



Center for Social Development

GEORGE WARREN BROWN SCHOOL OF SOCIAL WORK



Washington University in St. Louis



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Building for the Seventh Generation: Using Entrepreneurship Education to Reduce Poverty and Improve Opportunities for American Indian Youth

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Overview

1. Conditions facing native communities in the U.S.
2. Conceptual framework
3. Case study – development model
4. Youth outcomes



Socioeconomic Conditions among American Indians

- Annual per capita income = \$9,000
- > 80% unemployment compared to 34% among total American Indian population (Bureau of Indian Affairs, 2005)
- 75% of tribal members live in poverty; 40% of whom fall substantially below the poverty line (compared to a U.S. average of 12%)
- Most do not have educations beyond high school and have little expertise with banks, savings accounts, or money management

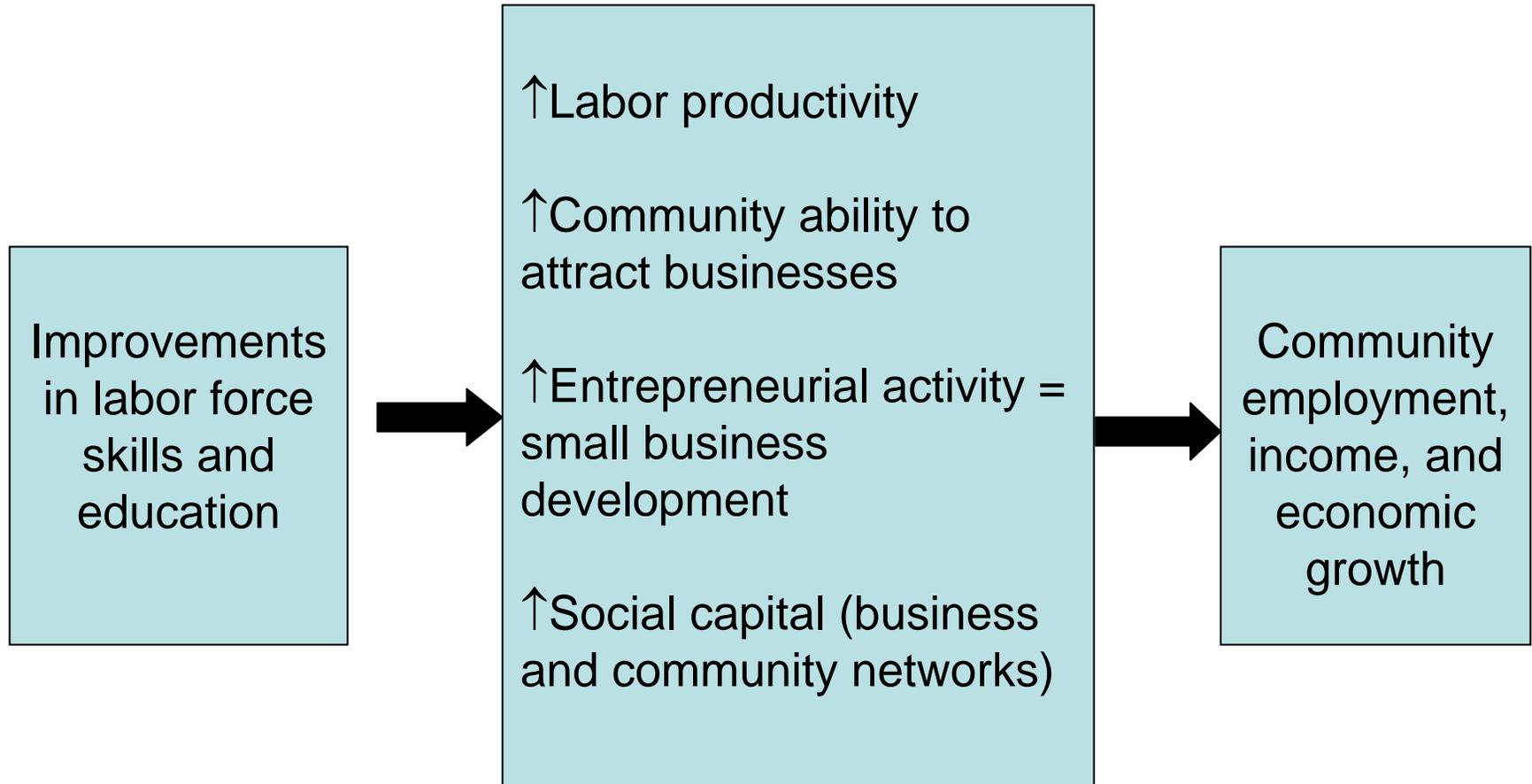


Conceptual Framework

- **Social isolation and concentration effects**
 - Limited investment and resource drain
- **Human capital and development**
 - Knowledge and skill development
- **Social learning theory**
 - Knowledge exchange and collective action
- **Self-determination = self-sufficiency**
 - Individual and tribal wellness



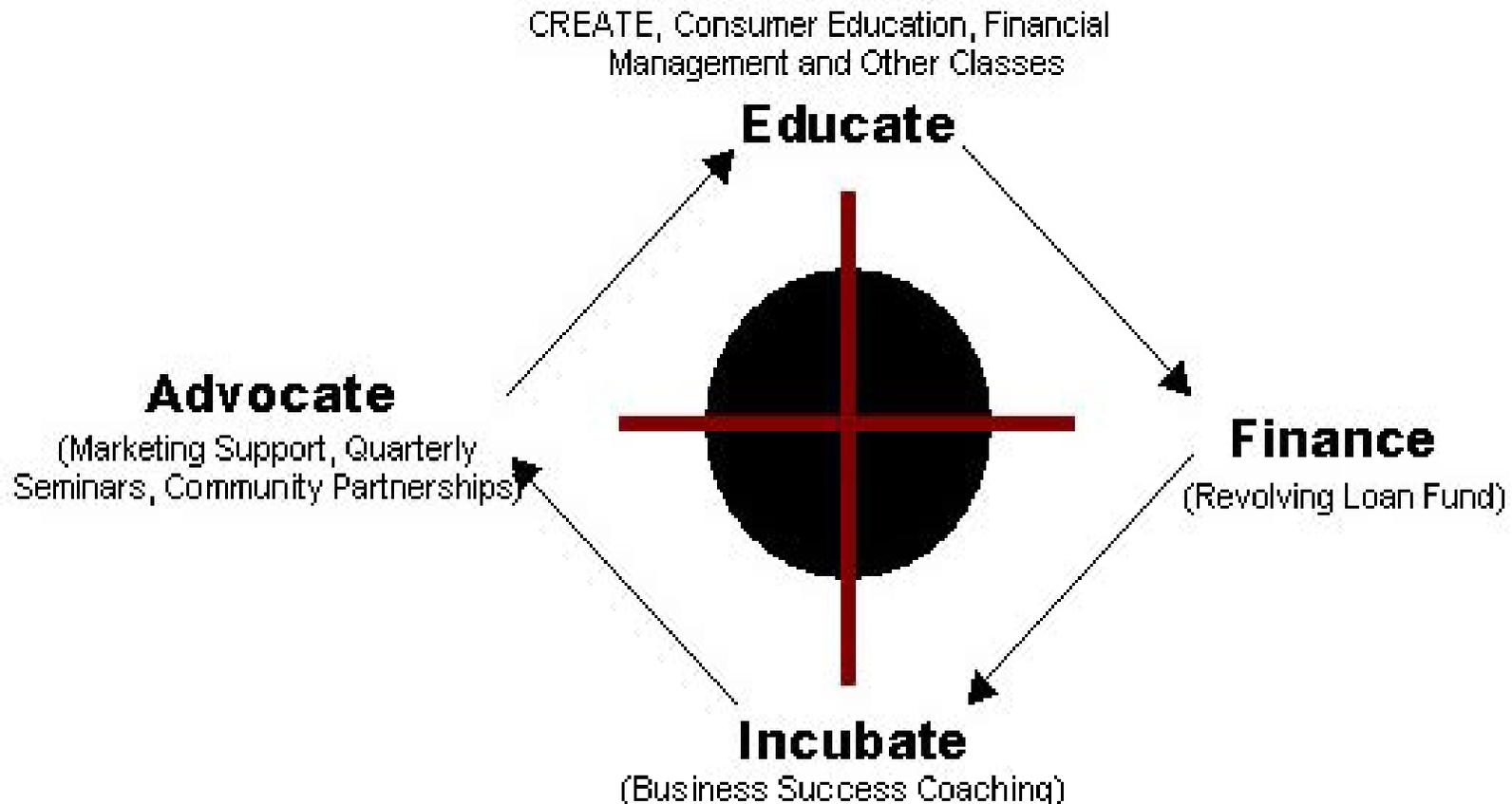
Why Entrepreneurship Education Matters





Case Study: Development Model

Icahya Wocun: The place to grow



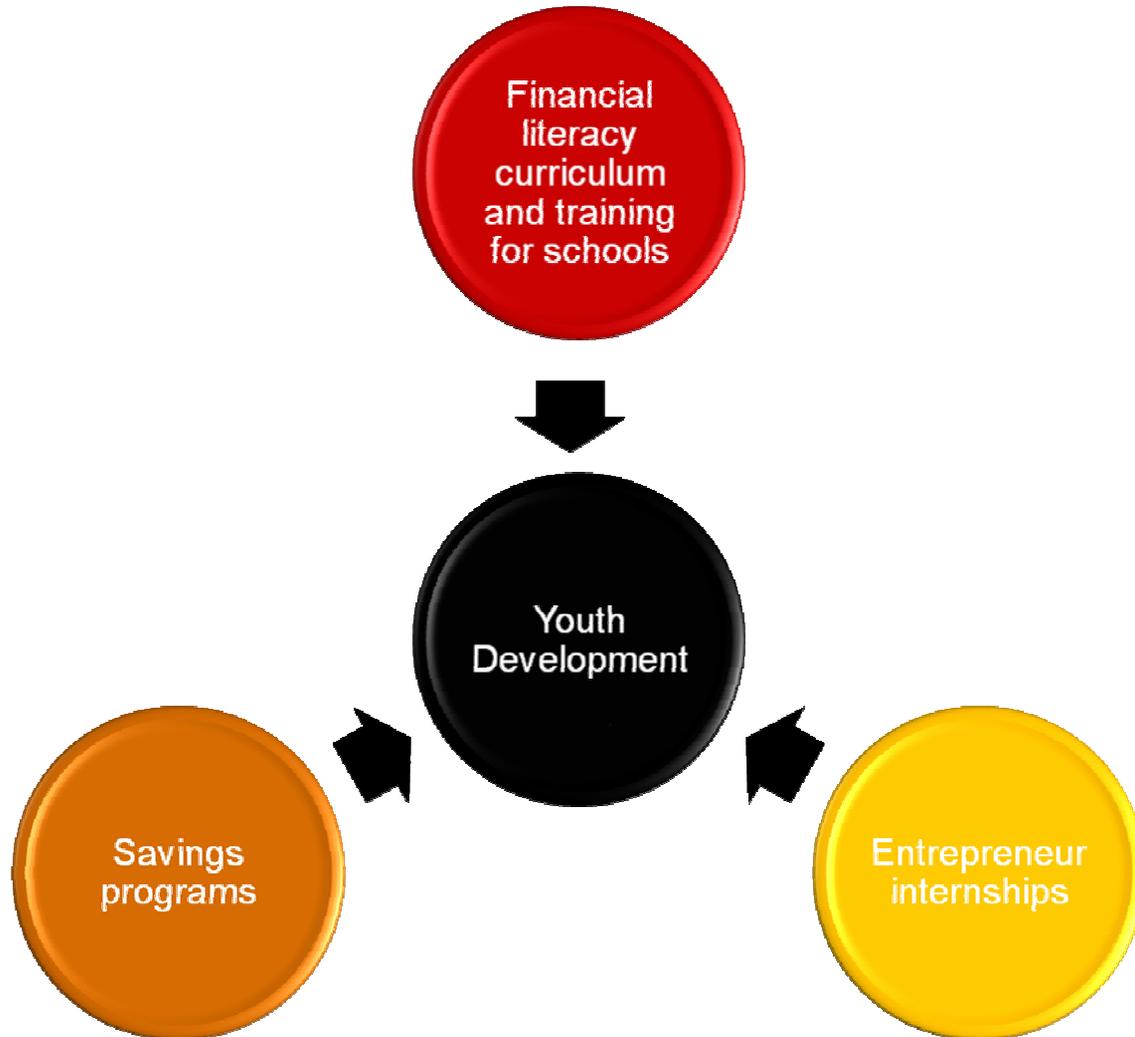


Case Study: Four Bands Community Fund

- Provided a range of technical assistance and training services to over 1,000 adults and 350 youth.
- Provided over \$1,150,000 in loans to create and expand 73 Native-owned businesses.
- Increased annual incomes from \$6,000 to \$26,000.
- Created approximately 1.5 jobs per loan.



Youth Development Model





Youth Outcomes

- Future orientation
- Self-efficacy
- Entrepreneurial mindset
- Leadership
- Community connections



Future Orientation

“The most important thing I learned was how to set up goals for reality and how to save for them. Before I didn’t know anything about saving and failed. Now I handle money better.”

“The internship opened my eyes about work experience and why it is important to work.”

“This experience made me realize that I have to work. Nothing is going to be given or handed to me.”

“It showed me how much you really have to put into something. It makes me want to try harder because it is something I want to do.”



Self-efficacy

“As a result of this experience, I interact more with people. I am more comfortable.”

“It was kind of fun and kind of hard. This was my first job experience so I didn’t know what to expect. I wanted to find out how to work. It was easier once I got started.”

“Now I am more confident and willing to try getting a job. I’m not afraid that they will be too hard.”

“The internship helped me improve my communication skills. I learned office skills and how to work for someone.”



Entrepreneurial Mindset

“It looks like hard work, but at the end you get rewarded.”

“This experience inspired me to start my own business so that I can save my earnings and go to college.”

“Entrepreneurship is a good way to make some extra money to set aside for your future – your goals.”

“Entrepreneurship is a good way to make your dream a reality and be your own boss.”



Leadership

“This program is important because it keeps your mind off peer pressure. You set goals and work for your future.”

“This program helps kids stay out of trouble and get employed.”

“It helps kids realize that they have to work, but they can learn new skills – they can do it.”

“You should set goals for yourself and take chances.”



Community Connections

“It is important to volunteer. To be role models for younger kids. To show them - you can do it!”

“It is important to participate in the community because times are hard and people need your help.”

“I learned that there are actually a lot of people who care. It’s not about – you scratch my back and I’ll scratch yours.”

“I realized that our community really needs a lot of things. We can help out.”



Concluding Thoughts

- A community's economic prospects depend on a knowledgeable, well-trained workforce through which creativity and innovation drive change.
- Change can occur by mobilizing people and resources and creating institutional structures to address social and economic development.
- Youth engaged in entrepreneurial activities will become change makers.



This work is a direct result of the vision and tireless efforts of the staff, interns, and volunteers at Four Bands Community Fund on the Cheyenne River Sioux Reservation of the Lakota Nation. For more information about their programs and services, please visit their website at www.fourbands.org



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