

2012



Know how. Know now.

## **ESI & BEYOND**

## **Meeting the Challenge**

As many Nebraska rural communities face dwindling numbers of businesses, many youth are compelled to leave rural areas to find employment. However, entrepreneurship can empower youth to stay in rural Nebraska to create jobs for tomorrow's Nebraskans. Opportunities are available for:

- Youth from middle school through college work to with educators and community volunteers to learn how to become entrepreneurs.
- Communities to learn to be supportive of all local entrepreneurs.

4-H experiential entrepreneurship curricula are delivered in schools, after school programs, camps and in community-focused programs across the state. Engler Agribusiness Entrepreneurship Program assists college students in further developing their entrepreneurial aspirations.

## **Extension's Impact**

- Fifty youth across Nebraska participated in the second annual 4-H
   Entrepreneurship Challenge. \$500 (4) Engler Agribusiness
   Entrepreneurship scholarships and \$250 (4) scholarships from the Textiles,
   Merchandising & Fashion Design department were awarded.
- Twelve youth-owned businesses displayed and sold their wares at the 4-H Building during the 2012 NE State Fair.
- Engler students created and conducted the first Great Question Challenge at the 2012 NE State Fair.
- In its third year, the Engler Agribusiness Entrepreneurship program has attracted 90 students, all of whom pursue the entrepreneurship minor.
- Engler students shared entrepreneurial opportunities with youth attending 4-H Big Red Academic Camps.
- The ESI & Beyond team worked with over 1,000 new ESI users, consisting of youth, adult teachers and volunteers.

"They are learning how to risk and fail and risk and succeed at the same moments, and I think, being an entrepreneur and being involved in a project like that—that is a process skill set that is critical to their future success"— National 4-H program leader "As long as they are selling something, a product or service, and they are meeting the public, looking them in the eye and selling goods, children feel successful." – ESI Instructor

"Just like Mr. Engler's story of entrepreneurship and success inspires me, the Engler program encourages and inspires me to succeed." -Engler Agribusiness Entrepreneurship student, an experienced entrepreneur, has an African violet business.



My business name is Mess Around Jacobs. I make lots of different wool products from my own sheep wool. My biggest sellers are wool felt dryer balls. ESI Student and owner

## **Public Value**

Extension youth entrepreneurship programs help youth develop skills to start and run their own businesses in their home communities.

Extension entrepreneurship education helps youth and adults understand their collective role in the future of their community sustainability.

FOR MORE INFORMATION, CONTACT YOUR LOCAL UNL EXTENSION OFFICE, HTTP://WWW.EXTENSION.UNL.EDU OR <u>DIANE C. VIGNA, PH.D.</u>, <u>DVIGNA2@UNL.EDU</u>, FOR THIS EXTENSION INITIATIVE



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska–Lincoln and the United States Department of Agriculture.