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The deadline for feedback is the end of day on March 15, 2021.



SOCIAL JUSTICE, INEQUALITY, RACE, AND CLASS
CONCEPT PAPER –
CBA Prep Academy

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On behalf of the College of Business Administration's
Diversity Equity and Inclusion Taskforce

OVERVIEW

This proposal outlines a collaborative approach that will create multiple pipelines for historically underrepresented students to the College of Business Administration. The project directly furthers the mission of UNO's Strategic Initiative by addressing a very critical need for UNO's College of Business Administration to not only recruit more students from historically underrepresented populations, but to help prepare them for higher education (and the business world thereafter) as well. We propose an academy where K-12 students engage in age-appropriate, multidisciplinary workshops focused around exposing the students to the College of Business Administration and preparing them for future success. The program will focus on three tenets: (1) Business Curriculum, (2) Workplace Success, and (3) College Preparation.

- (1) Business Curriculum: Through interactive camps, students will be exposed to various business disciplines such as financial literacy, economics, investments, and entrepreneurship.
- (2) Workplace Success: Through interactive workshops, students will receive training on important topics that will aid them in the process of seeking employment and succeeding in their roles. This includes resume writing, interviewing, dressing for success, contemplating careers in business, and navigating diversity, equity, inclusion, and accessibility issues. At the end of the academic year, UNO will host a job fair for Prep Academy students. Not only will employers interview and potentially hire students, but participating employers will also offer constructive feedback to the students with the ultimate goal of improving interviewing skills and workplace readiness.
- (3) College Preparation: In collaboration with our UNO partners, students will be exposed to the following topics: entrance exam preparation, scholarship application process (including the Goodrich Scholarship, Susan T. Buffett Scholarship, and the CBA Scholars Academy), personal statement drafting, and the importance of community service. Students will receive advice and be exposed to best practice tips from subject matter experts.

Each student may engage in just one tenet; however, they would be best set up for success by engaging in all three. Participants (Prep Academy Scholars) that complete any of the above programs, would qualify for the newly created CBA Prep Academy Scholarship. Scholarship awards would be contingent on the number of Academy programs the Scholar participated in.

EVALUATION METRICS

Objective metrics

- Number of camps, workshops, and events held
- Number of students from underrepresented groups who apply for/complete the Prep Academy (annually and year over year measures)
- Number of Prep Academy Scholars who decide to attend UNO
- Graduation rates of Prep Scholars over other CBA Students
- Job placement of Prep Scholars over other CBA Students
- Other success stories

Subjective metrics

- Student engagement and program evaluation
- Student program evaluation
- Testimonials

COLLABORATION ACROSS CAMPUS

Success of the program relies on (but not limited to) the collaborative efforts of programs, departments, and offices across campus. In particular, we have identified the following partners and their role in terms of this proposal.

Partner	Role
College of Business Administration – (Including: Center for Economic Education, Center for Innovation, Entrepreneurship & Franchising, and the Maverick Investment Camp)	Program Coordinator. Offers camps, workshops, and training for all three tenets.
CBA Career Center	Helps facilitate resume reviews, practice interviews, and major/career exploration workshops, as well as host and participate in job fairs
Representatives from the various scholarship programs, such as the Goodrich Program, Thompson Learning Center, and CBA Scholars Academy	Provide education resources to students to aid in college preparation
Community Engagement Center	Exposes students to nonprofit sector
P-16 Initiative	As they already develop relationships with K-12 and higher education students as well as teachers in community agencies, they will serve as a close collaborative partner.
Service Learning Academy	Exposes students to Service Learning and would help create a SL project for the students to participate in.
UNO Office of Diversity, Equity, and Access, and Inclusion	Streamlines diversity efforts at the University of Nebraska Omaha, especially as it relates to UNO's Strategic Investment on Social Justice, Inequality, Race, and Class
Representatives from fraternities and sororities that are members of the National Pan-Hellenic Council and the Multicultural Greek Council	These organizations place an emphasis on recruiting African-American and Latinx students. They will serve as role models to students within our program.

COLLABORATION ACROSS THE COMMUNITY

Community Partner	Role
Omaha Public Schools and other districts near the Omaha Metro area, including, Bellevue, Papillion/La Vista, Ralston, Millard, Elkhorn, and Bennington	They will be the primary source of our prospective Academy students. Through collaboration, we can create programming to help students seamlessly transition into the material we plan to offer.
Community organizations create programming for Omaha youth, including: Omaha Boys and Girls Club, Girls Inc, Mentor Nebraska, Midwest Trailblazers, Empower Youth, Collective for Youth, Urban League of Nebraska, and Upward Bound	Through partnerships, CBA can tailor some of the offered programming to a specific outreach program. This approach will strengthen our relationships with these groups and encourage the students to feel as though the Academy is a true partnership.
Young Professional groups such as: Greater Omaha Chamber YP Council, Urban League Young Professionals	Will give students the opportunity to be mentored and receive professional development from members of the community they can better relate to.

STUDENT OUTCOMES

- Knowledge – Students will obtain age-appropriate knowledge in various business concepts.
- Exposure – Students will be exposed to concepts critical for success in college and thereafter.

- Application – Students will have the opportunity to apply the learned concepts in a practical manner.
- Mentorship - Through mentorships, students will begin to see themselves as future college students and even business leaders.
- Fun – Students will see topics such as finance and economics can be fun, making them more comfortable with studying these topics in the future.

BUDGET

To create a self-sustaining program, we need to build the program and develop a minimal viable product that we can showcase to secure external funding. Specifically, we need initial seed funding that will help us secure student and underrepresented owner testimonials as well as obtain real value creation that shows a return on investment (ROI). In this program, ROI is measured through community engagement, profitability, and growth. Additional funding may be obtained through potential community partners, such as First National Bank's Community Reinvestment programs, the Sherwood Foundation, Peter Kiewit Foundation, and other partnering Foundation donors.