

# Solving the Next Generation of Challenges with Youth

Presenters: Thomas Long and Kathy Jamieson, MSU  
Extension Children & Youth Educators





**“AND  
JUSTICE  
FOR ALL”**

MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.

In accordance with Federal law and U.S. Department of Agriculture (USDA) policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (in education and training programs and activities), age, disability, or retaliation. (Not all prohibited bases apply to all programs.)

If you require the information on this poster in alternative format (Braille, large print, audiotape, etc.), contact the USDA's TARGET Center at (202) 720-2600 (voice or TDD).

If you require information about this program, activity, or facility in a language other than English, contact the USDA agency responsible for the program or activity, or any USDA office.

To file a complaint alleging discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call, toll free, (866) 632-9992 (voice). TDD users can contact USDA through local relay or the Federal relay at (800) 877-8339 (TDD) or (866) 377-8642 (relay voice users). USDA is an equal opportunity provider and employer.

De acuerdo con la ley Federal y con la política del Departamento de Agricultura de los Estados Unidos (USDA por sus siglas en inglés), esta institución prohíbe la discriminación ya sea por la raza, color, nacionalidad, sexo (en programas y actividades de educación y adiestramiento), edad, incapacidad de las personas, o por represalias. (No todas las prohibiciones se aplican a todos los programas.)

Si usted necesita la información de este anuncio en un formato diferente (Braille, letras grandes, o por medio de sonido, etc.), llame al Centro TARGET del Departamento de Agricultura al teléfono 202-720-2600 (voz o TDD).

Si usted necesita información sobre este programa, actividad o instalaciones en un idioma diferente del inglés, llame a la agencia del Departamento que maneja este programa o actividad, o a cualquier oficina del Departamento de Agricultura.

Para someter una queja de discriminación, escriba al USDA, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410, o llame gratis al 1-866-632-9992 (voz). Para llamadas TDD, llame al USDA al número 1-800-877-8339 o al número 1-866-377-8642. El Departamento de Agricultura ofrece oportunidades de programas y de empleo libres de discriminación.

# 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

If You Have To Choose Between Knowledge and Passion  
Choose the Passion



## 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>: 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/> : 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](http://www.suwn.org) - [www.suwn.org](http://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 in one step further, his pitch landed him a \$100k investment from Mark Cuban and Barbara Corcoran of Shark Tank.

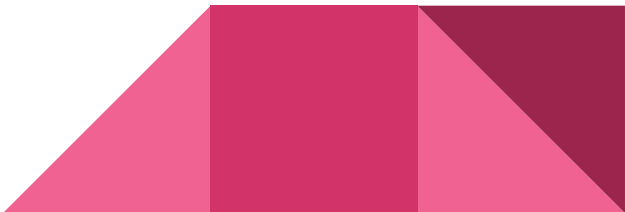
B.E.E. Camp



Project Clover



Others???



# Q & A

For Questions contact:

Thomas Long [longt@anr.msu.edu](mailto:longt@anr.msu.edu) or 989-846-4111