improved implementation strategy.

Criterion 7: Program Sustainability
CreditSMART at Freshman Orientation



We have plans to expand the CreditSMART workshop and offer the program during the freshmen orientation in August 2010. While the new Credit Card Accountability, Responsibility, and Disclosure (CARD) Act went into effect on February 22, 2010, there are still a lot of 'gotchas' that should be avoided by incoming freshmen. Our team has been invited to present our popular CreditSMART workshop to incoming freshmen in fall 2010.

Criterion 7: Program Sustainability
EthicsSKits



In the next weeks, we will commence planning and training for the next group of performers to present the EthicsSKits for the Resident Assistants (RA) training. We believe that this message is better conveyed by students for students and that is the reason the Office of Residential Life has asked us to do this as part of their RA training program. One could say that our EthicsSKits is now part of the institutional programming.

Criterion 7: Program Sustainability
Light for Life for the Community



Working with Margerie F., our team plans to change the light bulbs in her low income community one household at a time. The goal is to begin to educate and encourage the community to pay attention to the environment and by summer 2011, we expect to have all 30 homes in her community using energy efficient light bulbs. They will also replace them with efficient bulbs when they burn out.

Criterion 7: Program Sustainability
Aquaculture Marketing for the Mashpee Wampanoag Tribe



After the screening of the Aquaculture video, a member of the Mashpee Wampanoag Tribe approached our team to obtain assistance to develop marketing plans for their cultured oyster products. We are currently meeting with their chief to learn and assess their needs.

Year in Review

Criteria Key

1. Market Economics

2. Successs Skills

3. Entrepreneurship and/or
Improving Local Business
4. Financial Management

5. Business & Personal Sustainability

6. Business Ethics

7. Team and Program Sustainability



Projects	Criteria Met	Directly Impacted	News Coverage	Hours Logged	New/ Continued	Faculty Involved	BAB Involved
Market Economics Education Project (MEEP)	1	45	Newspaper, Web, Radio	64	Continued	2	2
You Are Hired! (YAH!)	2	55		17	Continued	1	2
The Secret	2	127	Web	45	New	2	2
Improving Local Business	3	4		50	New	1	2
Declaration of Financial Education (DoFI)	4	522		15	Continued	4	3
CreditSMART (Freshmen)	4	55	Web	96	Continued	3	2
Personal Financial Management (Seniors)	4	58	Newspaper, Web	105	Continued	1	2
Faces of Aquaculture	5	21	Newspaper, Web	40	New	6	4
Light for Life (LFL)	5	3		25	New	1	1
EthicsSkits	6	417		76	Continued	4	4
Team and Program Sustainability	7	46		95	New	1	2
Total		1,353		628			

Roberta Foster

Roberta Foster, President
UMass Dartmouth SIFE

Godwin Ariguzo

Dr. Godwin Ariguzo, Marketing Lecturer
Sam Walton Fellow

Susan Englekemeyer

Dr. Susan Englekemeyer, Dean
Charlton College of Business



Lighting the way to a brighter future!

University of Massachusetts Dartmouth SIFE Annual Report 2010



Our History

In November 2003, the UMass Dartmouth SIFE team was founded by Dr. Godwin Ariguzo (our Sam Walton Fellow) and six (6) students who were eager to utilize their business skills and fundamental knowledge of free market economics to help create opportunities for others. Today, with a membership of 55 diverse students (57 percent growth over last year) the team successfully completed 11 projects this year with two additional projects ready to be launched in the next few weeks. We generated \$14,500 this year with \$6,000 of that on reserve in our rainy day account. Our team has been a beacon of light for various members of our community exemplified by our Light for Life (LFL) project which literally brought light to a family very much in need of sustainable energy for thier basic survival.

Our Mission

The UMassD-SIFE team mission is embedded in the SIFE vision of creating economic opportunities for others through educating them about market economics, personal succsss skills, entrepreneurship, personal financial management, environmental and personal sustainability, and ethics. We strive:

- To reinforce entrepreneurial ideologies on our campus and in the surrounding communities;
- To foster leadership, business skills, and lasting relationships among our members;
- To enhance networking and learning opportunities through interactions with our advisory board members;
- To promote environmental sustainability within the region;
- To serve as a bridge between the University and the region;
- To generate our membership from diverse fields of study to amplify our 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 in a region once known for its strong seafood, textile and apparel manufacturing jobs. In the past few years, most of these jobs have essentially disappeared, leaving the Southcoast region with some of the highest unemployment rates in the Commonwealth. UMass Dartmouth became one of five campuses in the University of Massachusetts system in 1991 and is strategically located to serve the region and its more than 500,000 residents as its primary economic engine.