

# *How Your Community College Can Start a High School SAGE Program in Your Community*

*A Guide to Help You Create Better Futures through Service-  
Learning, Social Entrepreneurship, and Community Service  
2008/2009*



# ***SAGE: Students for the Advancement of Global Entrepreneurship***



A global community of teenage  
entrepreneurs—and their advocates—sharing  
a common purpose:  
to make the world a better place.

# ***NACCE: Connecting community colleges to entrepreneurship and young entrepreneurs***



1. Inspires institutions of higher education to support their entrepreneurial students
2. Connects community college administrators and faculty with knowledge and successful practices regarding entrepreneurial leadership, entrepreneurship education, and student business incubation.
3. Provides tips and opportunities for grant proposals specific to entrepreneurial endeavors at community colleges.

# ***SAGE Invitation to NACCE Members***



- Does your community college want its business students to work with high school students to help them develop their commercial and social entrepreneurship ideas, and build leadership and teamwork skills?
- Do you want your college mentors and their protégés to become champions?
- Do you truly want to create better futures for themselves and next generation?
- Do you want to become the SAGE State host of an interscholastic tournament
- Do you want to learn how to earn up to \$10,000 to finance this program?

## *Why Is This Program So Important?*



- The human and physical resources available at most colleges and universities are underutilized in terms of helping high school students achieve financial literacy, entrepreneurship skills, and knowledge of international trade.

# *Why Is This Program So Important?*



- National data show weakness in financial and entrepreneurial skills among high school students.
- SAGE’s “hands-on” experiences create unique and exciting learning opportunities.
  - When students get the opportunity to learn, there is an incredible burst of energy, creativity and motivation
  - Through SAGE, financial and entrepreneurial skills improve, whether used in a course or as offered as an extra curricular activity.

# *Why Is This Program So Important?*



- Gallup survey shows great interest in business ownership among teens. Even though 69% of high school students want to start their own business, 84% of those surveyed report that they have no preparation to do.
- SAGE helps students gain skills and knowledge with help from college students, adult mentors, and contact with peers from around the world.

# *Why Is This Program So Important?*



- Students normally care for others, but are not proactive about community service.
  - Sensitivity to needs does not necessarily translate into action.
- SAGE has a community service component, in which students:
  - identify community needs that could be met.
  - find ways they can act to help their communities.
  - explain the value of the community service they have done to others.

# *Why Is It Called “SAGE?”*



- The acronym stands for *Students for the Advancement of Global Entrepreneurship*.
  - SAGE’s home office is in CALIFORNIA
  - SAGE is an international NETWORK that links secondary school student organizations to university student mentors to advance global entrepreneurship in an ethical and socially-responsible manner.

# ***SAGE's Mission***



To advance youth enterprise around the world, emphasizing ethical business practices, social responsibility, civic engagement and environmental awareness.

# *What is SAGE?*



SAGE is an international network that links secondary school student organizations, like Junior Achievement, economics classes and student government, to business consultants from local universities, community colleges and businesses

## ***A Successful Model: “California SAGE”***



- In order to expand this program to other regions, we have created the SAGE network, of which California SAGE is now a part
- Over 30 California high schools have participated in SAGE California
- Six more states have started SAGE programs, as have 15 other countries
- We now want to expand our program to other states, and invite you to become the SAGE champion to launch this program in your community

# *How Do You Get Started?*



- All you have to do is identify at least three or four high schools in your area (see sample presentation) and
  - Assign a couple college students to become their coaches and mentors as the younger students complete at least one entrepreneurship project and one social venture (see details in the SAGE Information Handbook at <http://sageglobal.org>)

*To Recruit A High School,  
We Suggest Any Or All Of The Following:*



- You contact the local high school principals or superintendents and ask if there are any “entrepreneurial” or “service-learning” classes who would like college mentors throughout the year;
- Offer to make a “How to Start a SAGE Team at Your High School” presentation at an upcoming school board meeting

*To Recruit A High School,  
We Suggest Any Or All Of The Following:*



- Make a presentation to a school assembly or an existing student group
- Bring a few copies of the SAGE Training Manual (make sure to revise the handbook to accommodate your needs).

# *Why Would A High School Want To Be Involved?*



- Near the end of each academic year (May 14-15, 2009 for SAGE CA) the high schools from each region will come together for the regional high school competition hosted by the SAGE host.
  - The high school that is judged to be that region’s “champion” earns recognition, prize money and an invitation to travel to the National SAGE Competition (May 29-31 in San Francisco Bay Area)
  - The national winner advances to the World Cup in Brazil!

# ***SAGE World Cup***



- The 2006 SAGE World Cup took place August 3-6, 2006 in Shanghai, China.
- The 2007 SAGE World Cup took place August 1-6, 2007 in Odessa, Ukraine
- The 2008 SAGE World Cup took place July 21-28, 2008 in Abuja, Nigeria

***\* The 2009 World Cup will be in Brazil in August 2009.***

# ***SAGE Judging Criteria (10 Total)***



*In their annual report and verbal presentation, how effective were the students in demonstrating that they:*

1. Completed at least one new “for profit” entrepreneurship venture (10 points)
2. Competed at lease one continuing “for profit” entrepreneurship venture (10 points)
3. Completed at least one new “social” entrepreneurship venture (10 points)
4. Completed at least one continuing “social” entrepreneurship venture (10 points)
5. Included at least one type of global component in their venture(s) (10 points)

# ***SAGE Judging Criteria 4-5***



*In their annual report and verbal presentation, how effective were the students in demonstrating that they:*

6. Understand the importance of civic engagement in a democratic society (10 points)
7. Understand the importance of being responsible stewards of the environment (10 points)

# ***SAGE Judging Criteria 6-10***



*In their projects, how effective were the students in:*

7. Utilizing their resources, including at least one or two college mentors and three Business Advisory Board members (10 points)
9. Utilizing mass media (10 points)
10. Measuring the results of their projects (10 points)

## *How To Fund A SAGE Competition*



- SAGE HQ has had great success through partnerships with major companies who support our mission.
- Companies who have provided financial support include Sierra Health Foundation, Allstate, Wells Fargo, Bank of the West, NUMMI, the ELKS Foundation, GotVMail, the Price Foundation, and more....
- We will provide you a sample template to obtain funding to launch SAGE in your state

# *How To Fund A SAGE Competition*



- Involve your local business leaders in identifying high school teams, and potential projects.
  - Then, invite them to judge the high school presentations.
  - The more you involve them, the more they feel like they are part of the SAGE family.

## *How To Fund A SAGE Competition*



- Upon request, SAGE HQ will provide examples of sample grant proposals, concept letters and contact names of companies who may sponsor this program in your area.
- Another great way to attract sponsorships is to make presentations to local business and civic groups.
  - In the USA, such groups include the Chamber of Commerce, Rotary, Kiwanis, and Suroptimist Club, City Council



## *Other Information*

- To formalize SAGE as an organization in a region, there must be at least three or four participating High School SAGE teams in that region.
- We assist people from all regions in establishing a regional High School SAGE organization and can provide training support, but no direct financial support.
  - SAGE HQ can help with fundraising ideas in a region.
  - SAGE HQ provides training for a host campus.

# ***Making A Difference***



- SAGE links secondary school student organizations to university student mentors to advance global entrepreneurship in an ethical and socially-responsible manner.

**Please join us!**

***For More Information  
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