Solving the Next Generation of Challenges with Youth

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Agenda

- Define social entrepreneurship
- Benefits
- Why include Youth
- Best practices
- Program funding strategies
- Available resources
- Challenges
- Successes
- Q and A
Definition

Social Entrepreneurship: Social entrepreneurs apply innovative solutions to society's social, cultural or environmental problems, utilizing business techniques and private sector approaches.

Social Change: Social change is defined as the changes people make to their behaviour that, when taken collectively, benefit society. Examples of social change range from the simple: more people voting, recycling, eating healthy or donating to a charity.

Service Learning

- Connecting a need of the community with an objective
- Hands on practical form of learning by doing
- Debrief on what you have learned
- Increase citizenship through social responsibility
Benefits of Social Entrepreneurship

- Learn business practices
- Innovations
- Sustainable
- Help a cause to bring on improvements of life and the planet
- It can have a positive impact on society
- Strengthen the business reputation and competitive context
- Increases the company pool of prospective employees
- Develop jobs
Why include youth in social entrepreneurship

★ Learn business practices and life skills

★ Develop their creativity and innovation

★ Take on various roles in business and workforce; become leaders

★ Help a cause to bring on improvements to their community or beyond
  ○ Make *positive* connections to the community
  ○ Planting a seed for future works and community involvement

★ It benefits society and they become a good citizen
Why youth as social entrepreneurs?

- Youth are smart, competent human beings that can do amazing work if given the opportunity!
- Youth are A PART not APART. They are a part of our neighborhoods, communities, our lives.
- Youth are ALREADY engaged citizens, not citizens-in-training or citizens-waiting-to-be.
- Youth have much to teach us, as we have much to teach them.
- We are all always teachers and learners.
- They can fail and flourish in the future.
Best Practices

1. Motivation: Passion
   a. What do THEY want and feel passionate about?
   b. What issue or problems do they face and want to change?

2. Ability
   a. Knowledge
   b. Physical ability
   c. Time
   d. Resources, money, material, connections (you are the conduit or connection)

3. Opportunity
Program Funding

Local businesses

Local Clubs and organizations; Rotary, Lions, Kiwanis, K of C, churches, Business clubs

National endowments and grants: national service,

Global foundations: Gates, WHO, CDC, Let Girls Learn

Corporations: Ford, Toyota, Nike, Shell, local etc.

Government funds: Chamber of commerce, county, economic development, national service

Crowdfunding! Donations!
Available Resources

Changemakers [http://changemakers.com](http://changemakers.com): activates a global network of social entrepreneurs, innovators, business leaders, policy makers and activists to build the movement for Everyone A Changemaker.

Youth Empowerment Solutions (Y.E.S) [http://yes.sph.umich.edu/](http://yes.sph.umich.edu/): is an evidence-based program that empowers youth to make positive changes in their communities and to work with adults to support their efforts.

[Step-Up](https://www.suwn.org) - Professional women Inspiring girls

[Youth Farm and Market Project](#)

[YouthBuild](#) - Construction skills
Available Resources

Corporation for National and Community Service:  
http://www.nationalservice.gov/programs helps meet local needs through their core programs including Americorps, Senior Corps, and social innovation fund.

Youth Venture: https://www.youthventure.org/  Ashoka’s Youth Venture is an international community of young changemakers.

Students for the Advancement of Global Entrepreneurship: advances ethical business practices, social responsibility, civic engagement and environmental awareness worldwide through high-school level youth participation in entrepreneurship and community service

Youth Express- radio and broadcasting

Cookie Cart - Baking Bright Futures
Challenges

- Start-up
- What makes it stick?
- Sustainability; aged out, moved, loss of leader
- Social Capital and Leveraging Resources
- Lack of Creativity
- Funding
- Recruitment
Successes

Jason Li – iReTron

Jason founded iReTron in his sophomore year of high school, acting as CEO from then on. iReTron sells and donates used electronics to schools and hospitals while preventing these devices from hitting landfills. Jason’s team won SAGE USA National event and, taking it one step further, his pitch landed him a $100k investment from Mark Cuban and Barbara Corcoran of Shark Tank.

B.E.E. Camp

Project Clover

Others???
Q & A

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