

2008 Domestic Corps Project Descriptions

Organization Information

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| Organization: | <i>The National Foundation for Teaching Entrepreneurship</i> |
| Location: | Chicago, IL, New York, NY, & San Francisco, CA |
| Description: | <p>NFTE's mission is to provide entrepreneurship education programs to young people from low-income communities.</p> <p>NFTE achieves its mission by:</p> <ul style="list-style-type: none"> • Creating engaging, experiential curricula and tools to improve academic, business and life skills. • Training and supporting teachers and youth professionals. • Partnering with schools, community-based organizations, and post-secondary institutions. • Offering volunteers meaningful opportunities that connect students to real world experiences. • Linking the educational and business worlds in the classroom and beyond. • Providing services to program graduates. • Demonstrating outcomes of entrepreneurship education through research. • Building public awareness to expand entrepreneurship education. |
| Website: | http://nfte.com |

Logistics

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| Compensation: | MBA's will receive \$10,000 and BBA's will receive \$8,000 |
| Travel/Lodging: | Limited travel reimbursement available |
| History w/ Domestic Corps: | Domestic Corps has had a multi-year relationship with the national office of NFTE in New York. In 2007, NFTE-Bay Area hosted two MBA interns. In 2006, NFTE-Chicago hosted a BBA intern. |

Project Information

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| Project Type: | Volunteer Management Program, Strategic Program Growth |
| Preferred Student: | Chicago: 1 MBA or 1 BBA New York: 1 MBA San Francisco: 1 MBA |
| Timeframe: | May 12 – July 25 |

Project Details

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| Chicago Project Overview: | Volunteer Life-Cycle Development |
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NFTE Chicago has achieved rapid growth through a leverage model in which volunteers play an important role through their participation in a number of student-focused experiential activities. Volunteers may act as business plan coaches, mentors, advisors or guest speakers in NFTE classrooms.

As the NFTE Chicago office continues to grow and engage more volunteers, there will be a need to establish systems and processes for volunteer outreach, cultivation and retention. More specifically, NFTE Chicago needs to define a “volunteer life-cycle” that includes all of the steps to effectively engage, train and keep volunteers who can meaningfully contribute to NFTE’s mission in Chicago.

A Domestic Corps intern will create a NFTE Volunteer Life-Cycle manual to identify strategies to engage, train, manage and retain volunteers in Chicago to contribute to NFTE’s programmatic and development goals.

Deliverables:

- A detailed document outlining the “volunteer life-cycle” covering everything from a description of different categories of volunteer (keynote speakers, business plan coaches, competition judges etc.) to volunteer recruitment to volunteer retention.
- A comprehensive strategy for implementing the recommendations based on the “life-cycle” in the form of a power-point presentation to be delivered at a board meeting and disseminated throughout NFTE’s national organization (12 program offices throughout the country)

New York Project Overview

Re-Branding NFTE

The National Foundation for Teaching Entrepreneurship is interested in a re-branding effort that may include a potential name and logo change. A MBA intern would work with marketing staff to consider the steps for a re-branding rollout, including a website redesign, marketing materials, and notifying their constituents. In addition, the intern may also complete a competitor analysis and provide recommendations for re-positioning NFTE.

Deliverables

- Re-branding project plan
- Competitor analysis and recommendations for marketing NFTE

San Francisco Project Overview:

Bay Area Office Three Year Strategic Plan

The Bay Area NFTE Program currently serves 1,100 high school students annually through its leveraged model of training and supporting teachers who implement NFTE’s award-winning entrepreneurship curriculum in schools and community organizations. NFTE has invested significant resources in the expansion of their model to traditional public high school students throughout the Bay Area, and would like to build plans and processes to specifically target charter schools and youth organizations.

A MBA intern would assist with the Bay Area Office Three Year Strategic Plan by providing recommendations for the growth of their program partnerships. The intern would develop plans and processes to engage youth organizations and charter schools, which are distinctly different consumers than their current public school partners in the Bay Area. The intern would also be charged with researching opportunities and developing marketing strategies for reaching these targets, as well as determining a partnership model, budgets and agreements.

Deliverables:

- Reports on the Bay Area youth organization and charter school terrain, including insights from key players
- A detailed plan for reaching new targets—relevant marketing material, partnership model and corresponding written agreements, budgets and support plans
- Contacts established with targeted leads, resulting in fine-tuning of recommendations and plans to engage with these new potential partners