

2005-2006 Training Manual

"Knowing that I have helped another person get one step closer to achieving their dreams is priceless." Sara Fernandez, SIFE Student
"The dedication of my students to this cause has made this the best year of my 20 year teaching career." Professor Steve Wilkerson, Sam Walton Fellow
"When you come to a SIFE event there is a belief that this is the future generation that really does have the potential to change the world." Denise Morrison, SIFE Board Member
"SIFE has made me see the world differently, inspired me to empower others, and has helped me to realize my own potential." Frank Bennett II, SIFE Student
"I now see how effective a small group of people can be when they cooperate and work towards a common goal." Justin Nixon, SIFE Student
"SIFE has changed everything! It's given me the opportunity to network and create experiences that will help me excel as a student, an employee, and a citizen." Ali Magel, SIFE Student



United States

SIFE USA Training Manual

2005-2006

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Using This Manual

OVERVIEW

Two important documents are available to your SIFE teams as you begin, or seek to improve, the process of organizing team and educational outreach programs. The first is the SIFE Information Handbook, outlining the purpose, rules and competition details of SIFE.

As you will notice while reading the Information Handbook, there are few rules governing individual SIFE team activities. Every college and university campus is unique, as is the community it serves. This flexibility allows each team to structure itself and design educational outreach programs that best fit the needs of its members, its institution's faculty and administrators, and the community it serves. Individual SIFE teams have complete discretion to adopt policies or procedures for their own operation beyond those outlined in the SIFE Information Handbook.

This freedom often leads team members to ask, "What is the best way to run our SIFE team?" There are many correct answers to that question. Teams have been successful using several models. This training manual, the second important document available to SIFE teams, is an attempt to assemble a set of best practices or strategies for executing SIFE on your campus. Please note that the information provided in this manual represents only suggestions, not rules. Every SIFE team is welcome to incorporate as many or as few of these recommendations as they choose.

This manual is divided into four separate sections:

1. Developing a Mission Statement, Goals and Objectives
2. Educational Outreach Projects
3. Building a Sustainable Program
4. Preparing for Competition

The following page provides a visual representation of these activities. We suggest customizing this document to reflect your team's organizational details and distributing a copy to each of your members.

Other Resources Available to Your Team

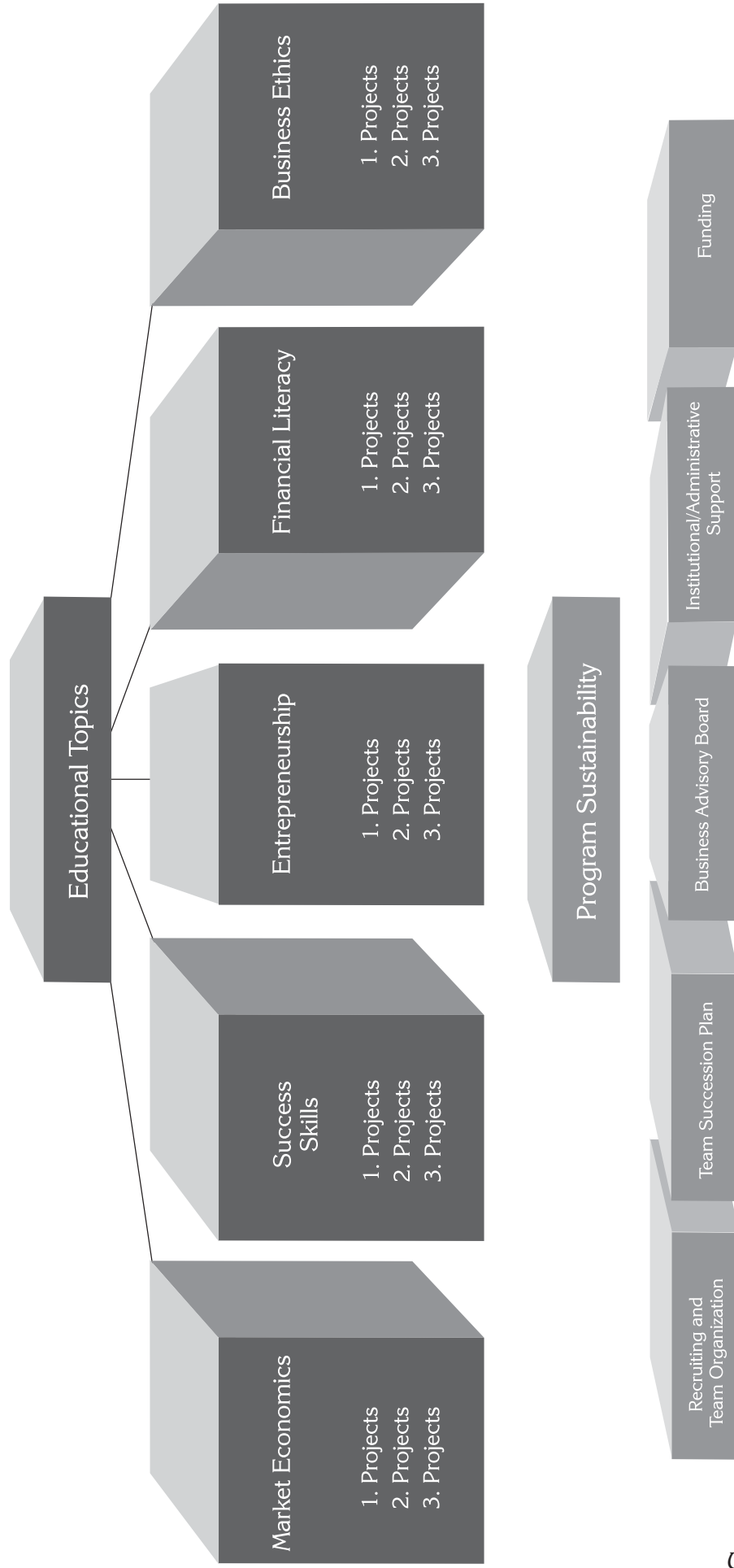
The following resources and tools can be found at www.sife.org and are available free of charge to assist in the organization and management of your SIFE team:

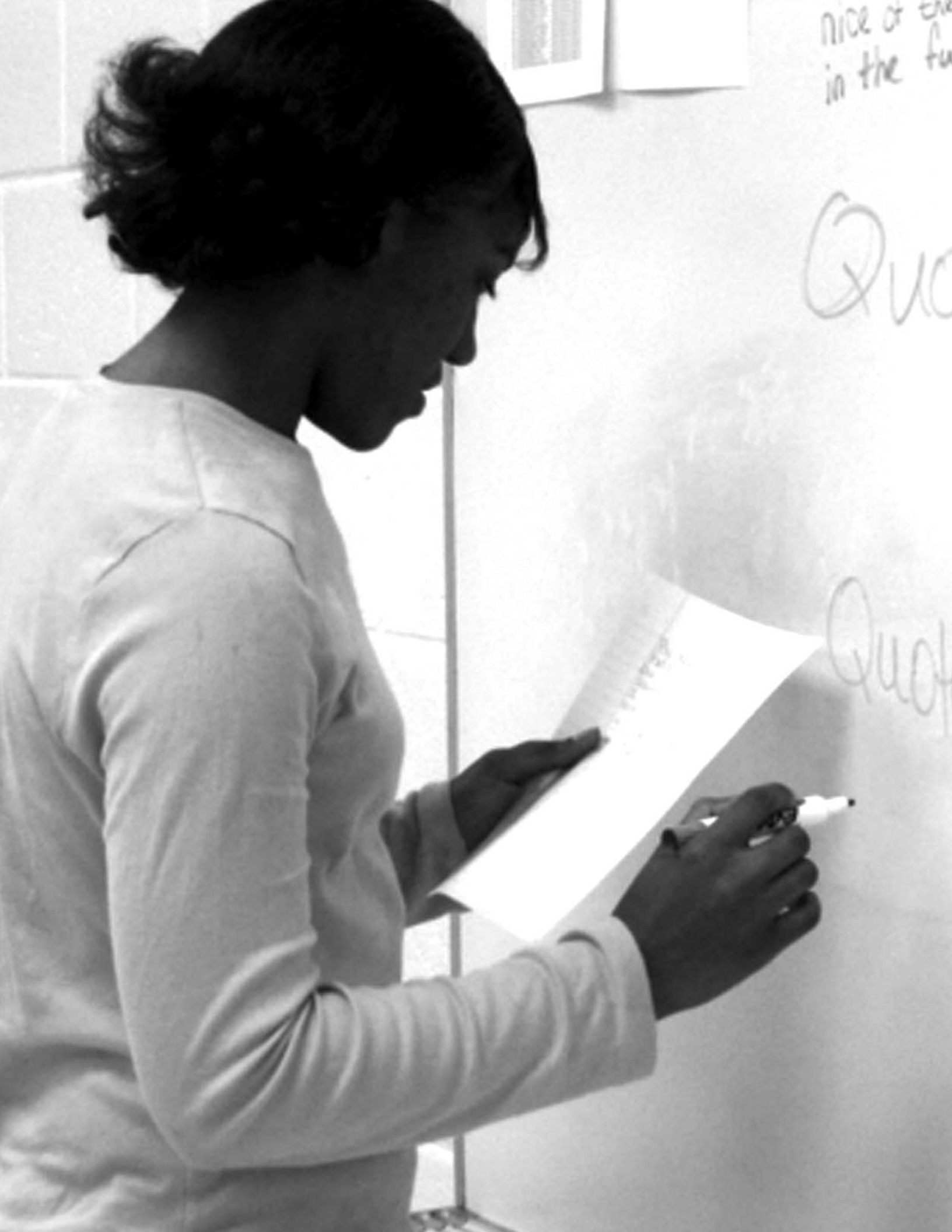
- Downloadable SIFE USA Information Handbook
- Downloadable SIFE USA Training Manual
- Customizable marketing material templates
- Team management forms
- Educational outreach project database
- Syllabi examples used by Sam Walton Fellows to offer class credit for SIFE
- Annual report examples
- Individual Topic Competition entry examples

Competition Judging Criteria - Explanation

The competition judging criteria have been updated this year to reflect the focus of SIFE's efforts. The order of the judging criteria tells the story. SIFE's primary goal is to create economic opportunities for others through educating them about specific topics. The topics were carefully selected and organized to empower SIFE participants around the world. The foundation of that education is an understanding of how a market-based economy operates (criteria 1). Once that concept is understood, members of the economy fall within one of two basic categories, employees or entrepreneurs. Employees must have the skills needed to successfully compete in a global market (criteria 2). Entrepreneurs must have the ability to identify a market need and successfully create a product or service to satisfy that need (criteria 3). After the skills of employment or entrepreneurship are successfully obtained, it becomes increasingly important to understand how to manage money to become and remain financially independent (criteria 4). The common moral thread present throughout the process is an understanding of sound business ethics (criteria 5). Lastly, a plan must also be in place to ensure the long-term sustainability of programs, projects or business ventures (criteria 6).

Team Mission, Goals and Objectives





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Developing a Mission Statement, Goals and Objectives

DEVELOPING A MISSION STATEMENT

The Drucker Foundation for Non-Profit Management defines a mission as *"Why you do what you do; the organization's reason for being; its purpose."*

Given the flexibility each school has to implement SIFE on its campus, developing a mission statement is an important step new SIFE teams should consider. For veteran teams, this exercise will energize and refocus efforts.

A mission statement is not a slogan! Written correctly, your mission should provide perspective for making important decisions such as what educational outreach projects to develop, audiences to target, outcomes you hope to achieve through the projects you implement, and members of the community you should involve as partners in your projects. Developing a mission statement is the first step in establishing your team identity or "brand" and should be the primary means by which you communicate your team's purpose and inspire commitments from internal and external constituents.

As you begin the process of developing a mission statement, remember you are not doing so with a blank piece of paper. The SIFE World Headquarters vision and mission statements, philosophies and educational topics provide parameters for your team throughout this process. These items identify the general purpose of a SIFE team, the overall subject matter a SIFE team should teach, and the end goal of its educational initiatives.

Given the unique nature of each college or university, try to develop your team's mission statement in a manner consistent with the values reflected in your own institution's mission.

Vision

Helping people achieve their dreams through free enterprise education.

Mission

To provide college and university students the best opportunity to make a difference and to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise.

Philosophies

Community Service Philosophy:

Give me a fish, I eat for a day; teach me to fish and I eat for a lifetime.

Teaching Philosophy:

Tell me and I will forget, show me and I might remember, involve me and I will learn.

Leadership Philosophy:

People support what they help create.

Key Ideas:

- Look at mission statement examples from successful organizations around the world
- Work within the broad framework of SIFE and your college/university
- Keep the language simple
- Write a mission statement that clearly defines why your team exists
- Reflect on your mission statement as you make project decisions

DEVELOPING GOALS AND OBJECTIVES

The USA Freedom Corps offers the following thoughts to non-profit organizations on goals and objectives:

"If the mission statement 'sets the stage,' the goals and objectives provide the direction. Goals and objectives explicitly state what the organization hopes to achieve, as well as how, or by what means, it plans on doing so. Often, goals and objectives are utilized to: establish participation targets; highlight the specific community needs/issues that will be addressed; pinpoint the business and employee benefits to be achieved; and outline the other program components that will be instrumental in accomplishing the goals and objectives."

Setting clear goals and objectives for your team builds upon the previous process of writing a mission statement. It is the next step in turning your team's ideas into action. Your team's goals are simply a clearer statement of the mission and specify the actual accomplishments to be achieved if the mission is to be realized.

Goal—A broad based statement of the ultimate result of the desired change.

Objectives are clearer statements of the specific activity required to accomplish each goal. Good objectives are specific, measurable, action-oriented and realistic, and involve a deadline.

Objective—A measurable, time-specific result the organization expects to accomplish as part of the project.

Goals and objectives answer the question, *How would the situation look if it were changed?*

When writing your team's goals and objectives, evaluate:

- Key areas you are attempting to change
- Segments of the population to be involved in the change
- Ways to measure the change
- Expected degree of change to be achieved
- Deadline required to accomplish this degree of change

Key Ideas:

- Team goals should coincide with the team's mission statement
- Corresponding objectives should be specific and measurable
- Established goals should be used as a roadmap throughout the year
- Goals and objectives should be reviewed and updated each academic year
- Focus on the quality of projects and the sustainability of programs

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Educational Outreach Projects



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EDUCATIONAL OUTREACH PROJECTS

Educational outreach projects that create economic opportunity for others are the core of each SIFE team's existence.

Projects should educate others about one of the following:

1. How a market based economic system operates
2. Acquiring the education and skills training needed to succeed in a dynamic, competitive global economy
3. Learning how to succeed as an entrepreneur and/or improve an existing business
4. Developing the personal financial management skills necessary to achieve financial independence
5. Understanding that the long-term success and prosperity of a market economy, businesses and individuals are dependent on ethical business practices

The challenge to SIFE teams is not simply to inform, but to empower—to help targeted audiences gain economic opportunity through a better understanding of the SIFE educational topics outlined above.

Educational outreach projects developed by your team should do one of the following:

1. Directly educate a particular group.
2. Create a new learning experience for a specific audience.

Directly Educating

Organizing a workshop to educate young adults about the importance of saving at an early age and the details of investment options available would be a project that directly educates. Such a project could be conducted with original material created by your team or with curricula written by another party.

Direct education could be completed by members of your team or by an outside expert, such as an investment advisor from your community, as long as your team organized the event and arranged for the presentation.

Creating a New Learning Experience

If the project does not directly educate, it should create a new learning experience with project participants developing a better understanding of one of the five SIFE educational topics. An example would include conducting a business plan competition between groups of high school students and awarding seed money to winning students to start their own businesses. Even though the team did not actively engage in directly educating in this example, the program they developed provided an opportunity for the participants to increase understanding of entrepreneurship.

Identifying Project Ideas

Consider the following techniques for identifying potential educational outreach projects:

- **Brainstorming**
Reference the exercise on the next page.
- **Search the project resource database available at www.sife.org.**
- **Review the SIFE Individual Topic Competitions**
Each of these competitions have parameters to help in project selection and provide a road map for your team to follow during the year.

Characteristics of Successful SIFE Projects

- **Address definable needs**
- **Achieve measurable impact**
- **Target one of the SIFE educational topics**
- **Innovative**
- **Collaborative and involve a team's Business Advisory Board**
- **Potential for continuation and possible expansion in the future**

■ **Study what other SIFE teams are doing.**

The annual reports for the 20 four-year university division teams and the eight two-year college division teams that advanced to the semi-final and final rounds at the 2005 SIFE USA National Exposition (respectively) can be found at www.sife.org. Examples of Individual Topic entries can also be found online.

■ **Learn your team members' individual interests and talents.**

Understanding the unique composition of your team will help in project selection. For example, if you have a large number of finance majors on your team, it makes sense to develop projects that educate others about financial literacy concepts.

■ **Analyze the needs of your community.**

SIFE teams are located across a diverse range of communities, from large urban areas to small rural towns. Each of these communities offers access to a variety of populations and problems. Do some research into your community and perform a needs assessment.

■ **Get involved in your community and volunteer your assistance.**

There are likely many educational organizations and business/civic groups in your community interested in addressing the same topics as your team, or interested in serving the needs of the same population groups targeted by your team. These groups are often looking for partners to develop new initiatives or volunteers to execute existing programs. Identify these groups in your community, introduce your team and volunteer your assistance.

■ **Look for opportunities on the *From Other SIFE Teams and From SIFE Donor Companies* message boards at www.sife.org.**

To complete the following exercise, begin by brainstorming with your team members to list all of the potential subjects under each of the five SIFE educational topics that could be taught to others. Once your list of subjects is complete, brainstorm all of the possible ways to segment your community and identify unique population groups.

Now, try to match the list of subjects to particular community groups that are not currently being educated on these subjects or that could benefit by learning even more about them.

Subject	Audience

Developing a Project Outline

Use the following steps to create a detailed plan of action and resources you will need to complete a successful SIFE project:

1. Specific need(s) the project will address
2. Target audience
3. Learning objectives to be achieved by the participants in the project
4. Project description/overview
5. Potential project partner(s)
6. Physical materials and educational resources needed
7. People resources necessary
8. How to measure the project's success in creating economic opportunity for others
9. How the project activity will be documented
10. Specific tasks and corresponding deadlines required for project completion

Exercise

When your team brainstorms for project ideas, answer the following questions:

1. Which of the five SIFE educational topics do we want to educate others about: market economics, success skills, entrepreneurship, financial literacy, or business ethics?
2. What audience would we like to educate?



Documenting

Remember to thoroughly document the activity of the educational outreach projects conducted by your team. Documenting will allow your team to archive its accomplishments, and will help you create a more complete annual report and Overall Competition presentation. For each project, collect the following:

- Pictures/video
- Names of SIFE team members involved and hours contributed by each
- Names of community members involved
- Names of any other important project partners
- Number and demographics of project beneficiaries impacted
- Copies of the educational material/curricula used
- Press clippings and media reach numbers

Outcome Assessment

In addition to documenting, which simply provides a record of project activity, it is equally important to devise instruments to measure the increase in learning achieved by the participants as a result of your team's educational outreach projects. Keep in mind that it is much easier to gauge the creation of economic opportunity through continual measurement versus a one-time assessment.

This information will be critical when evaluating the project's potential for continuation, publicizing the project to the mass media and potential project sponsors, and when reporting the project in SIFE Individual Topic Competitions and the SIFE Overall Competition.

When actually measuring project impact, you can choose to design methods that provide a *qualitative* or *quantitative* evaluation:

Qualitative measurements are rooted in direct contact with individuals involved in the program. They might include items such as interviews or testimonials from team members, project participants, business advisory board members or other community partners involved with the project. For example, if your team worked with a community agency that

serves the needs of at-risk teenagers to provide information about attending college, you might consider interviewing the agency director to solicit feedback on the impact the project had on the students and whether they would like to continue the project with your team in the future.

Quantitative measurements translate experience into units that can be counted, compared, measured and expressed statistically. They might include items such as pre- and post-tests or a measurement of the project participants' success at meeting a certain objective. For example, if your team created a curriculum to educate grade school students about market economics, then a pre- and post-test would be a good tool to document the students' increased knowledge of the subject material as a result of your efforts. If your team provided assistance to a small business owner to improve marketing and advertising, you could measure and report the sales increase achieved by the entrepreneur as a result of the services you provided.

Remember to be creative and choose the most appropriate tool for illustrating the unique impact of each project. The evaluation method you use should be determined during the planning process, prior to starting the project.

Key Ideas:

- **Create SIFE projects to fulfill definable needs**
- **Plan projects with the SIFE educational topics in mind**
- **Develop detailed outlines for each project in advance**
- **Thoroughly document the results of your projects**
- **Measure your project success qualitatively as well as quantitatively**





Building A Sustainable Program

RECRUITING AND ORGANIZING

College and university campuses are dynamic environments. Every year new students arrive and seniors leave. This constant turnover means recruiting new members is a never-ending task that requires constant attention. However, a common misperception is that a very large membership is required to operate a successful SIFE team. While we would certainly encourage you to involve as many students as possible on your team, keep in mind that SIFE team membership numbers tend to grow gradually over time. While a large membership is beneficial in many aspects, teams should not be discouraged if the team size does not grow exponentially early on. A small group of committed students can make a huge impact on its targeted audience and fare very well in the SIFE Overall and Individual Topic Competitions.

Remember, participation in SIFE is not limited to business majors. Make an effort to recruit a significant number of members from outside of the business school. These members will bring a fresh perspective and valuable skill-sets to your team. Your SIFE team should be a representation of your diverse student body.

Consider the following strategies for recruiting new members:

- Participate in your college/university's organizational fair at the beginning of the school year.
 - Ask professors to make an announcement in their classes about SIFE or offer to make a short presentation at the beginning of their classes.
 - Identify the general education classes every student is required to take and ask the professors if you can make a presentation in their classes.
 - Create personal invitations to join SIFE and have current team members distribute them to their friends or other student leaders on campus.
 - Hold an orientation meeting and "pizza social" at the beginning of each semester.
 - Identify other student organizations on campus that would make good partners for a particular project and invite them to conduct a joint project with SIFE. For example, if your team is doing financial literacy projects, approach the finance club as a potential partner.
- Inquire with your team's faculty advisor about the possibility of offering class credit for participation in SIFE.

Although there are a variety of ways to successfully organize your team, we suggest you choose a flat structure built around your team's educational outreach projects. Start by creating a limited number of officer positions for key functional areas. Examples might include a president, vice-president of finance, vice-president of recruiting and membership, etc. Dedicate the majority of your leadership structure to project management positions. The individuals who fill these positions will be responsible for organizing a project team and managing the details required for the completion of one specific project. An established structure avoids over-bureaucracy, fosters teamwork, and provides valuable project management experience to the team members.

The following are suggestions for improving the organization and cohesiveness of your team:

- Register your team as an official organization on campus. This is usually done through the student government association or student activities office.
- Schedule a regular meeting time and location. Most teams usually meet weekly or bi-weekly.
- Collect the contact information for each member and create and maintain a team roster.
- Create an e-mail distribution list for your team.
- Make sure each team member registers as an official SIFE student at www.sife.org.

TEAM SUCCESSION

Overview

Each year SIFE team membership numbers tend to fluctuate due to member graduation and recruitment efforts. To ensure a quick and efficient start to the academic year, SIFE teams should create a team succession plan. The object of the plan is to ensure that the students who will be returning next year understand the team's goals, objectives and methods well enough to continue the team's momentum.

Some of the key ideas of the plan include:

- Determining next year's leaders early enough that they may be properly trained by the current leaders.
- Creating a shadowing or mentorship program for members who would like to be in a leadership role.
- Recruiting younger members (freshmen and sophomores). This can add stability to team membership.
- Creating a yearly transition notebook.

Yearly Transition Notebook

One of the most important tools your team can create for sustainability is the yearly transition notebook. Think of this document as a blueprint for your SIFE team. If someone who knew nothing about your team picked up this document, they should be able to immediately understand what your team is about.

Below are some of the items the notebook should contain:

1. Team organizational chart
2. Tentative calendar of events
3. Full summaries of ongoing projects
4. Copy of most recent annual report and competition presentation
5. Tentative dates and deadlines for items due to SIFE HQ
6. Contact information for the entire team and all groups associated with the team (BAB members, important institutional contacts, funding contacts, SIFE Program staff contact information, etc.)
7. All team financial documents

This notebook should be updated at the end of each academic year, preferably at the year-end meeting of the SIFE team leaders. It should remain in the SIFE team office, with the Sam Walton Fellow or with the incoming team leader or president.

The notebook will become particularly important if your Sam Walton Fellow does not return or if the majority of your team graduates. In this situation the following items become essential to the continuation of your SIFE team:

1. Names and contact information for SIFE team supporters within the college/university.
2. All information associated with the team's financial support (money that must be requested from the college/university, SIFE team donors, all fundraising projects, etc.).
3. Business Advisory Board contact information.

The SIFE USA Program Department staff is also available to assist you with this transition.

Key Ideas:

- **Plan for the future of the team**
- **Keep team records up to date**
- **Keep contact information for key constituent groups up to date**
- **Maintain a yearly transition notebook**

BUSINESS ADVISORY BOARD (BAB)

A group of dedicated community members can serve as a tremendous asset to your SIFE team. They can provide mentoring and guidance for your team, advice on projects, introduction of your team to other leaders in the community, access to needed resources, and are a nice source to critique your presentation before the actual competition.

There are many strategies for building a Business Advisory Board. Consider looking at the following groups for potential members:

- SIFE team alumni are a good foundation for your Business Advisory Board. Alumni can provide unique and valuable insights for your team.
- SIFE companies with a presence in your community, e.g., Wal-Mart, RadioShack, Office Depot. You can find a list of SIFE donor companies at www.sife.org.
 - Please note that while executives at these companies may be personally involved with the SIFE World Headquarters, it is possible that individual company representatives located in your community may not be familiar with SIFE. When you approach these individuals, do not take for granted that they are aware of SIFE. You should be thoroughly prepared to explain what SIFE is to them.
 - For rules on how to contact SIFE board members of these companies, review the "Membership Guidelines" section of the 2005-2006 Information Handbook or visit www.sife.org.
- Leading business, educational and civic organizations in your community, e.g., the Chamber of Commerce, economic development groups, Rotary.
- Businesses that would have an interest in and be able to provide guidance for a specific project. For example, if you are educating elementary school students about saving and investing, involve a member of a local bank in the project and invite him/her to serve as part of your Business Advisory Board.
- Members of the mass media.

There is no perfect formula for working with your Business Advisory Board. Most teams avoid creating a formal organization with monthly meetings and choose to work with members of the community individually on specific projects. We suggest you meet with your entire community support base at least twice a year; once at the beginning of the year to review planned projects and to introduce them to new team members, and sometime in the spring to practice your overall competition presentation.

Key Ideas:

- Be sure to involve SIFE team alumni on your BAB
- Identify potential project partners and involve existing SIFE companies
- Ask your SIFE faculty advisor for names of prospective BAB members in the community
- Recognize and thank your BAB members regularly

FUNDING

SIFE World Headquarters charges no dues and attempts to offset team costs, but it is inevitable that your team will need additional money throughout the year. Since most teams are self-supporting, the burden of raising this money often falls on team members. The decision to conduct entrepreneurial activities or solicit donations should be driven only by the need to finance your team's educational efforts or operational expenses. Whatever method you choose, make sure your fundraising efforts contribute to the long-term sustainability of your SIFE program.

There are five primary sources of money for your team to pursue:

1. Campus

- Most college student government associations have a block of funds to allocate to campus groups for travel. Pursue this avenue when you register your team as an official organization on campus.
- Consider asking your dean or department chair for some seed money at the beginning of each year.

2. Foundations

- Almost every corporation has its own foundation that makes charitable contributions to a variety of groups. Although it may be difficult to secure funding from a large corporation, companies or organizations within your own community, such as a local bank, may be realistic sources for securing grants.

3. Entrepreneurial Operations

- Your campus provides an immediate customer base for small entrepreneurial operations, such as leasing vending machines, setting up a small coffee shop/stand, or selling concessions at athletic events. Gain approval from your college/university's administration and set up shop.

4. Partnerships

- For virtually every educational project your team conducts, there will be a business in your community willing to offset the cost of the project. Identify companies in your community that would make natural partners for each of your educational outreach projects and ask them to be the project sponsors. Start with companies affiliated with your Business Advisory Board members.

5. SIFE Network Opportunities

- SIFE teams and donor companies post opportunities for fundraising on the SIFE USA message boards throughout the year. Be sure to review these postings frequently.

Key Ideas:

- Build partnerships
- Try small fundraising ventures
- Create and maintain a system to track your team's income and expenses

MEDIA

Every year, SIFE teams make headlines in thousands of local, regional and national media outlets. Working with your local media is an excellent way to receive recognition and increase support for your team's activities on campus and in the community. Here are some tips for publicizing your efforts to the mass media:

- Study your local media market. Identify what specific stations, papers, etc. serve your local community. Pay particular attention to the reporters most likely to cover stories about your team's activity.
- It is important to use an up-to-date contact list. Take the time to contact your local media outlets, introduce your team and collect their contact information. For each outlet, make sure you collect the contact information for any specific reporters you identified in the previous step as well as the assignment manager. Use the contact sheet provided in the resource section of the SIFE website.
- As in any other industry, working with the media has a lot to do with relationships. Personally introduce yourself to local reporters and contact them throughout the year with story ideas.
- Whenever applicable, use the custom press release templates provided by SIFE. A list of these templates can be found in this section and the actual templates are located at www.sife.org.
- Solicit advice and assistance with your media efforts from your college or university's public relations office.
- Before sending a press release to your local media, contact the assignment manager at each outlet to determine how they prefer to receive the information, e.g., mail, fax, email, etc.
- Your first press release for a project should be sent approximately two weeks in advance of the actual event.
- Send a brief media alert approximately two days before the date of the project/event. This should simply be a brief reminder with a few key sentences summarizing the activity.
- Make a final phone call to the assignment manager early on the day of the project/event.
- Most newspapers and radio stations have calendar information sections. Send a brief paragraph about an upcoming event to be included in these sections.

Check with the specific media outlet to determine the lead-time required. It might need to be several weeks in advance.

- Most network television affiliates produce a local daily morning news show. These programs usually contain a significant block of time reserved for community guests. Try to arrange for a representative to fill one of these guest spots. Identify and contact the producers of these shows to schedule an appearance.

Presenting Your Stories to the Media

The elements that make your team's projects so successful are the same as the elements that make them so interesting to the media:

- Develop media pitches focused on the people helped by your team's efforts.
- Describe the problem and express your SIFE team as the solution.

The following press release templates are available at www.sife.org to be downloaded and customized by your team:

- Beginning of academic year kick-off.
- Individual Topic Competitions:
 - Aflac SIFE USA Market Economics Competition
 - SIFE USA Success Skills Competition
 - SAM'S CLUB SIFE USA Entrepreneurship Competition
 - HSBC SIFE USA Financial Literacy Competition
 - Campbell's and Sealed Air SIFE USA Business Ethics Competition
 - SIFE USA Program Sustainability Competition.
- Your team's participation at a SIFE USA Regional Competition.
- Your team's participation at the SIFE USA National Exposition.

INSTITUTION/ADMINISTRATION SUPPORT

Having the support of your institution and administration is crucial to the success of your SIFE team. Administrators control university resources and determine how they are specifically allocated. Obtaining institutional and administration support can increase your team's likelihood of receiving resources.

Remember that funding is not the only support your institution and administration can provide. There are many opportunities for your institution and administration to support your SIFE team by allocating resources such as:

- Personal time.
- Printing and material resources.
- Access to university and community networks.
- Funding for projects, travel and/or team activities.
- Office space for the SIFE team.
- Course releases for faculty to serve as Sam Walton Fellows.
- Course credit for SIFE.

Keep in mind that resources are limited on every university campus. Never assume the above resources are available for your SIFE team. The only way to truly know is to ask.

OBTAINING SUPPORT

Institutional support is most easily obtained by building personal relationships with administrators. It is important to identify the influential individuals on your campus who have the ability to allocate resources to your team. Start with your department chair, business school dean and university president.

Developing a pitch specifically for administrators is vital to gaining their support. First, find out what your SIFE team can do for the institution and administration. Pitch your SIFE team as a solution to a problem that they are facing and clearly state what is in it for them. Identify current or future SIFE activities that parallel the administration's objectives.

Be proactive in developing a relationship by getting them actively engaged. For example, ask your administrators to:

- Serve on your Business Advisory Board.
- Attend SIFE team meetings.
- Participate in SIFE projects.
- Critique your team's presentation prior to competition.
- Attend official SIFE events, such as team training conferences and competitions.

Administrators who are actively engaged with your SIFE team are much more likely to see the benefits your SIFE team brings to the institution. Remember that an administrator must review and sign your team's annual report.

The SIFE Program Department has various resources and will personally assist your team in securing institution and administration support.

Key Ideas:

- Determine how your SIFE team can benefit your institution and administration
- Create a pitch that clearly explains what's in it for them
- Keep administrators informed about what's important to them
- Engage administrators in team meetings, projects and SIFE events
- Remember an administrator must sign your team's annual report



Preparing for the SIFE Overall Competition

OVERALL COMPETITION TEMPLATE

Please use this template as a guide for creating your annual report and presentation, but remember to make them specific and unique to your team.

I. School and Community Demographics

- A. Describe the demographics of your community and any unique facts. You want the judges to understand where you are from and the setting of your community.
- B. Describe your college or university and mention any unique facts. You want the judges to understand your school environment and situation.

II. Team History

Briefly describe the history and/or inception of your team. A timeline is a helpful tool in this step.

III. SIFE Team Mission and Goals

- A. State your SIFE team mission and reason for existence.
- B. Describe the goals you set for your SIFE team to accomplish this year.

IV. Description of Projects

For each of your team's projects, describe the following details:

- A. Educational Topic Addressed – Explain which of the five SIFE educational topics the project directly addresses (market economics, success skills, entrepreneurship, financial literacy or business ethics). This is particularly important for the Individual Topic Competitions.
- B. Project Need – State why the participant needs this knowledge to be successful. Good SIFE projects address a definable need. Describe the need fulfilled by the project.
- C. Project Description – Simply describe your target audience, the educational topic addressed and the method used to educate.
- D. Measurement of Results – Answer the question, “Was this project successful?” and prove it. There are two types of measurements:
 1. Qualitative – This type of measurement might include items such as interviews or testimonials from team members, Business Advisory Board Members or other community partners involved with a project.
 2. Quantitative – This type of measurement might include such items as pre- and post-tests or a measurement of the project participants' success at meeting a specific objective.
- E. Future Plans for Current Projects – Discuss your plans to sustain and improve your current projects.

V. Program Sustainability

A. Business Advisory Board (BAB)

1. Describe your BAB in terms of size and expertise.
2. Describe the role of your BAB and explain how BAB members have contributed to your projects.
3. Describe your plans to increase their involvement with your team.

B. Team Succession Plan

1. Describe your team succession notebook.
2. Describe your plan to maintain your SIFE team in the long term through institutional and external support.

C. Funding

1. Describe your team's funding efforts.
2. Develop an income statement for your team and be prepared to share details with the judges.

VI. Closing

- A. Goals for Next Year – Describe your team's major goals to accomplish next year. Include your plans to expand current projects, add new projects and eliminate current projects. This is the time to show the sustainability of your SIFE program.
- B. Final Remarks – Describe your team's long term goals for creating economic opportunity for others. The judges will see several annual reports and presentations during a SIFE competition – make sure they remember yours.

Words of Advice:

- Keep the annual report and presentation simple and concise. Four pages and 24 minutes do not provide adequate space and time to explain every detail of your educational program. Provide a broad overview of your accomplishments and highlight the projects you feel had the most relevant impact.
- The annual report and presentation should be visual. Use of pictures, graphs and charts is recommended.
- Be creative in your approach.
- The annual report and presentation are, in essence, your team's attempt to sell the judges the idea that your team did the best job of creating economic opportunity through educating others about the five SIFE educational topics. If great products sold themselves, we would not have salespeople. Sell your team!
- There are a variety of tools available to you on the SIFE website. These include past annual reports, the SIFE Judge Orientation Video, press release templates, past Individual Topic Competition reports and more. Be sure to take advantage of these resources!





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