

g Forward



a Generation
2010-11
Annual Report










Criterion at a Glance:

Considering the relevant economic, social and environmental factors, which SIFE team most effectively empowered people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living?


Enviromental
Factor


Economic
Factor


Social
Factor

Projects	Primary Factor Met	Directly Impacted	Hours Logged	Business & Organizations Involved	Faculty Involved	BAB Involved
Wamponoag Shellfish Farm		5	118	2	3	5
MEEP (Market Economics Education Project)		111	53	2	3	7
Ready Readers		16	76	2	3	7
Food and Nutrition		16	37	3	3	7
Pajama Provisions		33	35	4	3	7
Let's Can Hunger		1,000	152	5	30	5
Sam's Club Challenge		18	60	3	3	5
Guatemala Senior Center		10	55	5	3	7
3rd Eye Youth Empowerment		18	232	3	3	7
Total		1,227	786	Duplicated Count	Duplicated Count	Duplicated Count

Our Mission

The UMass Dartmouth SIFE mission is embedded in the SIFE vision of creating economic opportunities for others by empowering them through the positive power of business.

Our Location

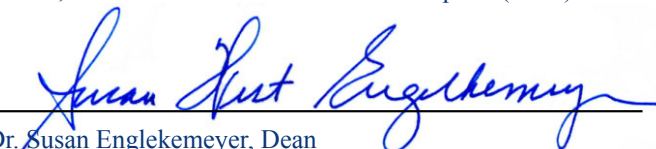
Established in 1664 in the town of Dartmouth, we are located 60 miles south of Boston and 30 miles east of Providence. This region was once known for its strong seafood, textile and apparel manufacturing jobs. In the past few years most of these jobs have essentially disappeared, leaving the Southcoast 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.



Adam Crossley, President
UMass Dartmouth SIFE



Dr. Godwin Ariguzo, Assistant Professor of Marketing &
Fellow, Sam Walton Students in Free Enterprise (SIFE)



Dr. Susan Englekemeyer, Dean
Charlton College of Business

Our History & Sustainability

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 what they were learning in the classroom to create opportunities for others. Today, with a membership of 60 diverse students, we successfully completed eight projects, with one additional project launched in the last few months.

Finances

Total Beginning Balance	\$20,527
Fundraising, Special Topic Funds and Donations	4,107
Project Expenses	4,924
Competition Expenses	8,855
Ending Balance	\$10,855



Looking



Seeds of a
SIFE
UNIVERSITY OF
MASSACHUSETTS
DARTMOUTH

Wampanoag Shellfish Farm

Project Description:

The Mashpee Wampanoag Shellfish Farm is a subsidiary of the Mashpee Wampanoag Tribe. The farm helps the local economy by providing jobs for tribal members as well as improving water quality in the Popponesset Bay through shellfish cultivation. Our plan is to help the Wampanoag Tribe grow and market their oysters.

Initial Goals:

- Update their business plan
- Create a logo
- Create a website
- Create a marketing plan

Challenges:

- Distance from the site (50 minutes)
- Communication barriers
- Meeting demands of today's intense markets

Achievements:

- From zero to \$12,815 (23,300) in sales
- Created a new product logo
- Created a first ever marketing plan
- Learned intricate oyster extraction processes
- Aided in harvesting oysters from the bay
- Held a website tutorial
- Introducing two community events

118 Hours Logged 5 Directly Impacted
1,530 Tribe Members Indirectly Affected



M.E.E.P.

Project description:

Market Economics Educations Project (MEEP) taught topics such as supply and demand, advertising, consumer behavior, target marketing, product costing, pricing, mark-up and mark-down techniques, promotion, and personal selling strategies to 4th and 5th grade classes at Sgt. Carney Memorial Academy.

Initial Goals:

- Getting the kids into an entrepreneurial state of mind
- Getting them excited to go into the community with their own business ideas
- Administer a pre- and post-test to assess what they learn

Challenges:

- Finding the time for classroom sessions
- Obtaining parent approvals

Achievements:

- All the kids improved on their pre/post test scores
- All the kids from both classes, except for one, were able to make back the \$20 dollar seed money and make a profit.

53 Hours Logged 111 Directly Impacted



University of Massachusetts Dartmouth Annual Report

2010-11
University of Massachusetts
Dartmouth

Ready Readers

Project description:

Collected, read, and distributed book donations to the Carney Elementary School students.

Initial Goals:

- Collecting adequate book donations to reach those in need
- Engaging the students in critical thinking, reading, and writing

Challenges:

- Providing Carney kids with a wider variety of books to read
- Being effective mentors and tutors for the kids

Achievements:

- 8 Weekly sessions (1:2 ratio of mentors/teachers to the kids)
- Over 70 books collected

76 Hours Logged 16 Directly Impacted

Food and Nutrition

Project description:

A nutritionist from the University of Massachusetts Dartmouth educated the Carney Elementary School kids about healthy and nutritional dieting.

Initial Goals:

- Provide the Carney kids with an educational lesson on proper nutrition
- Hands on creation of healthy snacks

Challenges:

- Reaching the community to the fullest extent

Achievements:

- A nutritionist spoke to the kids about healthy eating habits
- Informing kids about the importance of nutrition

37 Hours Logged 16 Directly Impacted

Pajama Provisions

Project description:

The SIFE team collected donations both on campus as well as from local businesses to purchase pajamas for the Carney Academy 4th and 5th graders needing acceptable pajamas. The students obtained their clothing in exchange for canned goods.

Initial Goals:

- Raise \$500 for the pajamas
- Provide 33 students in 4th and 5th grade with pajamas to wear

Challenges:

- Obtaining company sponsorship
- Coordinating the reformation of the project

Achievements:

- Provided all 33 students with pajamas
- Fundraising still on-going

35 Hours Logged 33 Directly Impacted

Let's Can Hunger

Project Description:

Campbell's "Let's Can Hunger" challenge is a special topic's project for SIFE teams. There are three areas each SIFE team must address:

1. Hunger Awareness
2. Urgent Hunger Relief
3. Lasting Hunger Relief

Initial Goals:

- Pledged to collect 5,000 lbs of food
- Raise hunger awareness on campus and surrounding community

- Teach individuals how to overcome hunger

Challenges:

- Overcoming the saturation of food drives during holiday seasons
- Planning and executing large result food drives

Achievements:

- Collected over 4,305 lbs of food as of March 30th
- Collaborated with faculty, BAB, and on campus organizations
- Collaborated with Stop & Shop and Wal-Mart
- Created cookbooks that included recipe tips
- Presented an article in the front page of the Umass Dartmouth school newspaper.

152 Hours Logged 1,000 Directly Impacted



Sam's Club Challenge

Project description:

The Sam's Club Environmental Sustainability grant was used to aid an inner city restaurant in Fall River, MA - The Waterstreet Café - a 2,000 square foot restaurant.

Initial Goals:

- To improve the restaurant's thermal efficiency
- To help the restaurant become more environmentally sustainable

Challenges:

- Finding a way to contain heat and cool air in the restaurant
- Thermal efficiency and Electrical consumption
- Water Consumption

Achievements:

- Estimated water consumption reduced by 3,600 gallons per month
- Estimated heating oil usage reduced by 34 gallons per month
- Estimated electricity usage lowered by 340 kWh per month
- Installed 50 energy efficient light bulbs in the restaurant
- Purchased 10 gallons of environmentally friendly cleaning products

60 Hours Logged 18 Directly Impacted



Guatemala Senior Center

Project description:

This project brought to us by one of our alumnus, aims to help a community in Guatemala address the needs of the elderly. While many aspects of aging are inevitable, our goal is to create a vibrant social center for seniors who lack socialization, physical activity, mental awareness, and emotional well being.

Initial Goals:

- Raise funds for the project
- Sustain the Center on its own income
- Educate them about management/business

Challenges:

- Language barrier
- Distance - International project
- Fundraising during poor economy

Achievements:

- Location selected
- Met with the town council
- Created informational Brochure
- Created a survey and successfully gathered information
- Planning to travel in June 2011

55 Hours Logged 10 Directly Impacted



3rd EyE Youth Empowerment

Project Description:

Through the 3rd EyE Youth Empowerment Program we worked to teach New Bedford high school students valuable skills to develop their talents and foster entrepreneurship. Eight (8) students completed our course at UMass Dartmouth and learned topics such as fundamentals of business, marketing, and public speaking. The students also participated in a business plan competition and four (4) new businesses were created.

Initial Goals:

- Inspire a goal to reach higher education
- Create business plans
- Increase knowledge of business and real life skills

Challenges:

- Supplying transportation for the students
- Participation on a voluntary basis

Achievements:

- Four (4) students completed comprehensive business plans
- Winning business plan will receive \$500 seed money
- Students will receive college application fee waivers of \$50

232 Hours Logged 18 Directly Impacted

