

THE UNIVERSITY OF FLORIDA SIFE EYE FOR THE BUSINESS MIND

#UF SIFE STUDENTS: 22 STUDENTS

#PROJECTS: 27

SIFE STUDENT HOURS: 2274

WHAT'S INSIDE...

PROJECT DESCRIPTIONS: PP.2-3

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**MENTORING
TOMORROW'S
BUSINESS LEADERS**

Twenty-two students, out to make a change in the world – one SIFE project at a time.

They are the University of Florida SIFE team: a group of UF students from 13 different majors extolling the simple virtues of ethics, free market economics, and financial independence.

Their mission is to "mentor tomorrow's business leaders" by teaching, coaching and inspiring. This year, projects focused on 4 major categories:

- | | | |
|-------------------|---|--|
| COMMUNITY | – | Addressing local needs |
| EDUCATION | – | Mentoring tomorrow's business leaders |
| TECHNOLOGY | – | New ways to learn |
| DIVERSITY | – | Finding a place for everyone |

WITH OUR SIFE EYE FOR THE BUSINESS MIND.....

ALL THINGS JUST KEEP GETTING BETTER!

SIFE eye FOR THE LITTLE GUY

Tales of Business Ethics

SIFE Criteria 1,2,3,4,5

Dressing up as familiar fairy tale characters, each SIFE student focused on an ethical behavior: Snow White - hard work, Simba - respect, Pinocchio - honesty, Belle - loyalty, and Cinderella - compassion. Each character presented their story to the students and reinforced the ethical behaviors with workbook exercises.

Elementary Economics

SIFE Criteria 1,4,5,6,7,8

During the presentation, we taught 2nd-grade students basic concepts of economics in an entertaining yet educational format. The first activity included placing a picture of either a good or service under the correct column on a velcro board. The second activity was musical chairs, where the students will learn supply and demand when the chairs are taken away.

Game of SIFE

SIFE Criteria 4,5

The purpose of the project was to teach high school students about ethics; in both the real world, and in business. A skit was acted out about an ethical situation. The students were then broken up into small groups to discuss the scenario with a group leader. The students then played the game of SIFE - a board game in which players are read an ethics situation and have to answer A, B, or C; one answer is ethical, one is unethical, and the third being in between or moderately ethical.

SIFE eye FOR THE COLLEGE STUDENT

Ethics Case Competition

SIFE Criteria 3, 4, 7

UF SIFE hosted the Second Annual Ethics Case Competition at the University of Florida. Nine teams of UF students with majors ranging from Business Finance to Aerospace Engineering participated in formulating a solution to a case regarding a shoe company. The teams defended their decision from an ethical perspective, keeping the company's success and reputation in mind. The winning presentation team received a \$500 scholarship; 2nd place received \$250. UF professors, BAB members and the corporate sponsors (Poe Foundation for Ethics and GE) served as judges.

Managing Money Matters

SIFE Criteria 3, 5

The presentation coached college students on budgeting. It included information on the definition of a budget, why people should budget, how people can budget, and strategies people should consider when budgeting. We included advantages in budgeting, and practical money saving tips. Budgeting tools were provided to the audience allowing students to compare their income versus their expenses during a month and keep a Weekly Spending Log.

Student Government Financing

SIFE Criteria 3, 5

The mission of this seminar was to teach the 500+ UF student organizations how to more effectively compete for part of the \$10.7 million in student fees allocated for student organizations. We informed organizations about the collection, allocation, and dispersion of \$10.7 million in Student Government funds. Students were taught about the budgeting process and the procedure for obtaining these funds for their group. Students were also told of ethical and unethical (disallowed) uses of student government funds and the checks in place to ensure honest and proper requests.

Elimi - Debt Game Show

SIFE Criteria 1, 4

UF SIFE modeled this presentation off of a popular game show - *ElimiDate* - and taught freshmen wise use of credit. This presentation taught college students about credit card debt. We had a PP presentation along with skits (a spin-off the TV show *ElimiDate*) to help show college students how to be responsible with credit cards and how to avoid getting into debt.

Investing in Your Future

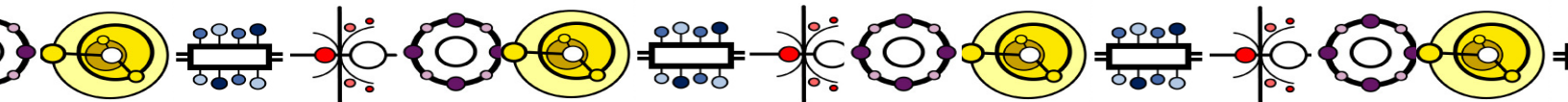
SIFE Criteria 3, 5

The purpose of the project was to inform college students about different investment opportunities available and the importance of investing early in life. The presentation was held at the Career Resource Center at the University of Florida. They were presented with a great deal of information on different investment vehicles and the advantages and disadvantages of each and hopefully put it to use in their own financial decisions.

Taking Pride in Your Job search

SIFE Criteria 4, 8

UF SIFE presented to over three hundred students with the goal of discussing issues of sexual orientation to confidently seek employment and enter the workplace. Our seminar included information about resume development, interviewing, and ways students can gain valuable information during the interview about how diversity fits into the company's culture. Students were also given in-depth information to assist them in their job search as members of the Gay, Lesbian, Bisexual, and Transgender community.



SIFE eye FOR THE WORLD

SIFE Sam

SIFE Criteria 1, 2, 3, 4, 6

SIFE Sam, the super businessman, is an interactive online program. A website was launched (www.sifesam.org) to provide access to anyone at anytime to play SIFE Sam. The program begins with SIFE Sam defining the importance of ethics. Students watch characters—including Rita the cheater and Wendy Whistle Blower—confront a myriad of ethical dilemmas. SIFE Sam flies in and helps the citizens of Ethics Island solve their ethical predicaments. Information on the website, along with the completion of certificates and a teacher's handbook, has reached over 20 states and 3 continents. SIFE Sam programs were run in Spain and India with the help of UF SIFE students and an interactive CD ROM was developed to assist teachers using this tool in their classroom.

Eduators

SIFE Criteria 1, 2, 3, 4, 5

An educational video series for college students, UF SIFE tackled relevant issues and transformed them into an electronic platform. With corporate scandals making headlines so often, UF SIFE decided to create a virtual presentation that would bring a greater awareness of ethics and show the negative consequences of not being ethical. This entailed showing an example of how personal ethics can affect others, as shown in the dropped wallet example. Also, the video showed ethical corporations who have developed corporate credos that employees adhere to in making ethical decisions. Finally, this video gave hope to those who want to live an ethical life through their business career. This was accomplished through Dr. Baum's interview where he tells us that "we can always keep learning and growing," and the VP of Kimberly Clark describing his ethical work philosophy. This project brought entertainment to a dry subject.

Sikh Initiatives

SIFE Criteria 1, 2, 3, 4

The University of Florida SIFE team presented to over 150 members of the Tampa Bay Gurdwara on the different ways of overcoming discrimination within their community. Since volunteering is the best way to get involved in the community, we provided the members of the Gurdwara with specific opportunities to increase the goodwill of their business. The last area of our presentation focused on business initiatives. Sikh business owners have a great opportunity to introduce others to their culture by making their business a classroom. After the presentation, we offered a separate program for younger members of the Sikh community on the verge of entering the workforce. We discussed professional development and resume building to help them in their endeavors.

SIFE eye FOR THE ENTREPRENEUR

Entrepreneurship Curricula

SIFE Criteria 4, 5, 7

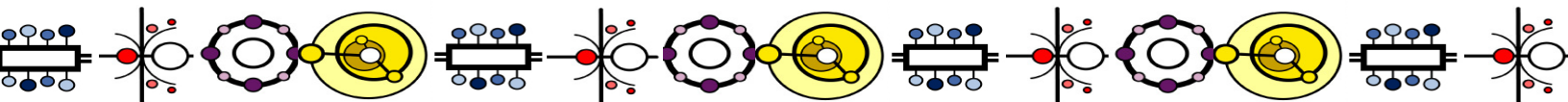
UF spoke to high school students from Lofton Vocational Technical School about the benefits of running your own business. The class learned how to start a company. Divided into 5 groups, students undertook the challenge of formulating business plans. Assisted by SIFE team members, each group chose a business and reviewed their target market, competition, product and possible areas of diversification. The students developed marketing plans and methods of obtaining financial capital. Afterwards, each team presented their business plans to their peers. The project was successful enough to encourage two of the groups to turn their ideas into realities by the semester's end.

The PACE Center for Girls of Alachua is a center for young women at risk or in trouble with the juvenile justice system. At the heart of our curriculum was a focus on dispelling myths that may discourage the girls from pursuing their goals. Through our teachings we encouraged their entrepreneurial spirit, presented possible business plans, and provided resources they could use in the community. We discussed the characteristics of successful entrepreneurs such as leadership, dedication, and flexibility. We are proud to report after pre- and post-testing, there was a decrease of incorrect answers of 75%. Our curriculum was distributed to 19 other PACE centers around the state through our website.

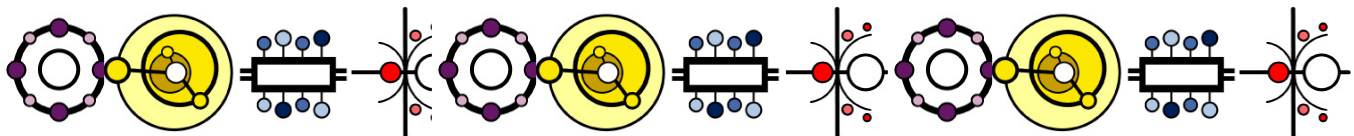
Minority-Owned Business Consulting

SIFE Criteria 2, 3, 8

This project was designed to assist local small, minority-run businesses. SIFE used its connections to coordinate teams of students, each of which was responsible for assisting a small business in Gainesville. The business owners set out specific goals and worked closely with their assigned consulting team to reach those goals. SIFE was able to provide consulting to five local businesses—GeoEngineering, RPM Scooters, PhilNicks Restaurant, Especially for Women and Refractive Coatings. All businesses reported increases in revenue from our consultation. UF SIFE was commended for their consulting efforts by the mayor and City Commission of Gainesville, which was telecast on our local TV station.



PROJECT NAME	CRITERIA MET	CLIENTS SERVED	DIRECTLY AFFECTED	SIFE HOURS
Investing in Your Future	3,5	College students ready to enter the workplace	37	45
Elementary Economics	1, 4, 5,6,7,8	Second Grade Students	93	60
Johnson and Johnson Credo Presentation	4,7,8	J & J executives, student leaders, and UF leaders	32	21
Elimi - Debt Game Show	1,4	College Freshmen	500	48
The Game of SIFE	4,5	High School Students	40	72
Managing Money Matters - Budgeting	3,5	SHOT - Student Organization	18	35
Student Government Financing	3,5	UF Student Organization Treasurers	36	34
Personal Investing for the New Graduate	1,2,3,4,7	UF students	150	25
Ethics Case Competition	3,4,7	UF Students	65	100
Sikh Sensitivity Training	2,3,4,5	UF Student Volunteers for Presentation	42	80
Entrepreneurship 101	4,5,7	Lofton Vocational Tech High School	20	44
Tales of Business Ethics	1,2,3,4,5	Second Grade Students	92	36
Entrepreneurship Curriculum	4,5,7	PACE Center for Girls	34	88
EduGators	1,2,3,4,5	UF Students; Gainesville Residents	N/A	375
Refractive Coatings - Business Consulting	2,3	Local Minority-Run Business	N/A	196
Phil Nicks - Business Consulting	2,3	Local Minority-Run Business	N/A	196
Especially for Women - Business Consulting	2,3	Local Minority-Run Business	N/A	196
RPM Scooters - Business Consulting	2,3	Local Minority-Run Business	N/A	196
GeoEngineering - Business Consulting	2,3	Local Minority-Run Business	N/A	196
ThreeWays to Networking	4,7	Women's Leadership Conference attendees	451	27
Taking Pride in Your Job Search	4,8	Intercollegiate Conference	331	36
Sikh Presentation	1,2,3,4	Tampa Area Sikh Students	150	24
DAWN - CD ROM	3,4,6,7,8	Chambers of Commerce	415	65
DAWN - Press Conference	4,6,8	Floridians/NAMI Constituents	75	4
SIFE Sam instructional CD ROM	4,6,8	SIFE Sam participants	N/A	42
Expanding Business Abroad	1,2,3,4,6	Small Business Owners	24	11
SIFE Sam International	1,2,3,4,6	Primary Schools, India and Spain	38	22
TOTAL			2643	2274



SAM WALTON FELLOWS: DR. BRIAN RAY & MS. MEGAN SILBERT

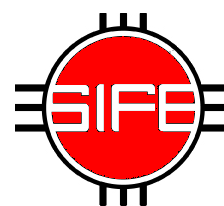


Mentoring tomorrow's business leaders is the mission of UF SIFE and the Sam Walton Fellows. The UF SIFE team strives to bring business education and skills to all members of our campus and local community. The secret to the success of the UF SIFE team is the ambition and quality of the students. Placing in the top 15 for 3 special competitions last year was beyond our expectations. UF SIFE enjoys networking with and supporting other SIFE teams; we attended Duel in the Desert, Duel in the South and Rumble by the River! We have built on our top 16 finish last year adding new innovative projects for a variety of target audiences and impacting thousands in our community.

Exposure Medium	Impressions
Radio Broadcast	63,500
DAWN	
Small Business Development	
Television Broadcast	223,649
EduGators	
Small Business Development	
Newspaper	644,000
DAWN	
Sikh Initiative	
Internet	1,353,432
Polsky Personal Investing	
SIFE SAM	
EduGATORS	
Ethics Case	
Grassroots	64,676
Small Business Development	
Gross Impressions Made	2,349,257

EXPENSES	
Camera Equipment (*tapes, etc.)	\$118.68
Presentation Materials	\$411.02
Participant Gifts (*t-shirts, etc)	\$1,301.40
Catering	\$144.45
Ethics Competition Prizes	\$750.00
Website Renewals	\$50.00
Case Competition Expenses	\$325.92
SIFE Case Competitions	\$3,114.59
SIFE Regional/National*	\$3,821.99
*includes travel for 12 students (\$3040)	
TOTAL EXPENSES	\$10,038.05

INCOME	
Advisory Board Sponsorship	\$3,420.00
Prize Money	\$3,500.00
College Dean Support	\$4,264.59
TOTAL INCOME	\$11,184.59
BALANCE FORWARD	\$1,146.54



UF SIFE...
ALL THINGS JUST
KEEP GETTING
BETTER!