

St. Norbert College SIFE

De Pere, Wisconsin

2005-2006 Annual Report

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, financial literacy, success skills, and business ethics to create a brighter future.



About SNC SIFE

St. Norbert College is a four-year, Catholic, liberal arts college located in De Pere, Wisconsin. The current enrollment is 2,000 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 team's history it was named Rookie of the Year in 2003 and Regional Champion in 2004 and 2005. In 2004 and 2005, the team advanced on to take part in the National Exposition in Kansas City. The team also took first place in the Ethics Individual Topic Competition in 2005.

SNC SIFE's 2005 & 2006 Goals

This year was a very special year for the St. Norbert SIFE team—we have been a team for five years now! Starting back in 2001, our team had three members who wanted to help “change the world” alongside the SIFE organization. Since our first year, our team has seen many growth opportunities to share with the De Pere community.

Each year our team tries to take leaps and bounds compared to the previous year, and this year was no different from the rest. We set goals for our team to accomplish, which helps us stay focused on what is important in the upcoming year. This year, we accomplished all of our goals!

Our goals for this year included:

- Increase membership by at least 5 members
- Increase support from the college community
- Increase fundraising activities
- Create/complete 3 new projects
- Increase BAB members by at least 1



This year has been, hands down, one of the best years our SIFE team has seen. But we do not want to stop there; we hope to continue to grow and become a well-known tradition at SNC and in the De Pere Community!

Signatures:

Dr. Wolfgang Grassl,
Sam Walton Fellow

Dr. Iris Jenkel,
Department Head

Justin Dart, Student

<u>Project</u>	<u>Outreach</u>	<u>New</u>	<u>Improved</u>	<u>Criteria</u>
International Trade	26		x	1
Resume Writing	25	x		2,5
Comedy City	2,000	x		3
Starting a Company	20	x		3
Bridging a Better De Pere	20,559	x		3
Banking on Us	161		x	2,4,5
¡Bienvenidos al Banco!	20	x		4
Ethics Video	20	x		5

Criterion One: Market Economics

International Trade Game

With so many products that are imported daily to the U.S., the topic of international trade has quickly become something that everyone needs to know about. Our team went into an 8th grade Middle School to teach and get students interested in international trade. To accomplish this, we created a PowerPoint presentation and a trivia game to help encourage students to participate. We split the class into two sections. We then asked the two groups 15 questions throughout the presentation. Some of the topics included: imports, exports, tariffs, embargos, international trade agreements, and cultural differences. The team also spoke about cultural differences. Finally, the students took a trivia game to test their knowledge. The students' knowledge increased 11% about international trade after our presentation.



Criterion Three: Entrepreneurship

Comedy City

Comedy City is a local business located near St. Norbert College. Comedy City contacted our SIFE team to help them analyze their customer base and attract more college students. We considered several options and strategies, focusing on their habits and preferences. After our surveys were completed, we used a data analysis software program to analyze the data. We then presented several recommendations to increase attendance, and new ways to focus their marketing efforts toward college students.



Starting a Company

Starting a company takes a lot of work, especially when you're in high school. Our team went to Notre Dame Academy in Green Bay to present a course in entrepreneurship. We presented new ideas to the students about how an entrepreneur must think outside of the box to develop new ideas. One of our members, who started his own company, explained to the students how to develop a product, market it, and sell it. Our team also talked to the students about how money is needed to start a company and sell a product. We split the students into groups and gave them a problem. Within the problem, they needed to develop a new product. They collaborated and came up with some great ideas for new products. We conducted a pre-test and post-test. The pre-test average score was 61%, and the post-test score rose to 89%.



Bridging a Better De Pere

Businesses in downtown De Pere fear a loss of customers during the two years it will take to build a new bridge across the Fox River. The SIFE team joined with the De Pere Business Alliance to create a media coverage plan to inform the public that "De Pere is still open for business." The document lays out all publicity vehicles that can be used, at nearly no cost, to mitigate the effects of closed streets and reduced parking space. Together with the Alliance, the SIFE team will adjust the plan until the completion of the new bridge.

Criterion Two: Success Skills

Resume Building

A new project the SNC SIFE team completed this year was called Resume Building. Our team discovered that many students did not have a resume. After helping our members create their own resumes, we brought them into the classroom. Three of our members and a BAB member joined a class at ABR to show them how to create a resume and explain what steps they should take to prepare for an interview. Jackie Perron from ABR Employment Services also talked about how to look for a job. Our members provided students with information about what *not* to do on an interview. The students took a pre-test before our visit. We found that 80% of students in the class did not have a resume and a majority of students did not know what to include on their resume. From the post test, all of the students indicated that they had learned how to successfully create a resume.



Criterion Four: Financial Literacy

Banking On Us

Banking On Us is a successful project that our team has undertaken for the past four years. This year, SIFE members visited Westwood Elementary School in De Pere and taught seven third grade classes about basic banking principles. We adapted our curriculum from the Wells Fargo Hands On Banking materials, which we obtained from one of our BAB members. The topics of the presentation included: what money is, different types of currency, earning money, budgeting, savings accounts, and ethics. To assess our effectiveness in teaching the students, we had them take a pre-test and a post-test to compare their understanding before and after the presentation. We also prepared an interactive game about budgeting to help the students understand the concept. Finally, students received a brochure about savings accounts to share with their parents.

¡Bienvenidos al Banco!

The Green Bay area's Hispanic population has grown substantially in the past five years. Many of the Hispanic immigrants who moved into Green Bay do not speak English and are not familiar with our banking system. Our team wanted to educate the Hispanic population about the United States banking system. We contacted one of our BAB members from Wells Fargo Bank. We got together and created a presentation for the Hispanic population about basic banking skills such as: banking benefits and processes, opening checking accounts, debit cards, and interest in the United States. Wells Fargo and SIFE also provided information on the process of writing a check and filling out a deposit or withdrawal slip. The program taught these skills exclusively in Spanish.

At the beginning and end of the presentation, a SIFE member asked each person three questions to determine the success rate of the program. The questions asked before the presentation had a 10% correct answer rate. At the end of the presentation, the same questions were asked to each participant. The participants answered the questions with a 90% success rate. Several attendees also indicated that they had decided to open a bank account with the information they obtained from our presentation.

“Now that we have this information, it will be easier to open bank accounts.”

Inspiring a Community - One Individual At A Time

Criterion Five: Business Ethics

Ethics Video

Our team introduced a new ethics project this year in the form of a video competition. The competition was geared toward college students. The students formed groups of three to create a 3-5 minute ethical situation and solution in a video format. The videos were judged on quality of the video, the situation, and the result of the situation in the video. After the competition was completed, we narrowed the videos down to the top 3 teams. From those teams, we awarded the 1st place winners a \$300 prize donated by Wells Fargo Bank.

By creating this competition, our SIFE team could see what students already know about ethics and what possible solutions they had to the ethical problem given in the video. We also received permission from the winners to use the videos in the future to go into classrooms and show the videos to younger students.

Non-Criteria Projects	Hours	Description
Newsletter	30	Sent to current members, alumni, and BAB members to keep them up-to-date on our team.
Fundraising	100	Cleaned up at Lambeau Field after football games to raise money for our team.
Recruitment Night	40	Recruiting new SIFE members with a presentation that discussed our SIFE experiences.
A Taste of SNC (Recruitment)	25	Set up a booth at SNC's campus-wide involvement fair to recruit new members.
Duel in the Dairy land	100	Four of our members took 2nd place, in a competition held by UW-Madison.

<i>SIFE Members</i>	<i>22</i>
<i>Returning Members</i>	<i>13</i>
<i>New Members</i>	<i>9</i>
<i>Alumni</i>	<i>15</i>
<i>Total BAB Members</i>	<i>13</i>
<i>New BAB Members</i>	<i>3</i>
<i>Total Projects</i>	<i>9</i>
<i>Continued Projects</i>	<i>3</i>
<i>New Projects</i>	<i>6</i>
<i>Total Outreach</i>	<i>22,831</i>
<i>Non-Business Majors</i>	<i>4</i>
<i>Service Leadership Awards</i>	<i>6</i>



Team Finances

Income		Expenses	
Balance Carried Forward	\$ 1,350	Projects	\$975
Awards	\$4,500	Miscellaneous	\$250
Private Donation	\$1,400	Balance to date	\$3,680
SNC Donation	\$3,085	recruitment	\$200
Fundraising	\$950	Regional Competition (2006)	\$1,830
		National Competition (2005)	\$4,350
Total	\$11,285	Total	\$11,285

