



Office of the Dean

*E. Craig Wall Sr. College
of Business Administration*

*Accredited by AACSB -
The Association to Advance
Collegiate Schools of Business*

843.349.2071
843.349.2455 fax
coastal.edu

15 September 2021

Marilyn Macik-Frey
Dean, College of Business Administration
Nicholls State University

Dear Dr. Macik-Frey,

Please accept the enclosed application for the SBAA Societal Impact Award. The application describes a program implemented by the E. Craig Wall Sr. College of Business Administration at Coastal Carolina University. The program, made possible with generous donor support, is called the Each 1 Teach 1 Entrepreneurship Institute (E1T1). It is the mission of E1T1 to help local underserved and underrepresented high-school students gain the tools and skills they need to build successful futures. As a graduation enhancement program, E1T1 prepares these students with both life skills and entrepreneurial and problem-solving skills, so that they can become community leaders in college and in life.

As Interim Dean of the Wall College of Business at Coastal Carolina University, I support this application, written by my colleagues who have led the E1T1 at various points since its inception in 2009. The Wall College of Business is a member of the SBAA. If you have any questions, please do not hesitate to reach out.

Thank you for considering the Each 1 Teach 1 Entrepreneurship Institute for the 2021 SBAA Societal Impact Award.

Sincerely,

Erika Engel Small, Ph.D.

Interim Dean

E. Craig Wall Sr. College of Business Administration

Coastal Carolina University

119 Chanticleer Drive East

Conway, South Carolina 29526

Phone: 843-349-2071

esmall@coastal.edu



Each 1 Teach 1 Entrepreneurship Institute

E. Craig Wall Sr. College of Business Administration

Coastal Carolina University

Matthew Gilbert
mgilbert1@coastal.edu
843.349.4103

Leann Mischel
lmischel@coastal.edu
843.349.2023

Erika Small
Interim Dean
esmall@coastal.edu
843.349.2071

Yoav Wachsman
yoav@coastal.edu
843.349.2683

Program Description

The Each 1 Teach 1 Entrepreneurship Institute (E1T1) was established at Coastal Carolina University in 2009 with a generous gift from the Brown Family – Thomas P. Brown Jr., his wife Jessie Brown, and their son Thomas P. Brown III. The Institute serves both Coastal Carolina University students and area high school students. It is a unique partnering between the E. Craig Wall Sr. College of Business Administration and the Spadoni College of Education and Social Sciences. The Each 1 Teach 1 Entrepreneurship Institute is based on the philosophy that minority youth can create extraordinary academic gains by receiving robust experiential and intentional intervention. The program uses college students (Brown Scholars) to mentor high school students in developing an entrepreneurial mindset while developing skills in collaboration, leadership, financial literacy, business technology, and other life skills. The goals of the program are for students to be career or college-ready when they graduate high school, be prepared to make a positive impact on their community, and develop confidence and self-esteem in the process.

Underserved and underrepresented high-school students are recruited to participate in a two-week summer program on the Coastal Carolina University Campus. This allows participating students to experience a college campus first-hand. In past years, students worked in teams to create an idea for a new product or service, and were tasked with creating print and commercial advertising and a website for this product/service. The team task, however, could be any collaborative problem-solving challenge, including technology or design-based projects. During the program, students interact with speakers from the university and local businesses to learn the skills necessary to complete their project. They also take educational field trips to expand their education (e.g. we have taken students to tour the Gullah Museum or to tour the Boeing plant in Charleston, SC). At the end of the summer program, student teams are invited to present their work to their parents and local business leaders.

Participation in E1T1 is not just limited to summer activities. Institute attendees are also given the opportunity to attend different events throughout the year in order to keep them connected with the university and each other. Past events have included football games, basketball games, spaghetti dinners, parasailing and cultural events held on campus.

The Institute is directed by a faculty member in the Wall College of Business. The Director is responsible for planning and coordinating the activities of the Institute and for selecting and training the university students (Brown Scholars) who serve as mentors to program participants throughout the year. The Brown Scholars are a select group of Coastal Carolina University students who assist in the activities of the program throughout the year. They conduct team building exercises, assist students with their presentation skills, and create educational sessions for the students such as generating a LinkedIn profile and resume writing. These students are compensated for their work through a scholarship. Often these student mentors are former E1T1 participants who have matriculated to Coastal Carolina. As mentioned, the Each 1 Teach 1 Entrepreneurship Institute is a collaborative effort between the Wall College of Business and the Spadoni College of Education and Social Sciences. The role of the education arm of the program is to help train the Brown Scholars to work with high school students as mentors, to assist with the recruitment of program participants from the local high schools, and to work with the Director on curricular development and delivery. The program operates with the guidance of an Advisory Board, consisting of local entrepreneurs, educational leaders, business faculty and education faculty. The role of the Board is to provide guidance on program curriculum, help advocate and find resources for the program, and review outcomes and recommend changes.

Each 1 Teach 1 is an innovative program that impacts the local community in the following ways:

- Focuses on the local underserved and high school students, providing graduation enhancement and career or college preparation.

- Provides opportunities to these students they otherwise might not have, to experience a university campus, develop critical life and entrepreneurial skills, and build confidence about their potential for success.
- Encourages and helps prepare high school students to attend college and become leaders in their communities.
- Provides college students the opportunity to mentor local youth and have a positive impact on their lives.

Societal Impact of the Program

The Each 1 Teach 1 Entrepreneurship Institute teaches high school students how to collaborate, think critically and creatively about problems and their solutions, and communicate effectively, all to prepare them to be ready for and confident about pursuing college or a career after graduation. Over the past decade, over 120 middle- and high school students have participated in the Each 1 Teach 1, some of them for multiple years. The program helps build their confidence and desire to attend and graduate from college and become leaders in their communities. We are proud to say that many program participants have gone on to pursue higher education, some of them at Coastal Carolina University. When they do, we try to engage them in our other leadership development programs in the college, including as Brown Scholars, who serve as mentors to future E1T1 participants. Testimonials of some such students are collected on our website (<https://www.coastal.edu/e1t1/videos/>).

Transferability of the Program

The model of the Each 1 Teach 1 Entrepreneurship Institute could be replicated at any university. The program clearly benefits the local community by providing opportunities to underserved populations and encouraging them to pursue a degree. Further, developing a relationship with local underserved students can assist a university with recruitment from this population. The funding necessary to support the program will depend on the scope of the program (e.g. number of students

served, number and length of engagements) as well as resources available at the institution. Funding needs generally include: compensation of a program director, scholarships/stipends for mentors for the program, transportation, meal, and activity costs associated with delivering the program, and materials and supplies for the program. We are fortunate to have the financial support of a generous gift that established the program, and we believe the program's potential for community impact would be attractive enough to engender similar support from local donors or grants elsewhere. We have also successfully utilized the creativity of the program participants and mentors to organize and implement fundraisers, which could also be replicated elsewhere.