



NEXT Steps Youth Entrepreneur Training Program
A 501c3 Tax Exempt Non-Profit Organization

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ABOUT THE NEXT STEPS YOUTH ENTREPRENEUR PROGRAM

Our Mission, History, Goals and Objectives

Our Mission

The NEXT Steps Youth Entrepreneur Training Program (NSYEP) is positioned to become a governing body of one of the largest “at risk” youth business development educational programs in the Metro Atlanta Area. Our goal is to teach economic and community development, business plan development and event management coordination skills to students that 1) live in underserved and underrepresented communities and 2) who have expressed an interest in pursuing S.T.E.M.-based (science, technology, engineering and mathematics) opportunities in urban agriculture and social entrepreneurship.

History of NSYEP

As Told by Dana Jewel Harris, NSYEP Founder

The NEXT Steps Youth Entrepreneur Program was developed from a conversation I had with a prominent leader of the NAACP Atlanta Chapter. He spoke of the lack of interest and involvement younger generations had when it came to joining or learning about the mission of the NAACP. He also expressed concerns about their inability to effectively communicate and garner respect for the experiences and hardships our elders endured to win the Civil Rights Movement. We agreed that even though the message of the NAACP was the same, the problems were more rooted in the NAACP’s delivery of that message – it had not evolved with the changes and technological trends of today’s society. Their outdated communication model inevitably created a communication gap that has resulted in the continuous intergenerational breakdown of our family structure. It has also hampered our ability to create or continue traditions that once kept our families closely knit.

My solution was simply to develop a communication platform that would re-introduce the mission of the NAACP and mobilize younger generations to become actively involved in gaining business management skills and an environmental consciousness in order to positively contribute towards creating a higher quality of life for their families, neighborhoods and communities. Hence, the NEXT Steps (NAACP Extended Steps) Youth Entrepreneur Program was born.



Our Goals & Objectives

High rates of food insecurity occur in many of the South Fulton County neighborhoods in Metropolitan Atlanta. In many of the poorest neighborhoods, chain-affiliated supermarkets have closed their outlets to be replaced, if at all, by small, high-priced independent stores that frequently carry little to no fresh produce. Reports from the Department of Community Health show that poverty rates are much higher than state and national rates and are highest in areas where supermarkets serve 26,157 people – more than three times the ratio for Georgia (7,664). In total, only six supermarkets located throughout South Fulton County serve a population of 156,946 people.

By targeting blighted communities that suffer from food insecurities, NSYEP can positively address three key barriers that currently exist in these markets: lack of access to fresh produce, limited income opportunities and poor eating habits and food choices.

“Embracing Empowerment”

Economic & Community Development Through Social Entrepreneurism

Our objectives are:

- Establish a donation network of local growers, retailers, wholesalers, and processors around South Fulton County at or near schools that have Community In Schools Atlanta guidance counselors
- Partner with incubator farms, community gardens, farmers markets and mobile food stands that will employ "at risk" youth
- Collect over four million pounds of food the first year of operation; Increase collection amount by 20% each year to effectively distribute the food to low-income families in our target markets.
- Acquire \$200,000 of start-up funding through corporate, private charities and government financial support.
- Raise an additional \$100,000 in fundraising activity.

Our Niche Market: “At Risk” Urban Youth

NSYEP will target 6th through 12th graders within Metro Atlanta’s public, private, charter and non-traditional schools. Our target market size is the equivalent of the total number of youth and their immediate and extended family members and caretakers that are supported by the Communities In Schools, after school and Saturday programs. This equates to 0.09% of the total number of schools and approximately 4,786 students and their families.

Our targeted schools for FY2010-2011:

TECH High School	Atlanta Public School	9 th -12 th grade
Harper Archer Middle School	Atlanta Public School	6 th -8 th grade
Douglass High School	Atlanta Public School	9 th -12 th grade
Therrell High School	Atlanta Public School	9 th -12 th grade
APEC Learning Academy	Atlanta & Fulton Public School	Pre-K-8 th grade
Jackson High School	Atlanta Public School	9 th -12 th grade
West End PACE Academy	Atlanta Non-Traditional Public School	11 th -12 th grade
Mays High School	Atlanta Public School	9 th -12 th grade
Carrie Steel-Pitts Group Home	Foster Care Facility	K-12 th grade
BDI Leadership Institute	Non-Traditional Learning Institution	9 th -12 th grade
Wilson Academy	DeKalb Private School	6 th -12 th grade

NSYEP Training Program Key Competencies

The NSYEP training experience will provide real world collaborations and networking opportunities with student mentors, professional scientists, local business owners, government officials, labs, the Internet, and college institutions and aid in community service graduation credits. The exercise helps students meet the objectives identified in the Atlanta Public School’s Career Development Critical Components.

The Community Involvement Growth Strategy (C.I.G.S.) Organizational Growth Model

The C.I.G.S. Organizational Growth Model can be applied to businesses and organizations in any trade or industry. A customized C.I.G.S. model assists businesses with:

- Improving their internal and external communications and operations systems by re-visiting, creating or re-creating their 5-10 year business plan
- Developing a sense of fellowship, teamwork and camaraderie within their organization
- Defining the power and identity of every human and entity resource accessible to them “within their own home”
- Promoting individual, team and community-based growth on a personal and professional level
- Connecting each entity with other members of the community with similar business goals and strategies

The C.I.G.S. model will ignite internal and horizontal growth of the NSYEP, Inc. organization by uniformly:

- Establishing and enforcing the rules of our membership program
- Ensuring new business development and event management activities throughout the United States
- Contributing to the achievement of our chapters and the goals of NSYEP, Inc.
- Establishing criteria for future business ventures and special events

- Assuming responsibility for technical control and direction of association growth
- Providing technical assistance in the practical implementation of all business development and event management operations

Results From Our Pilot Programs

When we launched NSYEP, we were advised to conduct pilots of our training programs to determine if there was a need and/or a demand for our services. From September 2008 to July 31, 2010, NSYEP conducted marketing activities to promote our programs. We were successful in securing opportunities to partner with the following groups and organizations to test and measure the effectiveness of our training program. **NOTE: NSYEP waived the \$35 membership fees and paid for the costs out of pocket, so no funds were raised during these activities. The costs are recorded as a loss and included in our start-up operating budget.**

2009 Jumpstart/Camp Best Friends Summer Training Pilot

Location: Adamsville Recreation Center

Total Hours: 4

Costs: \$35/hr (Instructor Fee)

Total Cost: \$140

NSYEP conducted two training sessions with 36 girls ages 9-12 at the Jumpstart/Camp Best Friends Summer Training Program. Part of our session's activities focused on helping them develop their mission. Because we introduced business development strategies and explained that being entrepreneurs means being problem solvers, we were able to 1) demonstrate how the urban agriculture industry and the health benefits of community gardening identifies social, health and environmental issues or problems in their own backyards and communities and 2) help students create and apply solutions to those issues that translate into new jobs and services they created themselves. We were also able to deconstruct the negative self-perceptions they had of themselves and their chances of successfully entering college or the workforce.

Fall 2009 NSYEP/CIS Atlanta In-School Training Pilot

Location: West End PACE Academy, Joseph E. Lowery, Atlanta, GA

Total Hours: 1hr Weekly (5 Weeks)

Costs: \$35/hr (Instructor Fee); \$15 Training Kits

Total Cost: \$295

NSYEP conducted four training sessions with eight 11th and 12th grade students at West End PACE Academy (Alternative School) that incorporated the first introduction to the urban agriculture industry (via The Good Shepherd Community Garden). Activities focused introducing students to the power of perception through interactive exercises. Students were then instructed on how to define the scope of a business project or activity and how to identify different levels of resources (Target Market Exercise). Students were then introduced to the C.I.G.S. Strategic Organizing Model to develop their life's "big picture" and were guided through how to conduct an inventory of "backyard" resources. Students conducted quick fire challenges after receiving instructions on how to develop their mission statement and their purpose/passions in life. Lastly, they were introduced to the ten most critical components required to create a business plan. The students, who attended PACE Academy as a last chance alternative to graduate due to prior behavior problems, stated that the program helped them understand the importance of staying in school, building positive relationships and setting a goal. They also mentioned they felt more hopeful in achieving their goals now that they have a plan.

Winter & Spring NSYEP/CIS Atlanta In-School Training Pilot

Location: Harper Archer Middle School, 3399 Collier Road, Atlanta, GA 30318
Total Hours: 1hr Weekly (9 Weeks)
Costs: \$35/hr (Instructor Fee); \$15 Training Kits
Total Cost: \$585

Using the Career Development Components (MSCD7-1, MSCD7-2 & MSCD7-4) as performance measures, the NSYEP CSI: Adamsville Unit training sessions delivered the following results to eighteen 7th graders in a weekly computer science electives class:

- MSCD7-1: Students identified and evaluated work ethics and behavior characteristics needed for success in a career and in life.
- MSCD7-2: Students investigated Georgia's Career Program Concentrations that aligned with their personal assessments and identified possible career pathways.
- MSCD7-4: Students recognized the impact of societal issues on their ability to function effectively in a diverse and challenging world.

Apr-May 2010 Environmental Design Pilot

Location: TECH High School, Memorial Drive, Atlanta, GA
Total Hours: 8 Weeks
Costs: \$35/hr (Instructor Fee); Training Materials;
Total Cost: \$5,000

NSYEP worked with Mr. Alan Gravitt, Engineering Director of TECH High and 12 of his engineering students to design the environmental landscaping and operation of the new Metro Atlanta Urban Farm. This exercise introduced students to urban agriculture and taught them how to apply their wide array of S.T.E.M.-based careers to the current and future trends and opportunities available throughout the industry. The result was overwhelmingly surprising as senior students that were interested in bio-weapons, security, logistics planning, and engineering expressed their desire to add agriculture as an understudy when they go to college. Other students expressed interests in continuing their relationship and design projects with the farm when they returned to school in the Fall.

FY2010 Summer Training Program Pilot¹

Digital Documentary Link: http://www.nextstepsyep.org/NSA_SummerCamp.html
Curriculum Designed by Ray Williams, Mirror Image Mentoring
Location: The Metro Atlanta Urban Farm, College Park, GA 30337
Total Hours: 320
Costs: \$15.62 (Instructor Fee); Student salaries (\$8.50/hr) paid by the Mayor's Youth Program and Georgia Teen Work Programs
Total Cost: \$30,840

NSYEP secured ten students from the Mayor's Youth Program and Georgia Teen Work Programs that had expressed an interest in attaining a S.T.E.M.-based career. The students' career aspirations included: civil, chemical, mechanical and computer engineering, nursing, forensic science and professional sports. Students ranged from ages 13-17 and were in the 9th-12th grades. Students will be attending Douglass, Therrell, Maynard Jackson, Mays, and Tri-Cities High Schools in the Fall 2010. The students adventures were documented via written journals they kept daily. Photographs of all of their interactions and activities were taken and posted on the NSYEP website to demonstrate the varying degrees of development they gained. Three of the ten students were motivated to begin or take over the maintenance of their gardens at their own homes.

¹ See NSYEP website at www.nextstepsyep.org for digital documentary or click on the link: http://www.nextstepsyep.org/NSA_SummerCamp.html

Funds Required

NSYEP offers six types of training programs. The operating budgets for each program is summarized below. Itemized budgets are provided in the following pages.

In School Training Program

*The following allocation table reflects the cost per school per training cycle

<u>EXPENSES</u>	<u>Total Cost</u>
Wages	\$1,045
Training Materials	<u>\$4,022</u>
Total Expenses Per Cycle	\$5,067
Total Expenses Per Year (3 Cycles)	\$15,201

After School Training Program

*The following allocation table reflects the cost per school per training cycle

<u>EXPENSES</u>	<u>Total Cost</u>
Wages	\$5,310
Training Materials	<u>\$3,770</u>
Total Expenses Per Cycle	\$10,680
Total Expenses Per Year (3 Cycles)	\$32,040

Saturday Training Program

*The following allocation table reflects the cost per school per training cycle

<u>EXPENSES</u>	<u>Total Cost</u>
Wages	\$5,580
Training Materials	<u>\$7,030</u>
Total Expenses Per Year (3 Cycles)	\$47,430

Summer Training Program

*The following allocation table reflects the cost per school per training cycle

<u>EXPENSES</u>	<u>Total Cost</u>
Wages	\$43,200
Training Materials	<u>\$5,280</u>
Total Expenses Per Cycle (1 Cycle)	\$48,480

T.R.E.N.D.S. Workshop/S.T.E.M. Fair

*The following allocation table reflects the cost per school per training event

<u>EXPENSES</u>	<u>Total Cost</u>
Wages	\$12,400
Training Materials	<u>\$10,505</u>
Total Expenses Per Event	\$22,905
Total Expenses Per Year (2 Events)	\$45,810

Train The Trainer Certification Program

*The following allocation table reflects the cost per school per training cycle

<u>EXPENSES</u>	<u>Total Cost</u>
Wages	\$1,900
Training Materials	<u>\$5,185</u>
Total Expenses Per Cycle	\$7,085
Total Expenses Per Year (2 Cycles)	\$14,170

Future Initiatives & Partnership Opportunities

NSYEP Training Sessions

Partnership Opportunities with BDI; Communities In Schools Atlanta; Wilson Academy & TECH High

- In August 2010, NSYEP was invited by Mr. Creed Pannell to discuss the possibility of affiliating our business plan development training session with the Business Development Leadership Institute (a Wachovia Banks supported project).
- Through the Communities In Schools programs at Harper Archer Middle School and West End PACE Academy, NSYEP was asked to return for the FY2010-2011 school year as a continuation of the training sessions provided in FY2009-2010.
- In September 2010, NSYEP will serve as an extension of the Economics Course at the Wilson Academy (Decatur, GA) and of the Engineering Class at TECH High (Atlanta, GA)

NSYEP Farm Guild

The NSYEP Farm Guild will be strictly focused on fundraising activities that promote and preserve the heritage and multi-cultural contributions made through urban agriculture and community gardening. The Guild will coordinate arts, music, and cultural events built upon the history of the Sankofa Bird – an ancient bird that promotes the power and importance of placing value on your ancestors' triumphs, traditions and accomplishments. Grant opportunities are currently being sought in partnership with Comcast's new cable programming CoLours TV and The Motown Alumni Association to ensure The Guild's activities are interwoven with artistic programming that bridges the intergenerational communication gap and instills a positive and uplifting outlook on how today's at risk youth view themselves and their community.



CSI Unit Investigative Teams

Partnership Opportunities with the Atlanta Police Department Police Athletic League (P.A.L.) Program, Southwest Atlanta Nephrology Clinic (Multiple Locations); Atlanta Public Schools Farm To School Initiative; Georgia Organics Farmers Management Program & Smith Properties Incubator Farm Initiative (30 acres in Unincorporated South Fulton County)

- NSYEP is currently engaged in a potential partnership with the Atlanta Police Department's P.A.L. Program to incorporate economic and community development activities directly tied into their careers and mentorships via the afterschool and Saturday programs at the A.D. Williams, Dunbar and Anderson Park Recreation Centers.
- NSYEP will conduct Train-The-Trainer sessions with the APD officers to familiarize them with the NSYEP training materials (business plan outline, CIGS Model, event planning checklist) to help interchange the language of their industry (street vernacular/slang, correctional facility and legal jargon, etc.) with business and corporate terminology (i.e., "the hood" = target market, scope, etc.)
- The CSI initiative will tie urban farming and community gardening directly to social issues that negatively impact participant's communities and empower them to develop solutions to solve them via careers, inventions, innovations, and changes in behavior, diet and community service.



R&D T.R.E.N.D.S.

Mentor/Sponsor Opportunity through LBM International in the implementation of SAP/ERP IT System designed to promote computer savvy students and online, integrated communications and operations learning systems.

- Modeled after the World Fair, LBM will partner with NSYEP to host Science Fairs and Famer's markets to display the latest trends in technology, student inventions and innovations, and entrepreneur activities in produce, services and products that resolve social issues and encourage economic and community development.
- LBM International is currently considering mentoring NSYEP through the implementation and further development of their SAP (Systems, Applications and Products) ERP (Enterprise Resource Planning) solutions to demonstrate how various industries integrate information from various functions of that industry under one system.
- LBM's ERP will allow NSYEP to demonstrate how the CIGS Model can highlight the varying interests and skills of each student and incorporate their passions into addressing and resolving the social issues of their communities.
- LBM's systems will allow NSYEP to duplicate our learning models on a national and international platform.

The Power of Perception Speaker & Workshop Series

When society uses the term "at-risk" to describe a student, it's usually code for describing their environment: high rates of poverty (low-income), crime, drugs, blight and other disparities that classify their communities as underserved and underrepresented. However, when students that live in these communities hear the word "at-risk", they are most times oblivious that the term applies to them.

The Power of Perception Speaker Series is a communication tool designed to help at-risk students understand the challenges that are stacked against them – starting with a shockingly honest discussion about how "society" perceives them. Witness the immediate empowerment and transformation of these students as they tap into their passions and define their life's purpose. The final result comes in a written mission statement – in their own handwriting – that helps them develop a plan with laser-like focus on how they will pursue their careers and accomplish their educational goals and entrepreneurial ventures.

Financial Projections

Total annual operating costs are estimated to be at \$203,131. Fundraising activities conducted by the NSYEP Farm Guild and the NSYEP Executive Management Team can potentially deliver revenue through special events and investor meetings totaling \$1.59MM in a 12-18 month period (See Appendix). Our calendar of events and aggressive grant writing and solicitation strategy will drive all business activity.

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