

ST. NORBERT COLLEGE SIFE



St. Norbert College SIFE Mission Statement

To expand the idea of free enterprise in the St. Norbert College community and the Green Bay area through empowering people with the knowledge of market economics, entrepreneurship, personal financial success skills, and business ethics to create a brighter future.

2004-2005 Goals

- **Increase membership**
Current membership 22 students
- **Increase response to ethics scholarship contest**
Received 69 percent increase in responses
- **Boost support from college community**
Received donation from college
- **Better utilization of media in our projects**
Three articles published in Green Bay Press Gazette
- **Create a St. Norbert College SIFE website**
Website was launched in March
- **Continue successful past projects**
Continued three projects from previous years



About SNC SIFE

St. Norbert College is a four-year, Catholic, liberal arts college located in De Pere, Wisconsin, which is a southern suburb of Green Bay, Wisconsin. The current enrollment of St. Norbert is 2,091 students. Established in 2001, the SNC SIFE team is committed to the continual development of student designed programs, to teach the merits of free enterprise to people in the De Pere and greater Green Bay Community. During the past year, the SNC SIFE team was put to the test. The team transitioned presidents, increased in size, number of projects, and we also gained a new Sam Walton Fellow, Dr. Wolfgang Grassl.

Project Overview

<u>Project</u>	<u>Outreach</u>	<u>New</u>	<u>Improved</u>	<u>Criteria Met</u>
Let's Make a Trade	30 people		x	1
Banking On Us	57,308 people		x	1,3,4
Baba Louies Research	250 people	x		2
Marketing Parkview	56,798 people	x		2
Life After College	64,498 people	x		2
Ethics Essay Scholarship	2,700 people		x	4
Starting from Scratch	10 people	x		2,3

Empowering the Leaders of Tomorrow, Today.

Criterion One: Market Economics

Let's Make A Trade

SNC SIFE members educated fourth and fifth graders about International Trade and its importance in the global society. We visited one elementary school as well as Boys and Girls' Club after school programs at two elementary schools in Green Bay, Wisconsin. Students were divided into five different groups representing different countries with different income levels. We started out with an ice-breaking International Trade Game to give them experience on trading with other countries. Each group had a select number of supplies, and their task was to create certain shapes. The groups realized that they had to trade supplies with each other in order to make the shapes. We evaluated the project by creating pre- and post-tests. We were able to improve the impact of the project and we accomplished the goals we set forth the previous year by expanding into more than one school.

Banking On Us

In addition to personal financial success skills, we also taught students at Westwood Elementary about currency from countries around the world. Please see complete project description.

Criterion Two: Entrepreneurship

Baba Louies Research Project

A member of SNC SIFE led a market research project on a local entity, Baba Louies. The market research, performed as a survey, was done in order to help Baba Louies to improve their sales performance and attract more customers from St. Norbert College. Research results were presented to the owner of the business for further improvement and consideration. Location was found as the number one factor that attracted St. Norbert College students to Baba Louies, followed by quality and price of the products as well as specials for students.

Marketing Parkview

Our team acted as a marketing consultant for an area middle school. Parkview Middle School has limited funds and is landlocked. The school district has a problem with distribution of the students between different schools. Our team saw a need in the community that has a business solution. The solution to the problem was open enrollment and to get Parkview's name into the community to get more students to their school and aid in the distribution problem. We created a three step marketing plan highly concentrated on media coverage. We reached 56,800 people and increased the school's open enrollment by 45 percent.

Life After College

Knowing that upon graduation we need a job is one thing, but knowing if the market is actually ready for us is a whole other ball game. Life After College brought three speakers together to discuss the economy, the expected trends in coming years, how to market yourself once you graduate, and what you can do now to differentiate yourself from your classmates. Two of the speakers are employed by SIFE sponsors, Enterprise Rent- a- Car and Schneider National.

Criterion Three: Personal Financial Success Skills

Banking On Us

Improving upon a project from last year, our team went to Westwood Elementary school in De Pere and taught eight third and fourth grade classes personal financial success skills. We adapted our curriculum from the Wells Fargo Hands On Banking curriculum which we obtained from a Business Advisory Board member. The topics our team taught the students were: what money is, different types of currency, earning money, budgeting, savings account, earning interest, and ethics. To determine what they learned, we had the students take a pre-test and a post-test to compare their understanding before and after the lecture. The students also participated in two interactive games, a budgeting game and a Jeopardy game based on the curriculum.



Criterion Four: Business Ethics

Ethics Essay Scholarship

Recognizing that the business world today has some corruptions, the SNC SIFE team tried to fulfill a need in the 2003 school year by challenging high school seniors to decide whether a real business issue, which was discussed in the *Wall Street Journal* was ethical or not. Continuing this successful project in 2004, we increased the amount of the scholarship to \$300, which was donated by Wells Fargo Bank. We also increased the number of schools in which the scholarship was advertised. Overall, nine schools were reached. After receiving the completed essays, our SIFE team narrowed the submissions down to the top five. Finally, five BAB members chose the winner based on specific judging criteria.

Banking On Us

In addition to personal financial success skills and market economics, we also briefly introduced the students to ethical issues that focused on choices they may have to make.



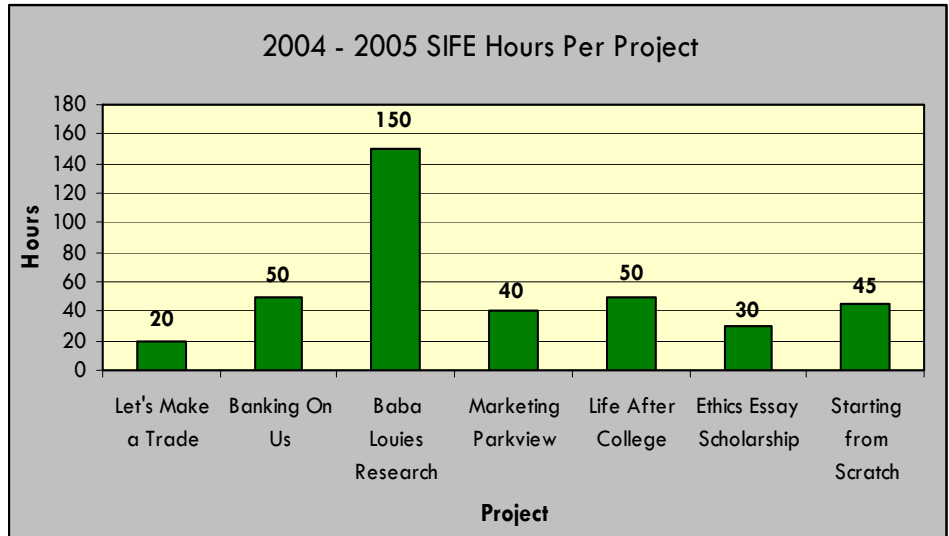
St. Norbert SIFE Team 2004-2005

Empowering the Leaders of Tomorrow, Today.

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St. Norbert College SIFE Team By The Numbers

SIFE Members	22
Returning Members	15
New Members.....	7
SIFE BAB Members	16
New BAB Members	2
Projects	7
Continued Projects.....	3
New Projects.....	4
Number Reached.....	181,584
Non-business majors.....	3
Media Articles.....	11
Members receiving Service Leadership Award	6



Non-Criteria Projects	Hours	Description
Newsletter	60	Sent to current members, Alumni, and BAB members to keep them up-to-date on our projects
St. Norbert Business and Economics Conference	35	Competition for SNC Students to present research/other projects relating to business and economics
Recruitment Night	40	Recruiting new SIFE members with presentation from a BAB member, current president, and former president
A Taste of SNC (recruitment)	25	SNC sponsored to recruit new members from a campus wide recruitment fair
Social Gathering with BAB and SIFE members	15	Dinner to reconnect and update the BAB and Alumni
End of Year Party	15	A celebration for current members, Alumni, and BAB on a GREAT year!
Presentation at Rotary Club	15	Presentation to recruit new BAB members

Team Finances

Sources		Uses	
Balance Carried Forward	\$200	SIFE Training Session	\$50
SNC Donation	\$900	Recruitment	\$150
Business Department Donation	\$400	Printing Costs	\$200
Krispy Kreme Fundraiser	\$200	Regional Competition	\$800
Seroogy's Candy Bar Fundraiser	\$600	Ethics Essay Scholarship	\$300
Wells Fargo Donation	\$300	BAB Gathering	\$50
Total	\$2,600	Project Supplies	\$50
		Miscellaneous	\$25
			\$1,625
		Savings	\$975
		Total	\$2,600

