

**Profile of the
Summer Business Institute
College of Business & Economics, University of Wisconsin-Whitewater
2010 Regents Diversity Award—Institution/Unit Category**

Unit Coordinating Team

Christine Clements, Interim Provost/COBE Dean

Lois Smith, Interim Dean/Marketing Department Faculty

Freda Briscoe, SBI Coordinator/Minority Business Program Director

Jeff Heinrich, Economics Department Chair

Daniel Teferra, Economics Department Faculty

John Smith, Information Technology & Business Education Department Instructor

Samantha Samreth, Advisor, College of Business & Economics

Summer Business Institute (SBI) Synopsis

- SBI is a week-long pre-college program for students who have been admitted to UW-Whitewater and who have expressed an interest in majoring in business subjects. Enrollment is limited to students of color from area high schools.
- The SBI program grew out of a College of Business and Economics discussion about Equity Scorecard data, as faculty and administrators tried to discern why so few multicultural students who stated a desire at enrollment to be business majors actually made it to junior-level admission.
- The assumption had been that academic performance in gateway courses created roadblocks to college entry. Upon further drilldown on the data, it became apparent that this assumption was incorrect.
- The lack of connection to the business school and its faculty over the initial two years of enrollment and perceived cultural differences were identified as potential forces driving students away. The SBI program is one response to these concerns.
- SBI provides college-bound students of color exposure to the College of Business & Economics faculty and staff while providing foundational information that facilitates successful transition from high school to college. In addition, SBI exposes participants to college majors, alumni of color, and campus life.
- SBI introduces participants to college courses through condensed classes such as Business Math/Personal Finances; Concepts of Business; and Written and Oral Communication.
- SBI students are exposed to a business enterprise through a fieldtrip to our sponsoring partner, Right Management, a Manpower company located in Milwaukee. Activities include meeting and hearing from George Herrmann, Executive Vice President of the Americas; participating in the Right Management workshop "The Right Steps to Career Success," presented by Nicole Sellers, Delivery Consultant, Career Management; touring Manpower world headquarters; hearing a panel discussion, "Career Journeys," led by young professionals that include UW-Whitewater alumni; and networking with a host of UW-Whitewater alumni at a luncheon.
- Other experiences provided in the week of activities include daily forums and interactions with SBI tutor/counselors, informal interaction with the Dean, mini seminars presented by business leaders and university staff, learning and study skills assessment, resume development, Plan-It-Purple orientation and advising, and recreational activities.

Summer Business Institute's Impact

In the Director's Words

- "As a result of faculty/staff involvement in the development, planning and implementation of the Summer Business Institute, more and more faculty and staff are interested in and seeking to become more involved in meeting the diverse needs of students who pursue degrees in the College of Business & Economics. SBI is not only creating a positive change for underrepresented students who seek business degrees but also in the change agents themselves, as they see the potential in these young people and see themselves, as change agents, being able to make a difference in students' aspirations and a major contribution toward their successes." *—Freda Briscoe, SBI Coordinator/Minority Business Program Director*

In the Words of Student Participants

Sample comments from 2008 and 2009 SBI evaluations:

- What I liked about SBI:
 - "Meeting new people and when school started, I already knew a lot."
 - "Getting to know the professors and the different areas of business."
 - "I learned a lot and I feel more confident about what to expect."
 - "Actually learning what I should do for my major and career."
 - "I recommend SBI for all students because it gives you a head start to college."
 - "You meet Tutor/Counselors and staff who are welcoming and helpful."
 - "It gave me an advantage over incoming freshmen."
- "I learned so many things that I needed to know and I really appreciate it. I really enjoyed the activities we were involved with this week. I really enjoyed learning about the different majors from the professors. I learned a lot about the different fields. I loved visiting Manpower...the building was excellent. I like how it was LEED Certified. I also learned a lot about interviewing in their teaching section."
- "I LOVED this program. I was so surprised at everything we did. I learned a lot and got over my own personal fears of being and talking with strangers, which I am so happy for. I was able to meet new incoming freshmen, current students, alums, teachers, etc. So many people. This was a great experience and it has left me filled with hope and excitement for my time here at UWW and beyond. It's hard to express my overall feelings for this program. I can't seem to find the words, it was so amazing and fulfilling."
- "I don't know if the other students realize this but this is a lot of work that you're all doing. I am so grateful. Thank you and the Minority Business so much for taking that time to help all of us. I just wanted to share with you all this light bulb [epiphany] moment of mine. Your hard work is much appreciated." *—Choua Khang, SBI Participant, June 2008*

In the Words of Colleagues

- "My primary role during the past two years of the Summer Business Institute has been to work with and schedule presentations by all of the academic department areas in the College of Business and Economics... Although still only in its early years, the preliminary data (both quantifiable and anecdotal) have proven the program a success. As a strong supporter of the Summer Business Institute at the University of Wisconsin-Whitewater, I would not expect anything less than success." *—John Smith, Lecturer, ITBE*

- "I am very impressed with the extent of collaboration that took place across the campus (and even reaching to external stakeholders) to identify the issues and develop the proposal. The process and program are a labor of interest and concern for the College's ability to demonstrate Inclusive Excellence. Simply stated, it happened because so many people cared." —*Christine Clements, Interim Provost & Vice Chancellor for Academic Affairs*
- "Results have been rewarding for the students and the college. SBI students' grade point averages are higher than is average for students of color, and their retention is improved from the freshman to sophomore year. Qualitative comments from students have been very positive as well. ..The excitement that the students generate is contagious. Those of us who have worked as faculty for SBI look forward to meeting the next group in the summer of 2010. Their positive outlook and enthusiasm give us all energy." —*Lois Smith, Interim Dean*