



*Planting
the Seeds to
a Better Future*



Annual Report 2014-2015

University of Nebraska –Kearney

Planting the Seeds...

◆ New Venture Adventure



NEED: New Venture Adventure addresses the 'brain drain' in Nebraska and throughout the Midwest while inspiring students to recognize and take advantage of entrepreneurial opportunities.

COOPERATIVE EFFORT: Worked with more than 20 local bankers, realtors, and business owners to create a sense of "realistic entrepreneurial pressure" for all participants. Two Economic Development Directors in Kansas requested information on expanding New Venture Adventure in their counties with their educational institutions.

KNOWLEDGE: Students experienced the excitement and challenge of entrepreneurship by creating a new venture in a fictional town. Participants crafted mission statements, completed loan requests, negotiated a lease, devised marketing campaigns, coped with ethical dilemmas, solved global sourcing decisions, managed cash flow, and presented an overall business plan to a panel of judges all in one day!

OPPORTUNITY CREATED: Participants gained a new appreciation for the wonders and worries of entrepreneurship and strengthened their public speaking and teamwork skills.

IMPACT: More than 160 participants from 14 rural high schools across Nebraska.

◆ UNK Recycling And Sustainability

NEED: A waste audit conducted 3 years ago found that UNK recycled merely 9% of possible recyclable goods. This lack of recycling is a clear indication that UNK must do more to address this issue. UNK is also struggling to contain energy at an efficient level.

COOPERATIVE EFFORT: With a limited budget, the UNK Enactus Team joined forces with Student Government, Residence Hall Association (RHA), UNK Sustainability Committee, UNK Facilities, UNK Dining Services, and the City of Kearney.

KNOWLEDGE: We have created a marketing plan that will empower the University to take a giant step toward becoming more green and working harder to limit damages to the environment. The marketing plan outlines several different programs, which we have begun to implement. Our goal is that, within the next five years, UNK will recycle approximately 70% of possible goods, like our sister school in Lincoln, and use 10% less energy in each building across campus.

OPPORTUNITY CREATED: With the help of RHA we created banners and fliers to be located around campus to provide awareness, along with purchasing more bins to increase recycling locations. Collectively, we put on Project Clean Plate, which empowered UNK students to save 714 pounds of food; the equivalent amount was then donated to the Crossroads Mission in Kearney. To address our University's carbon footprint, we have developed a bike share program to reduce gas emissions. The program is expected to commence at the beginning of the 2015 fall semester.

IMPACT: The waste audit conducted last spring indicated that UNK's recycling increased to 43%. Our 21 hydration stations across campus have saved over 212,130 water bottles from our local landfill. An average of \$318,195 has been saved by students on campus.



◆ Divergent Marketing



NEED: Local small businesses need help targeting the college student population. Divergent Marketing assists the marketing needs of those businesses using social media. Students act as promotional models for their business products and post promotional pictures to their own social media pages immediately growing their target market and ultimately increasing their sales.

COOPERATIVE EFFORT: Divergent Marketing has partnered with another Enactus student's photography business, Capturing Images by Kenzie, to assist these small businesses. In addition, we have worked with Brewed Awakening, our student run coffee shop, and a couple small clothing retailers in our community.

KNOWLEDGE: The three start up members of this business venture are gaining first hand experience by working with local businesses to increase their sales potential.

IMPACT: Divergent Marketing and Capturing Images by Kenzie are both increasing their sales and gaining experience. This project benefits the numerous college-aged models employed by Divergent Marketing. The three partners, or clients, are receiving low cost, professional marketing services. Gary Michael's clothing store increased sales by \$850 using these services after only 45 days.

to a Better Future

◆ Entrepreneurship Day

NEED: As a follow-up to our New Venture Adventure project, this workshop helps area youth identify and develop their innate entrepreneurial talents. They were able to familiarize themselves with their distinct talents and utilize them through real world application.

COOPERATIVE EFFORT: UNK Enactus partnered with Dan Shundoff, the CEO of Intellicom and a certified Gallup coach, to host this cutting edge workshop.

KNOWLEDGE: Pre-test and post-test surveys indicated an 87% increase in essential business knowledge.

IMPACT: Over 100 area high school students were given the opportunity to take Gallup's Entrepreneurial Profile 10 (EP10) assessment to determine their individual entrepreneurial strengths. 14 area high school students participated in the workshop and 6 of these students have expressed interest in starting their own business.



◆ Career Development Opportunity



NEED: According to the U.S. Census Bureau, 16.8% of Kearney residents live below the poverty line. Crossroads Mission and the Jubilee Center provide the homeless in central Nebraska with food, shelter, budget lists, and money saving programs. The residents needed help seeking employment, so we offered an interview readiness program.

COOPERATIVE EFFORT: The UNK Enactus Team worked with residents of the Crossroads Mission and the Jubilee Center by providing an interview readiness program. Our three-step program focused on research, practice, and appearance. The program has been so successful that one of the Crossroads locations has implemented a full time program for their residents.

KNOWLEDGE: Pre-test and post-test surveys indicated a 21% increase in basic knowledge of interview skills and resumes.

IMPACT: Within 3 weeks, 50% of the participants received a job. One woman earned a full time salary position at a local Cash-Wa working with inventory management.

◆ Brewed Awakening

NEED: Lack of applied entrepreneurial learning opportunities in rural Nebraska and on campus. Being the first student-operated business on campus, we are leading the way for student-entrepreneurial engagement at UNK and providing opportunity for experiential learning.

COOPERATIVE EFFORT: With the help of the American Marketing Association to market the coffee shop, the UNK Enactus team was able to hold the grand opening with the Chancellor of UNK, the Dean of the College of Business and Technology, and other faculty and staff on November 28, 2012. This year we added marketing support from Divergent Marketing, the UNK Library, and Student Life.

KNOWLEDGE: As members of the UNK Enactus Team and students majoring in business, we are receiving first-hand experience on how to own and operate a business. Ordering inventory, increasing revenue, managing employees, mastering break-even analysis, gaining a competitive edge over competition through marketing, and understanding the importance of policies and procedures are all aspects of business we are learning from the Brewed Awakening coffee shop.

OPPORTUNITY CREATED: Increase the team's available funds for projects and provide the students with an alternative food service option on campus. It will also provide the UNK Enactus Team members and other UNK students with the chance to learn the "ins-and-outs" of business in a life-like professional setting and stimulate environmental sustainability use on campus through the locally traded coffee products being used.

IMPACT: The 56% increase in revenue generated by the coffee shop will be used to increase our resource capacity for planned social entrepreneurship projects for people in need. The 50% increase in catering events has allowed us to serve more customers, bring in more revenue, grow our business, and provide the community with the finest catering available at a reasonable price.



Project	Direct Impacts	Hours	Continuing/ New
New Venture Adventure Day	180	360	Continuing
UNK Recycling and Sustainability	348	67	Continuing
Career Development Project	8	109	Continuing
Entrepreneurship Day	19	39	New
Divergent Marketing	19	25	New
Brewed Awakening	41	321	Continuing
Totals	615	921	

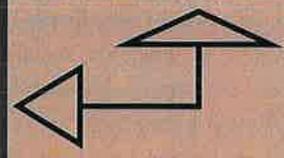
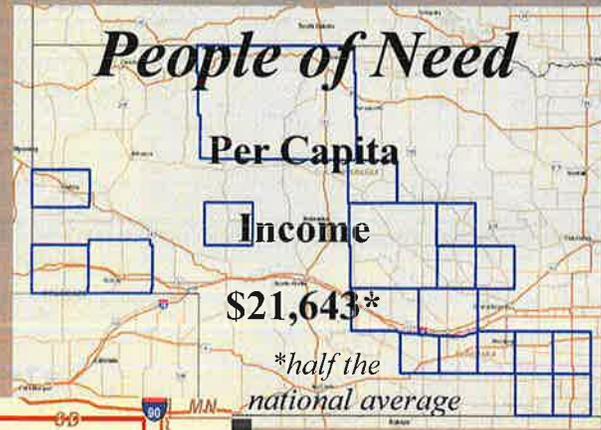
Over 58% of Career Development Project homeless shelter residents found stable jobs within a month!

INCOME

New Venture Adventure	\$2,400	
Entrepreneurship Day	\$5,668	
Total Income		\$8,068

EXPENSES

New Venture Adventure	\$1,576	
Entrepreneurship Day	\$5,668	
Total Expenses		\$7,244
Net Income		\$824
Coffee Shop Income	\$14,595	
Coffee Shop Expenses		\$20,021



**Over 1,000
Team Outreach
Service Hours!**

**Over
7.6 million
Media
Impressions!**

