

BACKGROUND

- Youth entrepreneurship education (EE) builds confidence, creativity, and problem-solving skills (Kim et al., 2020).
- Recent research highlights the need for tools that measure not just entrepreneurial intention, but also growth in identity, opportunity recognition, and social purpose (Kim et al., 2020).
- Tingey et. al (2020) demonstrated an increase in entrepreneurial knowledge and economic confidence at 12 months, and stronger connections to parents, school, and community at 24 months.
- This project evaluates Generator; a middle school entrepreneurship education in Homewood, Pennsylvania, delivered by Own Our Own through the Oasis Project, using a youth-centered approach focused on process, impact, and outcome evaluation.

OBJECTIVES

- Using the EE structure assess the instruction of the program.
- Describe the perceived impact on personal growth, confidence, and entrepreneurial mindset.
- Identify areas for program improvement/sustainability.

METHODS

- Facilitated 5 EE lessons covering topics (e.g. legal structures, accounting, and cost analysis).
- Developed an 18-question Google Forms survey with multiple choice, Likert-scale, and open items.
- Assessed instructional quality, confidence in entrepreneurial skills and overall satisfaction in participants at the end of the program.

Most participants who completed the Generator program desired to be entrepreneurs, and over 54% of them believed their ideas can directly benefit their communities.

PERCEIVED IMPACT OF BUSINESS ON COMMUNITY

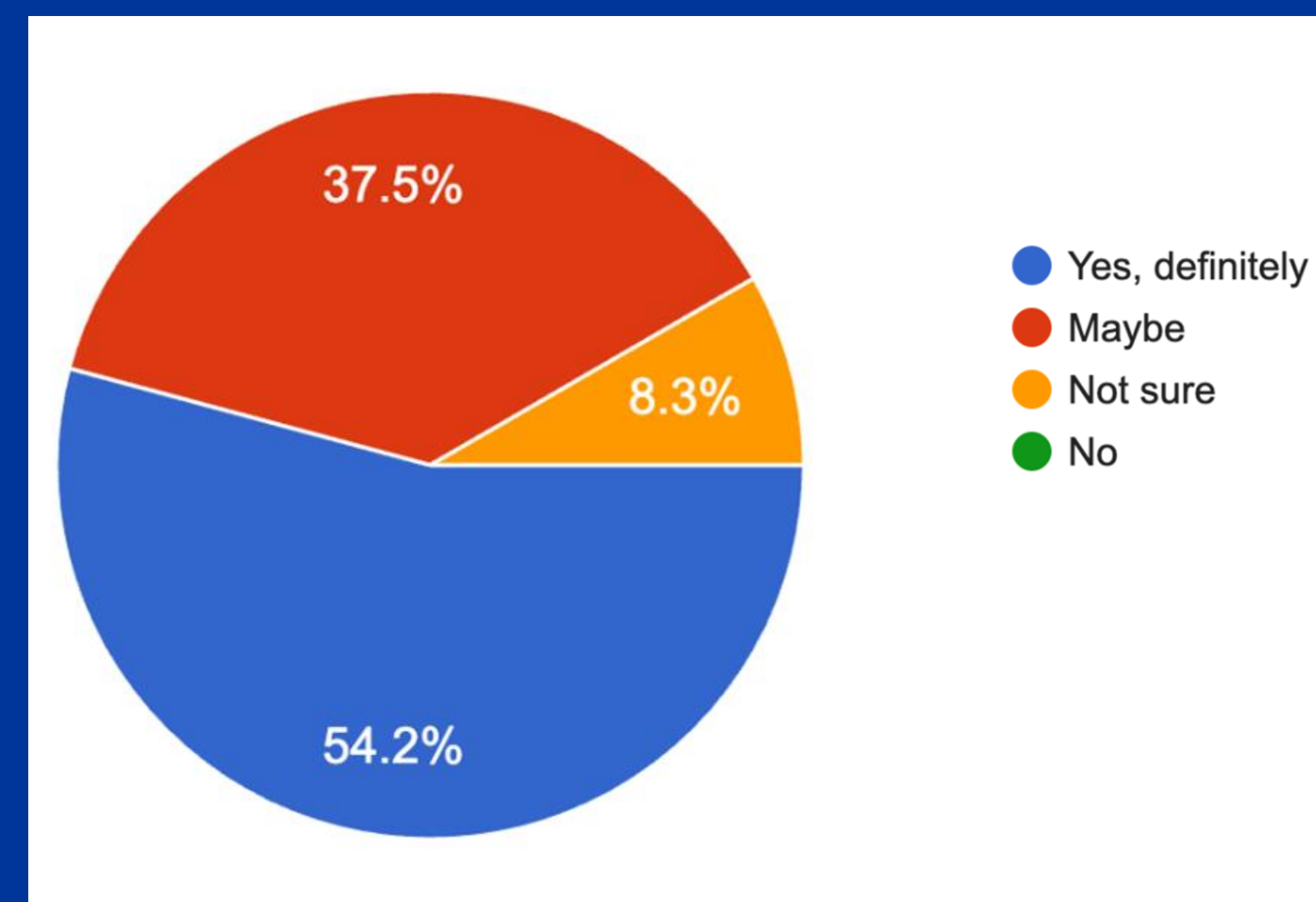


Figure 01: Response from End-of-Program evaluation survey, "Do you think your business idea or passion project could help the community of people you care about?"

INTEREST IN ENTREPRENEURSHIP

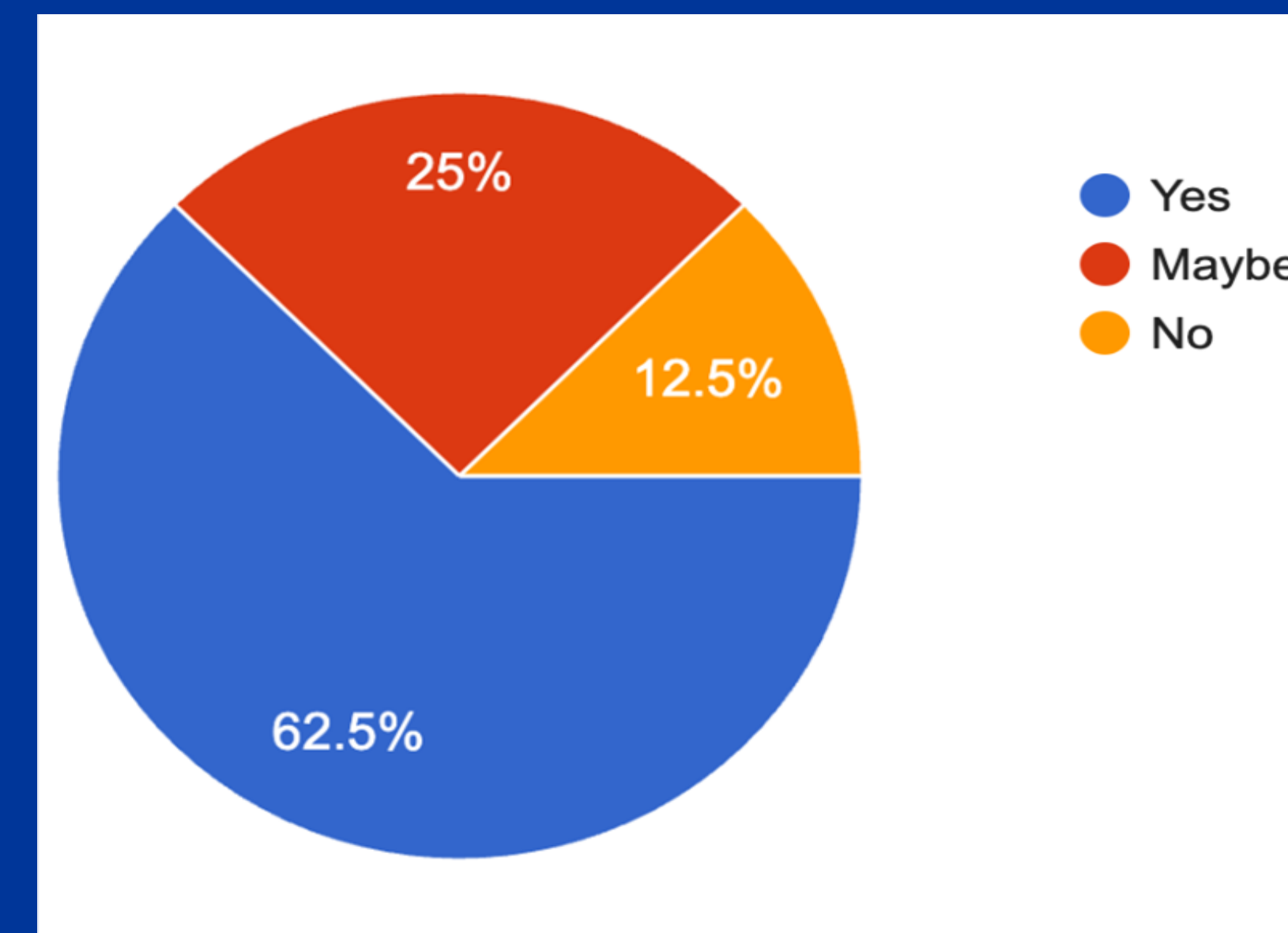


Figure 02: Response from End-of-Program evaluation survey, "Has this program made you more interested in becoming an entrepreneur?"

SKILLS GAINED FROM THE PROGRAM

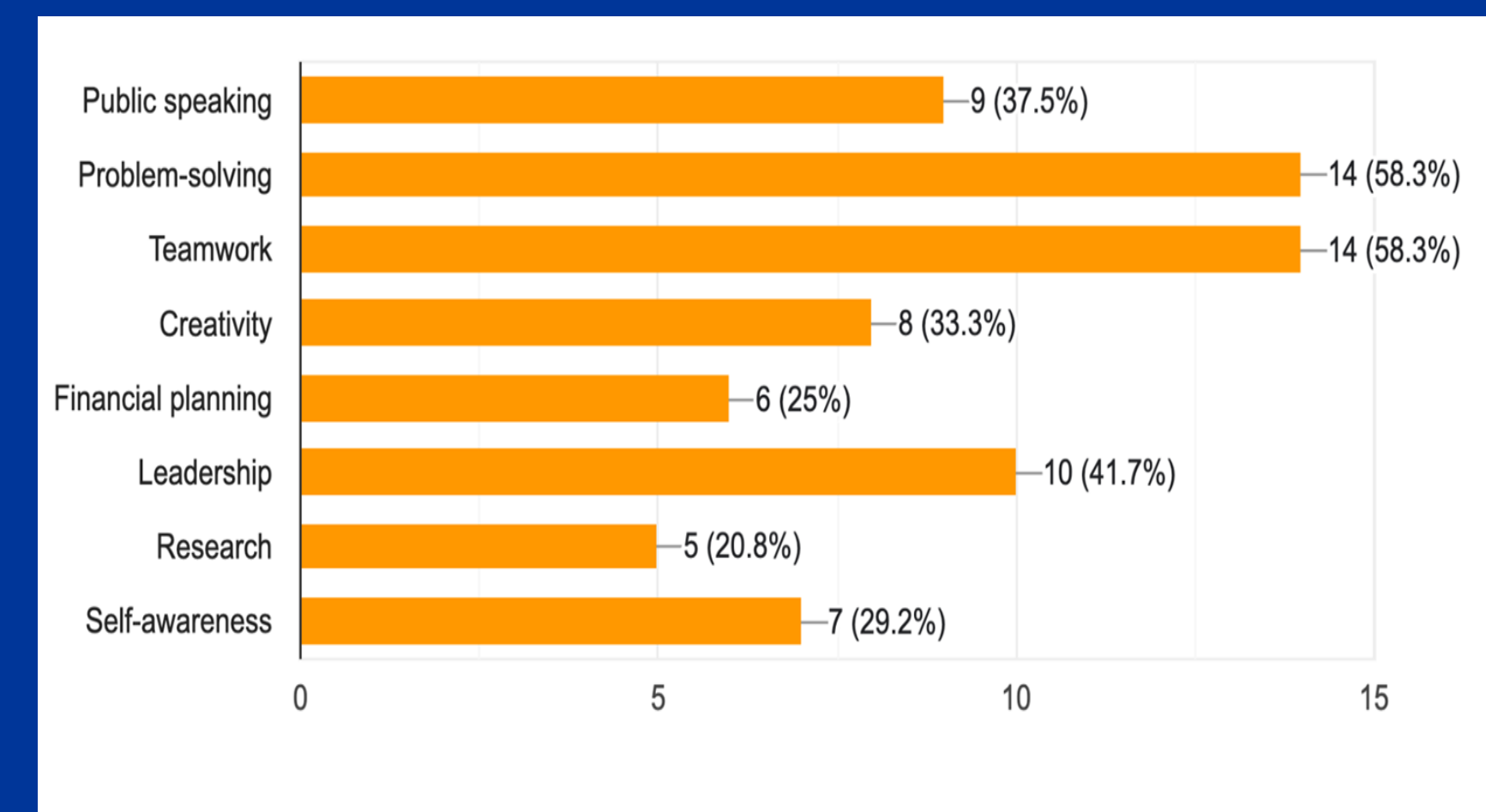
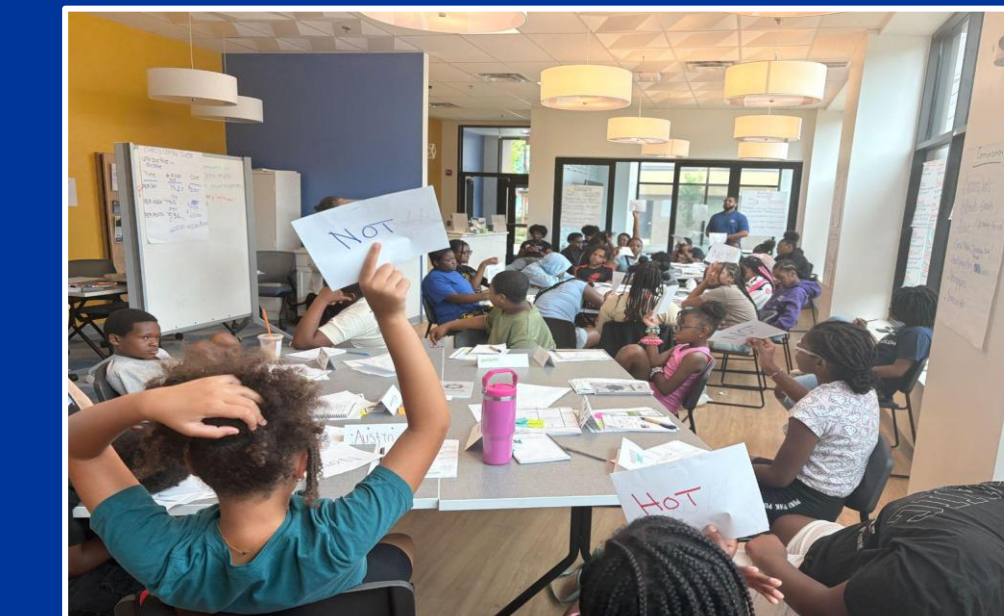
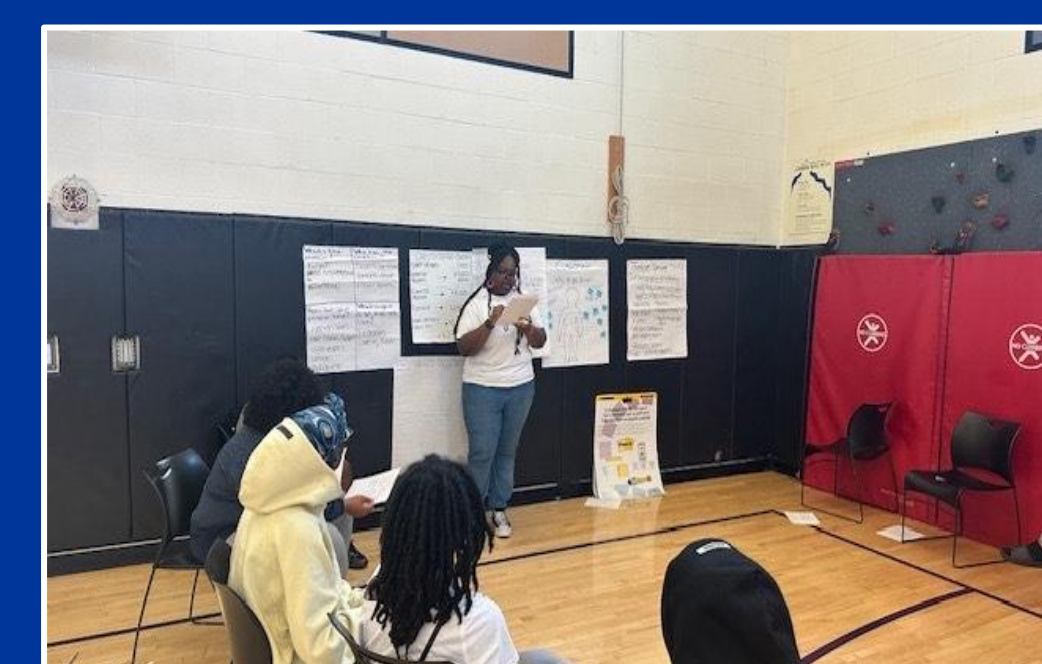
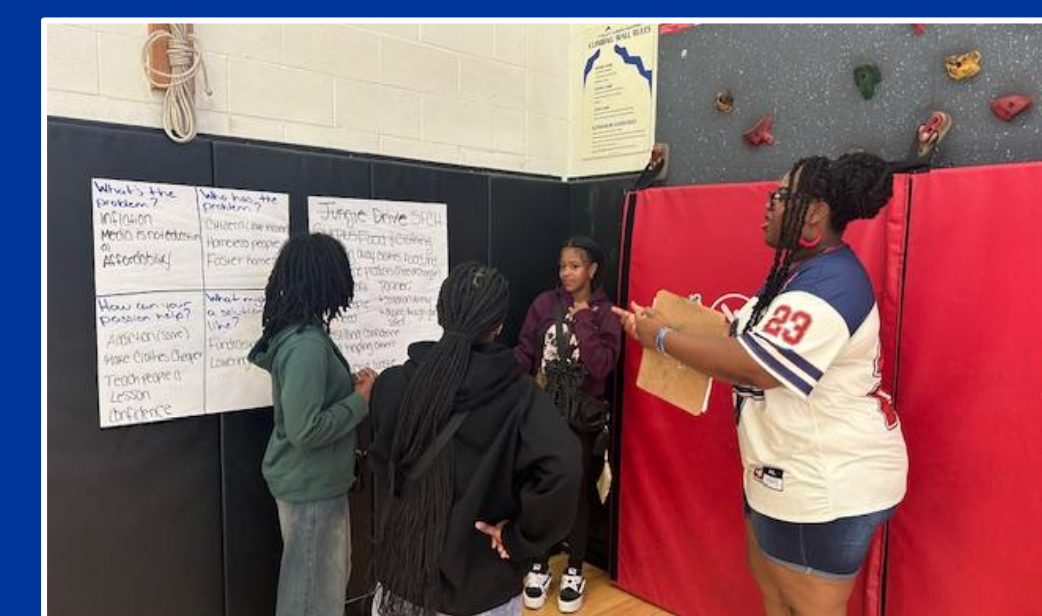


Figure 03: Response from End-of-Program evaluation survey. "What skills from this program do you think will help you in school or life?"



DISCUSSION

- 54.2% of participants believed their project could help their community or loved ones.
- 62.5% of participants said the program boosted their interest in entrepreneurship.
- Most participants gained problem-solving (58.3%) and teamwork (58.3%) skills; many also cited leadership (41.7%) and public speaking (37.5%) as valuable.
- Demonstrates how entrepreneurship education builds self-worth, leadership, and critical thinking as a public health strategy that supports wellness and economic opportunity.

LIMITATIONS

- Response rate at 65%.
- No pre-program data.
- Survey fatigue.

FUTURE DIRECTIONS

- Implement pre/post surveys to track changes in entrepreneurial mindset, skills, and self-confidence.
- Administering the surveys in-session.
- Expand programming to include coaching, real-world business exposure, and opportunities to pitch or launch ideas.
- Explore partnerships with schools and local businesses to scale and sustain EE in Homewood and beyond.

REFERENCES



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