



# Atlanta Business League Student-Business Shadow Project

## FACT SHEET

**Mission** To provide youth, especially from the inner city, with hands-on, real-world access to African-American business owners and their companies for the purpose of encouraging them to explore careers in the business arena.

**Description** The **Student-Business Shadow Project (SBSP)** is a program designed to bring inner city youth in contact with a variety of Minority business owners and their employees. This is accomplished by having young people visit several businesses during the summer and throughout the school year in morning or afternoon "customized field trips" focused on exploring a variety of potential careers, as well as, entrepreneurship itself. ABL members, community leaders and participating schools select students based upon program criteria. Participating Minority companies are responsible for allowing the student to shadow one or more owners/employees. Students are required to prepare a written report or audio/visual presentation on their experience. Students are encouraged to maintain a relationship with the company via phone, e-mail and future visits.

Students are required to attend ABL's Annual Meeting, November 10, 2009, at the Atlanta Marriott Marquis; and, along with a parent or guardian, participate in a daylong trip to Tuskegee University and Montgomery, Alabama, focused on the celebration of the Martin Luther King, Jr. National Holiday on January 19, 2010. This trip is conducted in conjunction with the Southwest Atlanta Youth Business Organization (SWAYBO).

**DRESS CODE:** Students are not permitted to wear see-through or extremely tight-fitting clothing, shirts that reveal the student's mid-drift, tank-top t-shirts, pants that are worn below the waist-line, and so on. Students who fail to meet the program's dress code are sent home. This dress code is strictly enforced.

**SCHOLARSHIP:** Students who successfully complete the program will be eligible to receive a monetary scholarship based on requirements being met.

## Program Goals

- Provide participating youth with exposure to a variety of on-site business experiences with Minority-owned companies and their employees.
- Provide participating youth with a variety of successful Minority business role models who will encourage them to apply themselves academically.
- Provide Minority business owners with an opportunity to share themselves and their businesses with today's youth.
- Provide youths with potential employment opportunities with participating Minority businesses.
- Provide youth with opportunity to study and write about their experiences and learn about entrepreneurship in a hands-on manner.
- Provide urban school systems with a vehicle for establishing relationships with Minority businesses.

**Management** The **SBSP** is coordinated by the **Atlanta Business League (ABL)**, a 501(c)(6) organization that implements programs and initiatives that lead to the development of business relationships resulting in millions of dollars of revenue generated and hundreds of new business start-ups. The organization also serves as an information clearinghouse and referral source for minority owned business.

**Participating Companies** A majority of the participating companies are members of the Atlanta Business League. These companies participate on a voluntary basis.

**Participating Schools** Community leaders, in conjunction with the ABL, identify the participating schools. The League works with ABL members, community leaders, and APS, to identify student participants.

**Participating Students** The age range for eligible students is between 15 and 17 years. They must be in their 10<sup>th</sup> or 11<sup>th</sup> grade. They must complete the SBSP application, which must be signed by the student and a guardian. They must have written permission from a parent or guardian to participate.

**Sponsors** The project is underwritten jointly by the **Atlanta Business League, AGL Resources and the Georgia-Pacific Foundation**

**Questions** Contact the coordinator of **SBSP**, Rebecca Temple at 404-584-8126

**Location** The **SBSP** is coordinated from the offices of the **Atlanta Business League**:

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