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School of Business Administration

5-2017

Andrews University Annual Report 2016-2017

Andrews University

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Summary of Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Years</th>
<th>Hours</th>
<th>Team</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CREATION Health</td>
<td>8 weekly lessons to 1st, 7th, 8th graders Expand Health Fair on March 12</td>
<td>3</td>
<td>300</td>
<td>17 Enactus 25 Vol</td>
<td>18 1st graders participated in health activities 14-7th-8th graders completed health challenge 98 parents and siblings attended, appointments secured for eye and dental exams</td>
</tr>
<tr>
<td>Next Steps to Success</td>
<td>After-school program that empowers high school students with practical skills, 10 sessions</td>
<td>2</td>
<td>111</td>
<td>10 Enactus</td>
<td>28 high school students empowered for job search, increased self-confidence</td>
</tr>
<tr>
<td>AU Mobile Farmers Market</td>
<td>Create and implement a sustainable business model: 5 food truck sandwich stops secured 5 mobile farmers market stops secured</td>
<td>1</td>
<td>63</td>
<td>4 Enactus 10 Vol</td>
<td>Sell 400 sandwiches weekly over lunch to local businesses, with profit helping to sustain produce delivery to over 1800 households in 3 food deserts</td>
</tr>
<tr>
<td>Operation Regenesis</td>
<td>Help a private clinic dedicated to oncological research and prevention increase their community impact</td>
<td>1</td>
<td>747</td>
<td>8 Enactus</td>
<td>Offered free clinic to 65 women, 20 paps with 12 positive, follow-up scheduled Aided in creating bio-intensive community garden 120 households education community outreach</td>
</tr>
<tr>
<td>Syscon International</td>
<td>Rebranding campaign for company: 3 new logos, marketing plan, advertising campaign; social media best practices</td>
<td>5</td>
<td>65</td>
<td>4 Enactus 56 Vol</td>
<td>Business expansion includes 22 new employees, increase 20 percent in sales, hired one student</td>
</tr>
<tr>
<td>Final Exam Care Packages</td>
<td>A fundraiser delivered 104 care packages -- parents send encouragement to their college student during exam week</td>
<td>5</td>
<td>54</td>
<td>8 Enactus</td>
<td>Raised $1,000 towards travel expenses</td>
</tr>
</tbody>
</table>

Grants and Partnerships

Andrews University Enactus 2016-2017 Income Statement

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Donations, Grants, University Fundraising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Income</td>
<td>$25,878.00</td>
</tr>
</tbody>
</table>

Business Advisory Board

The Board advised and counseled the Andrews University Enactus Team on projects and assisted in fine-tuning our competition presentation and annual report. We met with the Board two times this year, shared our projects, and welcomed their suggestions.

Frank Beltrans  Manager, Candlewood Suites, Stevensville, MI
Lynn Cooper  Enactus Alumni, Mishawaka, IN
Kellie Eldridge  Branch Manager, Honor Credit Union, Berrien Springs
Lindsey Harris  Manager, Sam’s Club, Mishawaka, IN
Raymond Roberts  Owner, CPA firm, Berrien Springs, MI
Creation Health

Objective
Initiated 3 years ago, CREATION Health has positively impacted the lives of many first graders and their parents in our community. Started in partnership with Florida Hospital Celebration Health, 8 pillars of health. Expanded this year to include 7th and 8th grade students.

Need
- 37% of Berrien County adults are obese, highest rate in Michigan
- Over 18% of children facing obesity

Target
- 1st, 7th & 8th grade classes at Ruth Murdoch Elementary School
- Parents of these children

Project
- 8 weekly lessons to 1st, 7th & 8th grade students
- Guest exercise instructor from new health club in town
- Health Fair on March 12, including parents and siblings

Impact
- 18 first graders participated in the health activities
- 14 seventh and eighth grade students completed exercise plans
- 98 participants (parents, students and siblings) at the Health Fair

Next Steps to Success

Objective
An after-school program that empowers high school students with practical knowledge to guide them into their future after graduation.

Need
- 61% of high school graduates do not take a college or career ready curriculum
- Budget cuts in Berrien County public schools created a void in career development

Target
- Berrien Springs High School students

Project
- 10 sessions of 30 minute sessions covering personal finance, resumes, interviews, career development
- Mentor high school students to encourage them to go to college

Impact
- 28 high school students received training
- Students demonstrate leadership and focus after graduation

Mobile Farmers Market

Objective
Combat food inequality with healthy available food choices in Southwest Michigan. Partner with Andrews Agriculture Department to create a sustainable business model that will provide fresh food to three of the six USDA-defined Food Deserts in Berrien County.

Need
- Deliver healthy food choices to 3 food deserts
- Create a financial sustainable business model

Target
- Heads of households in 3 food desert areas

Project
- Secure contracts with 5 businesses to sell sandwich wraps and 5 fresh produce stops
- Build relationship with community advocates who will help us build trust with heads of households in food desert areas

Impact
- Generate a profit from healthy sandwich wrap sales to 5 businesses, 1000 employees
- Deliver fresh fruits and vegetables to over 1800 households during the Michigan growing season

Syscon International

Objective
As the founder retired and handed the company over to his children, they planned to relaunch updated product lines and wanted to rebrand the company. Four groups of students worked together to create a marketing plan and a rebranding campaign.

Need
- Grow Syscon International under a new brand
- Create a unified brand for Syscon’s two product lines
- Create awareness that Syscon International is under new leadership and a powerful, well-established company

Project
- Logo redesign for a newly branded company with graphic design students
- Marketing Plan competition with 5 MBA groups
- Social Media Competitive Analysis with 5 e-Marketing students
- Advertising Campaigns with 3 advertising student groups

Impact
- 56 students worked collaboratively across campus
- Business expansion includes 22 new employees
- Sales increase of 20 percent
- Syscon hired one MBA student to expand new sales territory

Operation Regenesis

Objective
Help a private clinic dedicated to oncological research and prevention, CIPO, expand their service reach.

Need
- Highest cervical cancer rate in Western hemisphere
- 934 women contract cervical cancer yearly, with over 50% mortality
- 4-6 month waiting time at government free clinics

Target
- Women in Masaya, Nicaragua, a town of 145,000

Project
- Evaluate financial process, expand services
- Create an educational and awareness campaign for cancer prevention

Impact
- Educate 80 women on cervical cancer prevention
- Distribute materials door-to-door to 120 households
- Offered free clinic, with 65 exams, 20 paps, 12 positive HPV, follow-up scheduled
- Helped build model bio-intensive gardens for community