



BUILDING CAPACITY AND ENHANCING ECONOMIC DEVELOPMENT THROUGH EXPERIENTIAL LEARNING IN AMTX



Southern University and Agricultural & Mechanical College

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NIFA/USDA PRIORITY AREA

Rural Communities for 21st century
(Expanded opportunities for small businesses and small farms)

Institutions/Organizations Involved

- Southern University and A&M College
- SU Small Business Development Center

OBJECTIVES

Specific objectives are to:

- Establish a university-housed, student-operated, retail store- laboratory
- Increase human capital by training students for leadership positions in retail merchandising and related fields; and
- Enhance economic development by strengthening the University's linkages with small-scale entrepreneurs and other producers in the State.



ACTIVITIES

- Assess market demand
- Determine location for the retail store-laboratory (RSL)
- Set up the RSL
- Select and train students for various positions in the RSL
- Source products to be sold
- Provide training and technical assistance to small-scale entrepreneurs whose products will be sold in the RSL
- Monitor the day-to-day operations of the RSL
- Evaluate all activities related to the project



EVALUATION

The project will be evaluated to ensure that objectives have been met. Evaluation will be formative and summative. The evaluation will assess:

- Ability of the store to continue and expand operations after the grant period
- The number of students employed in business after graduation and the level of employment
- The number of students recruited into AMTX as a result of increased experiential learning opportunities
- The number of small-scale entrepreneurs whose businesses grew
- The number of Louisiana residents whose hobbies were elevated to businesses

IMPACT

Increase in:

- Number of experiential learning labs on the Southern University campus
- Number of students who successfully complete internships
- Number of viable small-scale entrepreneurs

Students will:

- Be more knowledgeable and better trained
- Receive better management-level positions upon graduation

Small-scale entrepreneurs will:

- Be more motivated and knowledgeable
- Increase output

The AMTX program will be more comprehensive

The economy will be healthier due to a better product in the workforce and increased dollars generated by small-scale entrepreneurs



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