



Virginia Highlands Community College Students in Free Enterprise Annual Report • 2009-2010

Faculty Advisor: Philip Ferguson
Team President: Michael Doss
Team Vice President: Eddie Honeycutt
Existence: A first-year competing team
2009-2010 Active Team Members: 19



In its first year of existence, the VHCC SIFE team is creating economic and intellectual change in the lives of others. With nineteen active members, fifty percent female and twenty-one percent international students, our team is comprised of business, human service, education, liberal arts, nursing, and various other majors, illustrating the diversity of involvement in VHCC

SIFEA. In the construction of projects covering all SIFE competitive criteria, VHCC SIFE has targeted various audiences—public schools, community members, businesses, and even prison in-mates—resulting in a “free enterprise” exchange of success skills and economic knowledge. As our slogan states, “We are in the Business of Knowledge.”



1



Self-Publication Workshop

Judging Criteria: 1, 3, 4

This workshop was developed to help college students with an interest in self-publication learn the basics of book development, design, funding, distribution and ISBN registration. A presentation was given by our President, Daniel Jones, who has experience in the self-publishing field. A PowerPoint presentation was presented and a pre and post test was administered in order to measure the effectiveness of the workshop. The Pre and Post tests show an average 79% increase in knowledge of the basics of self-publishing. This event climaxes with the self-publication of a VHCC Literary and Art Magazine, *The Howl*, in spring 2010.

Advisory Board Partner: Jack Rabbit Printing Company

2



“Planet or Plastic” Initiative

Judging Criteria: 1, 2, 3, 5, 7

This project had a diverse target audience that included middle school students, college students, and the general public. Reusable shopping bags were donated by Food City and Wal-Mart. The bags were decorated by local middle school students. The bags were then sold at two Earth Day events, and the profits were divided between our SIFE organization and the Chilhowie Middle School art program. The program raised awareness about environmental sustainability through recycling and conservation. This was achieved through an educational flier and PowerPoint presentation. Seventy bags were created. Poll statistics shows that fifty percent of first-time users of these bags find them convenient. Therefore, more awareness is needed in regards to reusing resources.

Advisory Board Partner:

Food City (K-VAT): Gary Kimbrell

Statistics:

70 bags were created and \$90 was raised for Chilhowie Middle School, \$90 was raised for SIFE VHCC.

Poll Statistics:

Effectiveness: Very Effective: 50% Effective: 25% Somewhat Effective: 25% Not Effective: 0%

Convenience of Reusable Bag: Very Convenient: 50% Somewhat Convenient: 50% Not Convenient: 0%

Frequency of Use of Reusable Bag:

Every once in a while: 50% Every shopping trip: 25% Never: 25% Every other shopping trip: 0%

Shopping Frequency: Once a week: 50% More than twice a week: 25% Less than once a week: 25% Twice a week: 0% I would rather not say: 0%

3



Healthy Family-Family Farms Advertising Sweep

Judging Criteria: 1, 2, 3, 5

This project was designed to raise awareness about Healthy Families-Family Farms, an organization that purchases seconds from local farmers at a discounted price and distributes the produce to needy families in the community. VHCC SIFE created a display that was presented at two Earth Day events to advertise and raise awareness for the organization.

Advisory Board Partner: Appalachia Sustainable Development

Healthy Family-Family Farms Powerpoint Creation

Judging Criteria: 1, 2, 3, 5

A PowerPoint presentation was created by VHCC SIFE in order for Healthy Family-Family Farms. This will enhance the abilities of this organization to branch out and better present to groups about the organization and the benefits it gives to society. Prior to this project, the Appalachia Sustainable Group was using a display board when approaching possible donors. Now, an inactive slideshow presents all necessary overview points, statistics, and analysis of this organization, and is more attention-grabbing.

Advisory Board Partner: Appalachia Sustainable Development

4



“Show Me the Money” Budgeting Workshops

Judging Criteria: 1, 2, 4

5



This project involved workshops for public school students in budgeting monthly expenses, using a game called “Show Me the Money.” This game, first conceived by VHCC’s Talent Search coordinator Karen Copenhaver, breaks the students into five groups. Each group is given a specific degree (High School, Some College Credit, Associates Degree, Bachelor’s Degree, and Master’s Degree) and a monthly paycheck that reflects their education level. Then, they have to budget their monthly expenses, including taxes, rent/mortgage, auto payment, insurance, entertainment, etc. At the end of the game, the teams compare their final balance. If they go into the negative, they have to see where they can save money. If they are in the positive, they consider investments or savings. The game was played with three different target groups: middle school students, high school students, and teenage foster children in the Bristol, Virginia area. After seeing the effects of budgeting first hand, 93% of game-players stayed in the positive or the “black.”

Project Cost: \$15 for refreshments for foster students

Advisory Board Partner: Education Talent Search

6

Century 21 Home Buyers/Sellers Workshop

Judging Criteria: 1, 4

This project targeted first-time home buyers and sellers. VHCC partnered with Century 21/Shamrock Realty to provide information about the real estate buying and selling process. The forum included presentations by: Carl McKinney, First Step Home Inspections; John Chittester, Chittester Appraisals; Brian Ely, Ely Law Group; Amy Osborne, First Bank and Trust Company; and Linda Lester, Century 21.

Advisory Board Partner:
Century 21 Broker, Linda Lester



Food Drive Initiatives

Judging Criteria: 1, 2, 3, 5

VHCC SIFE has teamed with a number of local businesses to promote the issue of hunger in our region. First, a local historic theater, The Barter Theatre, set up a collection can in their lobby. Since the Barter Theatre’s origin involved attendees

trading, or “bartering” food and other goods for theater tickets, we have embraced that concept. Theater patrons were encouraged to bring at least one non-perishable food item to each production between May and July 2009. Next, we teamed with a local movie theater to construct the “Thriller” Dance for Hunger. A group of fifty participants simultaneously performed Michael Jackson’s “Thriller” dance at the theater. All participants had to bring three cans of food to participate, as “payment” for the dance lessons. Finally, VHCC conducted its first annual VHCC’s Got Talent event. Instead of an entrance fee for attendees, they were asked to bring two cans of food. Combined, over one thousand pounds of food was collected and donated to the Second Harvest Food Bank in Abingdon, Virginia.

Project Cost: \$15 for design materials of collection cans.

Advisory Board Partners: Barter Theater, Rick Rose; Abingdon Cinemall,

7

8

9/11 National Day of Service

Judging Criteria: 1, 2, 3, 5



The VHCC campus community participated Sept. 11 in the National Day of Service by performing community service projects throughout the service region and attending a candlelight vigil at Porterfield Square of the Barter Theater. Organized by VHCC SIFE and the SGA, 105 students, faculty and staff members took part in the local event, which was part of a national observance signed into law by President Obama. Each Sept. 11, Americans are encouraged to remember those killed on Sept. 11, 2001, in the terrorist attack on the World Trade Center and to remember the brave first responders who answered the call for help. VHCC students participated by building dog houses for Holly Help Spay and Neuter, mulching around flower beds at the Bristol Virginia Sheriff’s Department, constructing gift boxes and writing letters to members of the military, collecting foods for people and their pets, volunteering at local fire stations, conducting river side clean-up, and attending the candlelight vigil ceremony.

9



“Chain Gang” Recycling Project

Judging Criteria: 1, 2, 3, 5, 6

The economy is one of the biggest issues facing America today. The VHCC SIFE Team has the power to change this by participating in The Chain Gang Re-Cycle project sponsored by Northeast Correctional Facility. Most of us have fond memories of receiving our first bike, and the independence and fun it gave us. You can help other children locally by recycling your used bike. The following used bikes were collected:

- Old tricycles
- 10 speed bike , 21 speed bike
- Mountain bikes
- Need all sizes of bikes – toddler, teen, and adult

Inmates at the prison have helped set up their own workshop to repair and refurbish secondhand bikes which then are donated back to local families in the community who are in need. Inmates refurbish up to 200 bicycles a year that otherwise would have landed in the landfill. SIFE worked with the prisoners to create change, both in their lives and in the system that has incarcerated them – the bikes are the agents of that change. This project instilled self-respect and pride in the inmates and prepare them in their return to normal life. For Christmas 2009, 72 bicycles were collected by VHCC and 362 bicycles were refurbished by the inmates and donated to low-income families in Mountain City, Tennessee. That is a 55% increase in donated products from the previous year.

Advisory Board Partner: Northeast Correctional Facility



River Place Inmate Re-entry Program

Judging Criteria: 1, 2, 3, 4, 5, 6

River Place, a non-profit, faith-based outreach program in Southwest Virginia, uses grant money to set up small businesses, such as gift shops and cafes. These businesses are employed by re-entry level clients, fresh out of prison. The mission of River Place is to provide essential services to help the ex-offender succeed and reduce the chance that he or she will commit additional crimes and return to prison. These services include financial aid, housing, employment, education, guidance in reintegrating with the family and the community, health care, mental health counseling and substance abuse treatment. However, this new endeavor works on a small budget and finds most donors unwilling to provide such assistance for ex-offenders. Therefore, VHCC SIFE is currently researching re-entry based grants, teaching River Place presentation skills when applying for such donations, and helping them restructure a current business, a café, so that more curb appeal and creative marketing approaches will increase profits, resulting in more money to enhance the mission and lead to more River Place businesses.

Advisory Board Partner:
River Place: Holston Café and Rockybrook

Final SIFE Budget: \$660

Virginia Highlands Community College

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VHCC is an EEO/AA Institution

VHCC SIFE Executive Officer

VHCC SIFE Sam Walton Fellow

VHCC Vice President of
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