Streets University

Student Program Manual & Workbook

www.streetsuniversity.org
info@streetsuniversity.org

Creating Income Opportunity in the 21st Century

107 SW 6th Ave. Topeka, KS 66603 (785) 422-0761
**Streets University Overview**

**Why is Streets University needed?**

Middle and high school students, especially those who are having trouble in school say that education is irrelevant to both their present and future lives. Plainly put, many of them don’t see the connection between the education they receive in school and the marketplace - “how they are going to get paid.”

Consequently without making that crucial connection, many youth have little reason to invest in education and their own development, and have no alternative means to get money. One of the direct results of this problem is continued investment by many urban youth to crime; drugs and negative aspects of hip hop culture as a means of survival.

What makes our Streets University so valuable – the need to create more income producing opportunities for youth with relevant business goals and objectives. The program advocates the promotion and sale of community-based products and salesmanship activities; instead of the consumer-based approach associated with many programs today. We are also dedicated to providing instruction on ‘coding’ to prepare young people for future work opportunities and getting them involved in service-learning activities that benefit their neighborhood and community.

“[Writing code] is the new literacy. In this century if you want to have the power to change the world, writing code is the most practical thing you can do” Alexis Ohanian, co-founder of reddit

**What is Streets University?**

Streets University is a community-based, self development and income opportunity program that works to bridge the gap between the enterprising spirits of many, including but not limited to, black, minority or other poor inner city youth; and to fill the void in technological and information resources available to them in the community.

It is a “social university” where young people are taught self-knowledge and business basics necessary for building a successful and relevant income from within their community. It’s a program that instructs youth & young adults on the principles of commissioned, residual and leveraged income.

**How it Works?**

Enterprising youth are afforded the opportunity to earn money while learning the principles of entrepreneurship and small business management. There are various segments to the program that include group work, one-on-one activities, guest speakers and field trips to businesses of interest. Students have several products they can sell or services they can render to other small businesses. They earn a commission or flat-fee for the work they complete.

* Create & Maintain Websites using Wordpress,
* Sell holiday greeting cards, calendars, specialty gifts, and other seasonal products on commission,
* Create & Sell your own product or service,
* Create Video & Maintain Social Media Accounts

**Students Receive**

T-shirt -Access to Computers -Work Book  
-Recommendations -Local/State Recognition  
-Business Mentor -Marketing Leads  
-Assignments -Field Trips - Receipt Book

107 SW 6th Ave. Topeka, KS 66603

(913) 735-4272 <-> (785) 422-0761
Streets University Overview of Activities

Core Learning & Competencies

Group Learning Activity

- Learn to Use WordPress for Business & Income
- Learn to Strategically Promote Small Businesses Online
- Learn to Use Mobile Computing Units to Earn Money*
- Learn to Use Cloud-Based Technology to Get Paid Year-Round
- Guest Speakers:

Local Field Trips

- City Hall, State Capitol, Etc...
- Local Tech Companies & Large Corp’s
- Local Small Businesses & Nonprofits

Learn a Marketable Skill

- Wordpress (Website Design & Development)
- MS Word (Office), Cloud-Based Computing
- Intro to Coding (HTML & CSS), SEO & API’s) optional
- Salesmanship (Seizing Income Opportunities)*

2 Days a Week – 2 hours Per Class
Year-Round Workshops, Activities and Opportunities
Youth Age 14 – 17 (class-size limited)

Program Benefits

- Earn Extra Spending Money for School, Leisure & Family*
- Increase Reading, Writing, Math; and other Social & Soft Skills
- Visit Interesting Businesses & Meet Supportive Adults

Location (other off-site locations will be identified during orientation)
107 SW 6th Avenue, 2nd Floor
Topeka, Kansas 66603
(913) 735-4272
(785) 422-0761
www.streetsuniversity.org
admin@ibsa-inc.org

Streets University, a Division of IBSA, Inc., is not affiliated with any accredited educational institution, governing body or government agency. Courses are not approved for any federal or state loans. IBSA is a tax-exempt nonprofit Kansas Corporation founded in 1993. Donations and contributions are fully tax-deductible as allowed by federal IRS Code & Regulations.
Entrepreneurship Programs

Ideal Student Participant:
Student who already had businesses or who wanted to start one

Community Participation:
Program Partners agree to provide $$$ in seed money for each student-run business if chosen as a finalist to start or enhance an existing business

Student-run businesses are chosen as finalists based on their pitch to panels of local business and civic leaders; which could include verbal presentation or video

Traditional business ideas have ranged from lawn care, a coffee stand, jewelry, cakes, popcorn, high school mascot apparel, singing e-telegrams, natural lotions to unique ideas like Civil War-era women’s clothing.

Benefits:
Connects existing business owners in the community who want to cultivate a relationship with the students.

Other:

Entrepreneur Development Programs

Ideal Student Participant:
Student who already had businesses, who wanted to start one, or who has ideals of earning money from their own hard work & efforts selling someone else’s product or service of value

Community Participation:
Program Partners agree to sponsor a young participant for $120 a year until they graduate high school.

Students self-identify their interest & desire to participate in the program and are chosen based on their attendance to orientation and follow-through to get registered. An advisor is provided to help the student connect with leads, assist with documents and provide any other technical assistance they can

Unlike traditional youth entrepreneurship programs where business ideas and plans are required before realizing a financial gain, students actively participate at Streets U. by scheduling interviews with local business owners & nonprofit professionals to share their program involvement, ask questions of the owner/director and seek support of sponsorship.

Students earn a commission for each successful sponsor they recruit and having completed other tasks requiring computer skills, basic coding and clerical work.

Benefits:
Connects existing business owners in the community who want to cultivate a relationship with youth, with students motivated to learn and excel in school.

Develops soft-skills needed for self-employment or traditional employment

IBSA is a nonprofit organization based in Topeka, KS that sponsors Streets University, an enterprise development program for youth that exhibit a go-getter attitude & express an interest in business & technology.
Streets University [Student/Intern Responsibilities]

Dressing appropriate for meetings/interviews

Putting in your best effort on assignment/projects

Ask questions from your advisor, mentors and sponsors

Know your product or service and any benefits to the customer (*friends, family, businesses, other*)

Be knowledgeable about the company providing the product or service you sell and promote

Closing a sale in a professional and courteous manner

Completing product order forms with few errors and providing accurate commission calculations & invoices

Setting goals and completing them satisfactorily

Setting and meeting deadlines, assignments & projects

Obtain at least one business mentor and 25 sponsors

Being a positive example among peers and to other enterprising or disconnected youth in the community

Participate in planning banquets, special events and assisting with other Streets University fundraising efforts

107 SW 6\textsuperscript{th} Ave.  Topeka, KS 66603  (785) 422-0761
My Responsibilities If You Choose To Sponsor Me

1) Create your business profile on our online business directory at

   www.kansassmallbizdirectory.com
   www.usmallbizdirectory.org
   www.ujamaaclub.org

2) add 10 relevant keywords

3) add up to 5 categories to increase their profile listing on Google

PLUS...

   a) Include a Google Map and add their business Logo, Text, Address, Phone, Etc… (email not listed to deter spambots)

   b) Like their business Facebook page and share their posts on the KS & US SmallBiz Directory Facebook page throughout the year and as appropriate

   c) Follow up with them throughout the year to visit and update them on your progress in the program and with school

   d) Refer friends & family to their business; if appropriate

   e) Offer my services to help market your business in other ways such as ...?
To Create a Business Profile I Will Need

1. Business logo (*two-three additional pictures optional*)

2. 10 keywords for your business, product and/or service

3. Official Business Website Address (not required)

   www.yourbusiness.com?

4. *Links to any social media sites you have for your business**

5. Basic business information; business owner name, business address, phone,

   *Facebook, Twitter, Youtube, LinkedIn**

   -=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=
1) Help me earn a laptop, iPad or Android tablet for successfully completing course assignments & projects

(25 business sponsors needed to reach this goal)

2) Help me to earn between $1,000 to $1,500 by the end of the course

3) Increase opportunities to learning about and understand Internet technology, business & marketing, building websites with Wordpress, and to create documents relating to business

4) Help to increase my writing, reading, math, public speaking and soft skills... such as

   Time management
   Money management
   Professional courtesy
   Spelling, punctuation
   Speaking with confidence
Business Directory Listing: $120 per year*

Business Name & Address (including city/zip)
Business Phone, Email, Website
Business Category (select multiple listings)
Diversity Category (if minority-owned)
Designation for Women & Veteran Businesses
Links to Business Facebook/Twitter/YouTube
Two directory profiles (Speak with Student)
Geo-search by keyword, location, name
Ask about available incentives, discounts, etc...

Business Listing Benefits:
Competitively priced (One-of-a-kind Directory)
Responsive themes for better smartphone & tablet access
Listings that show up are based on visitors city location
Solicit customers by offering coupons on social media sites
Helps customers, government & corporations quickly find products & services provided by local business vendors.
Manage your own profile when you logging in

=======================================================================
Special Business Marketing Service:
Let us create, manage and share an online coupon or classified on Facebook & Twitter
=======================================================================

Business Video Promotional:
Onsite Video interview to be shared on YouTube, embedded in your business profile, and on social networks such as Facebook, Twitter, Etc.

=======================================================================
Email: admin@kansassmallbizdirectory.com
Call for more info: (913) 735-4272

Website
Setup web-hosting & domain registration*
Complete WordPress theme installation
Adding navigation, menus, sidebar, logo
Formatting of 5 content pages (5 images/page)
(additional billed at $75 per page)
Configure Facebook, Twitter, Share/Buttons
Add ‘contact page’ with compliant WP plugin
Integrate Google+ button on pages & posts
Install and configure SEO plugin
1st Year Directory Listing is Free
*Owner pays annual webhost, domain & custom theme cost
^Logo design not included

Business Video Promotional
Video is now #1 when it comes to educating prospective buyers on your business and your brand. It has one of the highest conversion rates for purchases and having a video on your website and your business profile in our directory greatly increases your chances of coming up in the Top-20 of a search on Google.

Visit Us Online
www.kansassmallbizdirectory.com
www.ussmallbizdirectory.org

=======================================================================

One-Year Listing - $120.00 [ ]
Promotional Video - $599.00 [ ]
5-Page Wordpress Website* - $695.00 [ ]
(Please speak with our representative about listing benefits & features, or other digital services offered to small businesses & nonprofits)

Form of Payment [ ] Check #________________ [ ] Cash $________________ [ ] Annual Listing Renewal
Checks Payable To: IBSA, Inc.

Business/Nonprofit Name __________________________ Contact __________________________
Business Address ________________________________ City _______________________ Phone#_____________________
Owner/Director Name __________________________ Title________________ Email __________________________
Social Media Fanpages: Facebook [ ] YouTube [ ] Twitter [ ]
[ ] For-Profit [ ] Nonprofit [ ] Chamber Member [ ] Government Agency [ ]
[ ] Foundation [ ] Barter/Trade [ ] Other
[ ] Minority-Owned [ ] Woman-Owned [ ] Disadvantaged [ ] Veteran-Owned [ ]
[ ] Youth Enterprise [ ] Discounts [ ] Other

Check all that apply

Check all that apply

Advertising is an allowable tax-deductible business related expense.
Consult with your tax preparer for advice on standard business deductions.
**Business Directory Listing: $120 per year***

Business Name & Address (including city/zip)
Business Phone, Email, Website
Business Category (select multiple listings)
Diversity Category (if minority-owned)
Designation for Women & Veteran Businesses
Links to Business **Facebook/Twitter/YouTube**
Two directory profiles (Speak with Student)
Geo-search by keyword, location, name

*Ask about available incentives, discounts, etc…*

**Business Listing Benefits:**
- **Competitively priced**  *(One-of-a-kind Directory)*
- Responsive themes for better smartphone & tablet access
- Listings that show up are based on visitors city location
- Solicit customers by offering coupons on social media sites
- Helps customers, government & corporations quickly find products & services provided by local business vendors.
- Manage your own profile when you logging in

*Owner pays annual webhost, domain & custom theme cost
^Logo design not included*

**Business Video Promotional**

Video is now #1 when it comes to educating prospective buyers on your business and your brand. It has one of the highest conversion rates for purchases and having a video on your website and your business profile in our directory greatly increases your chances of coming up in the Top-20 of a search on Google.

Visit Us Online

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[www.kansassmallbizdirectory.com](http://www.kansassmallbizdirectory.com)

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**Website**

Setup web-hosting & domain registration*
Complete WordPress theme installation
Adding navigation, menus, sidebar, logo^
Formatting of 5 content pages (5 images/page)
(additional billed at $75 per page)
Configure Facebook, Twitter, Share/Buttons
Add ‘contact page’ with compliant WP plugin
Integrate Google+ button on pages & posts
Install and configure SEO plugin
1st Year Directory Listing is Free

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**Business Video Promotional**

Onsite Video interview to be shared on YouTube, embedded in your business profile, and on social networks such as Facebook, Twitter, Etc.

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**Email**: admin@ibsa-inc.org

**Call for more info**: (913) 735-4272

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**One-Year Listing** - $120.00 [ ]  
Promotional Video - $599.00 [ ]  
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---

**Business Address** ____________________________  **City** ____________________________  **Phone#** ____________________________

**Owner/Director Name** ____________________________  **Title** ____________________________  **Email** ____________________________

Social Media Fanpages: [ ] Facebook  [ ] YouTube  [ ] Twitter  [ ] YouTube  [ ] Blogging  [ ] Other
[ ] For-Profit  [ ] Nonprofit  [ ] Chamber Member  [ ] Government Agency  [ ] Foundation  [ ] Barter/Trade  [ ] Other
[ ] Minority-Owned  [ ] Woman-Owned  [ ] Disadvantaged  [ ] Veteran-Owned  [ ] Youth Enterprise  [ ] Discounts  [ ] Other

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*Advertising is an allowable tax-deductible business related expense.  
Consult with your tax preparer for advice on standard business deductions.*
Business Directory Listing: $90 per year*

Business Name & Address (including city/zip)
Business Phone, Email, Website
Business Category (select multiple listings)
Diversity Category (if minority-owned)
Designation for Women & Veteran Businesses
Links to Business Facebook/Twitter/YouTube
Two directory profiles (Speak with Student)
Geo-search by keyword, location, name
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Manage your own profile when you logging in

______________________________________________________________

Business Video Promotional:
(Onsite Video interview to be shared on YouTube, embedded in your business profile, and on social networks such as Facebook, Twitter, Etc.)

______________________________________________________________

Email: admin@ibsa-inc.org
Call for more info: (913) 735-4272
Youth Sponsored _______________________________

Visit Us Online
www.ujamaaclub.org

Website
Setup web-hosting & domain registration*
Complete WordPress theme installation
Adding navigation, menus, sidebar, logo ^
Formatting of 5 content pages (5 images/page)
(alternative billed at $75 per page)
Configure Facebook, Twitter, Share/Buttons
Add ‘contact page’ with compliant WP plugin
Integrate Google+ button on pages & posts
Install and configure SEO plugin
1st Year Directory Listing is Free

*Owner pays annual webhost, domain & custom theme cost
^Logo design not included

The Reach of Business Videos
Video is now #1 when it comes to educating prospective buyers on your business and your brand. It has one of the highest conversion rates for purchases and having a video on your website and your business profile in our directory greatly increases your chances of coming up in the Top-20 of a search on Google.

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One-Year Listing - $90.00 [ ] Promotional Video - $599.00 [ ] 5-Page Wordpress Website* - $695.00 [ ]
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[ ] For-Profit [ ] Nonprofit [ ] Chamber Member [ ] Government Agency [ ] Foundation [ ] Barter/Trade [ ] Other
[ ] Woman-Owned [ ] Disadvantaged [ ] Veteran-Owned [ ] Youth Enterprise [ ] HUD Section 3 [ ] Discounts [ ] Other

Advertising is an allowable tax-deductible business related expense.
Consult with your tax preparer for advice on standard business deductions.
Streets University [Income Opportunity Overview]

Ongoing:
Obtaining new business sponsors for the online directory

Facilitating renewals of paid business sponsors you bring on board and for updating their online business profile

Facilitating renewals of paid business sponsors others signed up and for updating their online business profile

Creating business profiles in the online business directory only

Creating short promotional video/websites for small businesses & nonprofits

Selling other products/services produced by StreetsU / business partners

Seasonal Opportunities:
Holiday Greeting Cards, Calendars, Special Event Tickets, Raffles, Etc..

107 SW 6\textsuperscript{th} Ave.  Topeka, KS 66603  (913) 735-4272
Streets University [Parent/Guardian Responsibilities]

Provide encouragement and support to complete assignments

Sit down and assist with assignments & provide your input

Enforce that some time weekly is dedicated to completing assignments

Promote their participation in the program to businesses you cater to

Constantly practice with your child their script provided to businesses

Attend special events where their recognition and achievements are being identified, and constantly inquire about their progress

Purchase products sold by your child, and of their peers in the program

Encourage friends, family and acquaintances to purchase from your child and other youth involved in Streets University

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Streets University [Advisor Responsibilities]

Provides Insight, Expertise & Advice That:

Helps students reach business sponsor goal & access to other support

Identifies other products available to sell; or services to render

Develops potential customers/program sponsors for youth they advise

Helps seize opportunity at special events & other community activities

Help to calculate earned income on products sold/services rendered

Encourages students to participate in other events, activities or programs that provides an opportunity to earn legitimate money

Helps to identify other community resources & professionals that will assist them complete required assignments & special projects

Increases chances to be nominated/win awards: Local, State, National

107 SW 6th Ave.    Topeka, KS 66603    (913) 735-4272
Creating Business Profiles with WordPress

www.streetsuniversity.org
info@streetsuniversity.org

Creating Income Opportunity in the 21st Century

107 SW 6th Ave.  Topeka, KS 66603    (913) 735-4272
WordPress Overview

WordPress Website Setup
For those wanting to move beyond the basic definitions of using WordPress, and onto building a functional and appealing website. Instruction includes Securing a Webhosting Account, Domain name, Installing WordPress on their Webhost and Setting up Useful File Directories/Folders, Choosing a WP Theme, Setting up Individual Webpages Use of Basic HTML or Text Editors, Intro to Understanding Cascading Style Sheets (CSS), and the use of other Web Applications.

Website Development/Marketing
To improve the marketing of websites, or products on websites you will receive instruction in Internet Marketing Strategies, Deploying Pre-coded WordPress Plugins, Search Engine Optimization, Video/Audio Promotion and Marketing with Web 2.0. (social media networks, blogging, crowdfunding)

WordPress Design & Development Certificate
Combine course work into a single, user-friendly series of classes to achieve our ultimate WordPress Design & Development Certificate. Learn to master other web applications, languages and marketing concepts as you move from basic to more advanced topics.

For more information, call 913-735-4272 www.ibsa-inc.org
IBSA, Inc. 107 SW 6th Avenue, 2nd Floor  Topeka, Kansas 66603 admin@ibsa-inc.org
Creating a Business Profile on IBSA Business Directory’s

1) Login at
http://www.kansassmallbizdirectory.com/wp-admin
http://www.usmallbizdirectory.org/wp-admin
http://www.ujamaaclub.org/wp-admin

(IBSA Admin creates student ‘User Profiles’ so they can login & add listings)

2) At the top, hover over the word ‘New”, and then click ‘Listing’...
   Here you will go line-by-line and add the appropriate information as requested.

3) If you are already logged into WordPress, you can click the ‘Submit Listing’ link located on each webpage.

4) Next, go step-by-step and provide the appropriate listing information and click ‘Save Draft’ Be sure that you have added a detailed description for the business, the correct contact information & business address, that you have checked appropriate ‘listing categories’, added any descriptive listing tags, uploaded a featured image, added information regarding any special offers, and link to a YouTube Video; if the business has one. (coupons (2) can also be added)

Remember to ask questions when you have them.... admin@ibsa-inc.org

The Online Small Business Directory serves as an online promotion & marketing resource for small, women, minority and disadvantage enterprises. We make no representations or warranties about listed businesses and are not responsible for the accuracy, policies and practices of sites that are linked to our online directory or its users.
Creating a Business Sponsor Profile Online
IBSA Directory - Wordpress Dashboard Navigation

First Step:
1) Login to the appropriate SmallBiz Directory at:
2) www.ussmallbizdirectory.org/wp-admin,
3) www.kansassmallbizdirectory.com/wp-admin, or
4) www.ujamaaclub.org/wp-admin
‘Use the email address and password created during setup’

Next Steps:
1) In the Wordpress Dashboard, hover over ‘Listing’ in the sidebar to the left
and Click ‘Add Listing’ or at the top of page hover over ‘New’, choose ‘Listing’

Creating a Business Profile Page:
Begin completing online business profile page by adding:
Enter Title Here: Name of the Business
Description: Add text links, pictures and a more in-depth business description
Categories: Choose (5) that identify the main product/service for the business
Listing Tags: Add a few ‘tags’ to identify business products and/or service(s)
Address Line: Start adding Street Address and Google Maps will find it
Other Business Information: Add Hours of Operation, Phone Number, Email, Website, Links to business Twitter, Facebook and/or Other Pages

Video & Special Offers: Add a link to any YouTube Video promoting your business and/or text, pictures, or a pre-made coupon in the area provided

* Choose Listing Price Package for the business profile being created

Adding a Logo: You can upload one picture, that may be a head-shot photo of the owner or an image of their business logo. ‘Shown on their profile’

Adding Featured Image: Click ‘Add Featured Image’ and choose a previously upload picture. The ideal image is the business logo
Speak with an advisor to learn how to do this task correctly

Click ‘Publish’ when all information, photos, uploads, text, video links/embeds, etc are added.
Wordpress Templatic Directory for IBSA

[ ] Researching a business & business owner online

[ ] Adding the business title in Directory

[ ] Adding an adequate business description (use proper spelling, grammar, punctuation, etc)

[ ] Adding image(s) to the ‘media library’

[ ] Adding image(s) from the media library into the business description

[ ] Embedding a Google Map into the business description

[ ] Adding an address to create a marker on the Directory Map
   Choosing the Country [ ]
   Choosing the State [ ]
   Choosing the City [ ]

[ ] Adding correct contact information
   Phone [ ]
   Email [ ]
   Website [ ]
   Social media links i.e. Facebook, Twitter, Google+ [ ]

[ ] Adding video embed(s) in the business description and/or link in the appropriate place

[ ] Adding the Logo image to the business profile

[ ] Adding a ‘Featured Image’ to the business profile

Presentation & Salesmanship

[ ] Developed a firm handshake

[ ] Makes good eye contact

[ ] Speaks with confidence & clarity

[ ] Knowledgeable about the features & benefits of being in the directory

[ ] Knowledgeable about Streets University and the program outcomes

[ ] Knowledgeable about the staff and advisors they work with

[ ] Knowledgeable about IBSA, Inc.

Images & Editing

[ ] Downloading to your computer or a flash drive

[ ] Scanning, cropping & editing

[ ] Resizing images with editing software

Other

Brightening photos

____________________________________   _________________________________
Student Name        Advisor Name
Streets University

Creating Income Opportunity in the 21st Century

107 SW 6th Ave.       Topeka, KS 66603       (785) 422-0761
Streets University Point System [Success-O-Meter]

Calling to setup the interview - 5

Being on-time and dressed appropriately - 10

Firm handshake & introducing yourself - 10
(includes being courteous at all times)

Presenting what you are learning in the program - 10
To build websites using Wordpress
The basics of Wordpress website design & development
The concepts of salesmanship
To better communicate with business owners, adults & peers

Presenting what the business will get for sponsoring you in the program - 10
Listing in our online directory
(with logo, text, Google Map, contact info, keywords/5 categories)
Listing guarantees to increase listing r*ank on Google for location/product-based search

Business profile shared on Facebook, Twitter, LinkedIn accounts
Sharing of business related post on KansasSmallBiz Facebook page that show up in students feed*
The chance to support another young person doing something positive in the community

Answering questions with confidence - 15
Questions about what they are doing
What they are learning, and have learned so far
Questions about other Streets U activities
(field trips, guest speakers, special projects, etc)

Asking appropriate questions - 15
Questions about the business, business owner, product or service, industry, etc

Asking if the business owner will be your sponsor - 10
Explaining what time commitments, other requests, etc could be expected
Streets University Point System [Success-O-Meter]

Making an appropriate exit - 5  
Thanking owner for their time  
Asking business owner if they will complete an evaluation to help them better their presentation  
Asking the business owner for a referral to another business they know  
Handshake

Total Points: 85

####

Based on the premise that as each of these steps are done to the best of a student's ability, the probability of getting a business to sign up as their sponsor realistically increases?

Doing well on these specific areas (at least reaching over a 59% rating) is like winning half of the battle.

The rest of victory is now within your reach and basically determined on a student's technique & ability to closing the deal.

[www.streetsuniversity.org](http://www.streetsuniversity.org)
Sample Thank You Letter
Name of Business
Business Owner Interviewed
Business Address (city, state, zip)

Dear Mr., Ms., Mrs. or Dr _________________

I want to thank you for sharing time with me to learn of my participation in the Streets University tech, business and leadership programs. I also appreciate you sharing with me about your business and some other career insight that I can use as I get older.

As mentioned during my presentation, your individual support will allow me to earn money for the school year and to earn my own laptop or notebook tablet. This will truly help me complete assignments for school and other Streets U. activities.

I have your business information and will complete your directory profile and get back with you soon. If I have any other question or need more information I will contact you as well.

Again, thank you for your encouragement and support.

Sincerely,

My Name
Streets University, Student
studentname@streetsuniversity.org or yourname@gmail.com

StreetsU Office Address:
107 SW 6th Avenue
Topeka, KS 66603

Student Advisor Phone:
(785) 422-0761
<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

1. Business Name: ___________________________ Business Type: ___________________________

2. Business Name: ___________________________ Business Type: ___________________________

3. Business Name: ___________________________ Business Type: ___________________________

4. Business Name: ___________________________ Business Type: ___________________________

5. Business Name: ___________________________ Business Type: ___________________________

6. Business Name: ___________________________ Business Type: ___________________________

7. Business Name: ___________________________ Business Type: ___________________________

8. Business Name: ___________________________ Business Type: ___________________________

9. Business Name: ___________________________ Business Type: ___________________________

10. Business Name: ___________________________ Business Type: ___________________________

11. Business Name: ___________________________ Business Type: ___________________________

12. Business Name: ___________________________ Business Type: ___________________________

13. Business Name: ___________________________ Business Type: ___________________________

14. Business Name: ___________________________ Business Type: ___________________________

15. Business Name: ___________________________ Business Type: ___________________________

Advisor Name

Contact Phone

www.streetsuniversity.org
(785) 422-0761
Streets University - Student Business Sponsor Prospects

Name

16. Business Name: ___________________________ Business Type: ___________________________

17. Business Name: ___________________________ Business Type: ___________________________

18. Business Name: ___________________________ Business Type: ___________________________


20. Business Name: ___________________________ Business Type: ___________________________

21. Business Name: ___________________________ Business Type: ___________________________

22. Business Name: ___________________________ Business Type: ___________________________

23. Business Name: ___________________________ Business Type: ___________________________

24. Business Name: ___________________________ Business Type: ___________________________

25. Business Name: ___________________________ Business Type: ___________________________

Comments:

Advisor Name

Contact Phone

www.streetsuniversity.org
(785) 422-0761
1) Communicating with Customers, Potential customers, Community and Business Leaders

Verbal communication
Non-verbal communication
Written Communication

2) Appropriate Attire for Young Professionals

Dressing the Part
Girls
Boys

3) Knowing Your Product or Service

Products/Services Created or Provided by Others*
Products or Services You Create

4) Setting & Reaching Goals

Prospecting for potential customers
Calling on potential customers
Using your script to close a deal

Practice Exercises:

Mock Business Interviews
Networking in a Large Audience
Drafting Professional Follow-up Correspondence

Textbook(s):

* 

Class Location:

Depending on location (City, State, Neighborhood)

Class Time Schedule: Weekdays (to be determined) Weekends (afternoon/evenings)

By studying salesmanship, students can learn self-confidence, motivation, friendliness, and the persistence necessary to overcome obstacles and solve problems. Sales can offer a challenging and rewarding career for those who enjoy interacting with people from all walks of life.
Enterprise Activity Requirements

1. Explain the responsibilities of a salesperson and how a salesperson serves customers and helps stimulate the economy.

2. Explain why it is important for a salesperson to do the following:
   a. Research the business prospect to be sure the product or service meets the needs of customers.
   b. Learn all about the product or service to be sold.
   c. If possible, visit the location where the product is built and learn how it is constructed. If a service is being sold, learn about the benefits of the service to the customer.
   d. Follow up with customers after their purchase to confirm their satisfaction and discuss their concerns about the product or service.

3. Write and present a sales plan for a product or service and a sales territory assigned by your counselor.

4. Make a sales presentation of a product or service assigned by your counselor.

5. Do ONE of the following and keep a record (cost sheet). Use the sales techniques you have learned, and share your experience with your counselor:
   a. Help raise funds through sales of merchandise or of tickets to an IBSA event.
   b. Sell your services (online business listing, WordPress Website, etc.) to local businesses and small nonprofit organizations. Follow up after the sale is completed and determine the customer's satisfaction.
   c. Earn money through selling.

6. Do ONE of the following:
   a. Interview a salesperson and learn the following:
      1. What made the person choose sales as a profession?
      2. What are the most important things to remember when talking to customers?
      3. How is their product or service sold?
      4. Include your own questions.
   b. Interview a retail store owner and learn the following:
      1. How often is the owner approached by a sales representative?
      2. What good traits should a sales representative have? What habits should the sales representative avoid?
      3. What does the owner consider when deciding whether to establish an account with a sales representative?
      4. Include your own questions. Investigate and report on career opportunities in sales, then do the following.

6. a. Prepare a written statement of your qualifications and experience. Include relevant classes you have taken in school and merit badges you have earned.
   b. Discuss with your counselor what education, experience, or training you should obtain so you are prepared to excel in sales.

Resources:

Recommended Books?
Salesmanship: A historical perspective and its attributes

Salesmanship or Personal Selling is the oldest and most common form of promotion. It involves direct selling to the prospective buyer. It is a face to face and oral communication with the potential customer for the purpose of persuading the buyer to buy a particular product or service. It is an important method of understanding the needs, nature and behavior of the prospective customers and giving them full information about the product in question. The information obtained helps the entrepreneurs company manufacture the product according to the demand of customers. Being personal in nature, it is an indispensable technique of promotion. **A firm undertakes personal selling with the following objectives:**

- To introduce new product or service with a personal touch.
- To create demand for the products or service so that it becomes in demand and accepted.
- To clarify the doubts of customers personally.
- To create effective selling at the least cost and to secure repeated sales.
- To provide valuable feedback to the managers, supervisors and the company.

Success of personal selling depends upon the skills of the salesman, the framework in which they work, as well as increasing their knowledge and experience. An effective salesman should be completely aware of the product/service and should be able to convince the prospective buyer. They should also know well about the company/firm they are representing and be able to answer all the queries of the customer's. **To be effective, a salesman should have the knowledge of the following types:**

- **Knowledge of self**: They should be able to make the best use of their personality by continuously assessing themselves and analyzing their qualities in the light of the requirements of their job. This will help them to improve upon their strengths and overcome their weaknesses through training and experience.
- **Knowledge of firm**: They should be fully conversant with the history of the firm. They should also have a thorough knowledge of the objectives, policies, standing and organizational structure of the firm. Such knowledge will help them to utilize the strong points of the firm in personal selling.
- **Knowledge of product**: They should be able to convince customers about the features and utility of the product by removing their doubts and objections. Thus, they should have full knowledge about the nature of the product/service, relevant details, terms and conditions of sale, distribution channels used and promotional activities.
- **Knowledge of competitors**: In order to prove the superiority of his product, they must have full knowledge about the competitive products, their positive and negative features. Knowledge of competitors' sales policies, their brands and prices, etc, is also helpful.
- **Knowledge of customers**: In order to be successful, they must use the right appeal and approach. They should be able to understand the prospects correctly and quickly; and to motivate and win them permanently. They should, therefore, have complete knowledge of the nature and type of customers (their age, location, sex, income, education, etc.) and their buying motives (low price, convenience, prestige, fashion, etc).
- **Knowledge of selling techniques**: Above all, good sales representatives should be well-versed in the principles and techniques of salesmanship. They should pay undivided attention to the customer, be courteous and sympathetic towards customers, never lose patience, consider customer as the king, aim to build permanent customers and goodwill, serve the customer in the best possible manner, etc.
Streets University – Youth Tech & Enterprise Development Program

Personal selling has the advantage of being more flexible in operation in contrast to mass or impersonal selling through advertising. Salesmen can tailor their sales presentation to fit the needs, motives and behavior of individual customers. They can observe the customer's reaction to a particular sales approach and then make necessary adjustment on the spot. The seller can select the target market for its product/service and concentrate only on the prospective customers. Personal selling is more effective as compared to other tools of promotion because it leads to actual sales.

Student Need(s):

**Professional attire**

**Boys**
- Jacket – Slacks – Shirt – Tie - Shoes

**Girls**
- Dress Suit – Blouse - Shoes

*Laptop w/PowerPoint Presentation*
*Monthly Bus Pass*
*Professional Leather Binder*
*Sales Receipt Book*
*Access to Barber/Hair Stylist As-Needed*
*Student receives a new device after signing up 25 business sponsors to our online directory*
*Monthly outing to a restaurant signed up by a student*
*Graduation at end of three month course*
*Two or more field trips to interesting small business, major corporation, nonprofit or foundation*
*Referral to other community-based organizations, programs and activities*
*Students encouraged to shop at businesses they signup or those signed up by their peers*
*Every two-weeks students will give a brief overview of businesses they visited, anything unique they encountered and/or a presentation on some techno-gadget they heard about and researched*

**Income Opportunity**

<table>
<thead>
<tr>
<th>Annual Rates &amp; Commission Earned</th>
<th>Price</th>
<th>Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Business Listing Package</td>
<td>$120.00</td>
<td>50% (KSSmallBiz/USSmallBiz)</td>
</tr>
<tr>
<td>Ujamaa Club Online Listing Package</td>
<td>$90.00</td>
<td>$40</td>
</tr>
<tr>
<td>Other (to be determined on a case-by-case basis)</td>
<td></td>
<td>Fee for Service/Contractual</td>
</tr>
</tbody>
</table>

*Annual Revenue Potential for Youth Representatives* - (based on residual commissions)

- 25 business listings x $120.00 = $3,000 (divided by two equals $1,500)
- 25 business listings x $90.00 = $2,250 (divided by two equals $1,125)

Commissions earned are determined by the rates outlined above

**Minimum Participation & Reporting Requirements**

- Document all program-related financial transactions in receipt book and computerized form
- Forward all subscriptions information and any financial documents to IBSA in a timely manner
- Compile and maintain database of computerized files in digital formats
- Create business directory profile(s) for paid subscribers they signup
- All other requirements as outlined during the initial orientation and covered in the first day of class

**Proprietary Use & Authorization**

- Access to the IBSA Intranet and websites for accessing information, forms and other resources
Streets Univ. Youth Enterprise Development Program – Student Critique Form

Student Critique Form - In order to achieve the goal of this program we will need your input, please critique the presenter as honestly as possible. Contact us at info@streetsuniversity.org or admin@ibsa-inc.org with any questions, comments and recommendations.

1) Name of Youth Presenter ________________________________________________________________
2) Understood what the student was saying? [Y] [N]
3) Student seem knowledgeable about the program, product or services? [Y] [N]
4) Student handled questions [Y] [N], and did they seem poised or unsure*
5) Student/intern pleasant [Y] [N]. Did they seem to pressure you to buy? [Y] [N]
6) Did the student/intern show confidence or did they seem needy* circle one*

Would you (did you) purchase a product from this individual?
☐ Yes
☐ No

Additional comments:

a) Business Name
b) Your Name
c) Contact Information (phone, email or both)

Are you interested in joining our efforts as an Advisor/Mentor to one of our students?
☐ Yes
☐ No

Are you interested in joining us as a Program Partner or being a Guest Speaker?
☐ Yes
☐ No

Is your business a For-profit or Nonprofit?
☐ For-profit
☐ Non-profit

*Information provided will be kept as confidential and will only be used to help the student better themselves for future presentations. If you made a purchase from a youth representative, we appreciate your support. Depending on your purchase, directory listings and purchased websites are allowable business expenses for tax-deduction purposes.

Date Critique Completed ___________________________
To see how much revenue/commission can be earned change the BLUE field.

<table>
<thead>
<tr>
<th>Business Sponsors</th>
<th>Profile Per Business+</th>
<th>Annual Listing Fee+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>1</td>
<td>$120.00</td>
<td>$3,000.00</td>
</tr>
</tbody>
</table>

Goal

<table>
<thead>
<tr>
<th>Program Partner</th>
<th>Program Partner</th>
<th>Youth Rep (Low-Income)</th>
<th>Youth Rep Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned Fee Per Listing</td>
<td>Revenue Earned</td>
<td>Commission Per Sale^</td>
<td>Net Commissions Paid</td>
</tr>
<tr>
<td>$</td>
<td>-</td>
<td>$60.00</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

school age 13 - 21

<table>
<thead>
<tr>
<th>Revenue Raised</th>
<th>IBSA Inc</th>
<th>Gross Remitted Allotment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000.00</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
</tbody>
</table>

Placing mouse over numbers will show descriptions.

**Partner Agency:** Branch or Nonprofit facilitating the outreach, sales, instruction

**IBSA:** Owner of proprietary online business directory network & program model.

**Primary Online Business Directory(s)+**
- [www.ujamaaclub.org](http://www.ujamaaclub.org)
- [www.usmallbizdirectory.org](http://www.usmallbizdirectory.org)

**Secondary Target: Small, Women, Minority-Owned**

**Other Add-On Services**
- Video Production
- Website Creation
- Document Preparation
- Social Media Marketing
- Street-Level Marketing
- Creating Business Profiles^

Any Partner Agency will also help youth with outreach, monitoring sales, assisting business customers.

Provided is an example of revenue earned by recruiting Sponsors and earning $60 per paid listing. ^
This amount may be less; depending on completed tasks, perseverance and technical skill-sets.
Some assistance may require technical know-how in coding, salesmanship, cloud-technology, etc...

**Student Name**

Parent Name

City, State, Zip Code

Phone

Reliable Email

Student Signature ________________________________

Signature affirms your commitment to reach set goals

School Attended

Grade

Age

Parent/Guardian Signature ________________________________

Date

By signing above, you agree to the revenue-sharing compensation arrangement prescribed above by IBSA, Inc. Partner Agency agree to remit payments when due and dedicate time, effort and expertise to assure goals are met, youth are learning to represent, and IBSA agree students will be paid at least $40.00 for each Sponsor
Visual Revenue/Commission Chart

- Additional Fees $0
- IBSA Revenue: $1,500.00
- Partner Agency Revenue
- Youth Rep Commissions: $1,500.00

[CONFIDENTIAL INFORMATION]

(Choose a goal, complete and sign Memorandum, Send back by mail)

Other Add-On Services

- Video Production, Editing & Promotion
- Web Development & Maintenance (WordPress, HTML, Mobile Apps)
- Document Preparation (Flyers, Manuals, Grants Proposals, Business Plans)
- Social Network Group Page Setup & Marketing (Facebook, YouTube, Other)
- Street-Level Marketing
- Creating Other Business Profiles

Contacts:

IBSA, Inc. is a not-for-profit Kansas corporation established in 1993. Our network of online business directories are optimized in ways that increase both business presence listing rank on popular search engines (Google)
IBSA, Inc. is a not-for-profit Kansas corporation established in 1993. Our network of online business directories are optimized in ways that increase both business presence listing rank on popular search engines (Google).

<table>
<thead>
<tr>
<th>Service</th>
<th>Income Earned</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add-On Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Income Earned</td>
<td>1,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Interview Owner, Pickup Check</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fee for Presentation Only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Signatures Only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payment Per Profile</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>Net Fees Paid for this Service</td>
<td>60.00</td>
<td></td>
</tr>
<tr>
<td>Commission Per Sale</td>
<td>1,500.00</td>
<td></td>
</tr>
<tr>
<td>Youth Rep Earnings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Commission Paid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Earnings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,000.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>120.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,500.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,000.00</td>
<td></td>
</tr>
</tbody>
</table>

**Comments:**

To see how much income/commission you have earned, change the blue field in A4.
Streets University – Student Program Sponsor Receipt
107 SW 6th Avenue       Topeka, KS 66603      (785) 422-0761

Sponsoring Level
[ ] One-Year SmallBiz Listing - $120.00   [ ] One-Year Ujamaa Club Listing - $90.00

Form of Payment
[ ] Check #_____________  [ ] Pay Online

Name _____________________________________ Title__________________
Business/Nonprofit Name ___________________________________________
Business Address ______________________________ Phone#_____________
(Street, City, State, Zip Code)
Website/Email ____________________________________________________

[   ] For-Profit  [   ] Nonprofit  [   ] Facebook   [   ] YouTube    [   ] Twitter [   ] Other
[   ] Chamber Member [   ] Government Agency [   ] Major Corporation
[   ] Government Agency [   ] Chamber Member [   ] Nonprofit

[   ] Chamber Member [   ] Government Agency [   ] Nonprofit
[   ] One-Year Ujamaa Club Listing - $90.00
[   ] One-Year SmallBiz Listing - $120.00

Website/Email

Streets University is an initiative by IBSA, Inc. a nonprofit based in Topeka, KS and is
not affiliated with or accredited by any formal educational institution or state agency.

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not affiliated with or accredited by any formal educational institution or state agency.
### Breakdown of Payment Based on Performance:

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Initial Youth Sponsorship Paid (Online Business Listing Included)</em></td>
<td>$120.00</td>
</tr>
<tr>
<td>Student meets with/interviews prospective sponsor</td>
<td>$40.00</td>
</tr>
<tr>
<td>Student creates (2) Business Directory Profiles for Sponsor</td>
<td>$20.00</td>
</tr>
<tr>
<td><strong>Total Student Earning Potential per Sponsor:</strong></td>
<td>$60.00</td>
</tr>
<tr>
<td>Any Student that recruits 100 individual program sponsors will have EARNED $6,000 in INCOME+</td>
<td></td>
</tr>
<tr>
<td>Remaining Balance (IBSA Fundraiser Profit)</td>
<td>$60.00</td>
</tr>
</tbody>
</table>

**What's the Pay-It-Forward Option?**

- $60.00

---

*Student Receives Payment Once All Tasks Are Complete*
Sponsorship Levels of Government, Nonprofit & Small Business Support

Donations & Business Listings are tax-deductible as allowable under the U.S. Internal Revenue Service Code.

Youth & Young Adults are provided instruction on using the Wordpress Platform, capturing good video footage and to draft business-related documents to increase their reading, writing, math & tech competencies.

Donations & Business Listings are tax-deductible as allowable under the U.S. Internal Revenue Service Code.

### Sponsorship Rates

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Corporate</th>
<th>Minority</th>
<th>Nonprofit</th>
<th>SmallBiz</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Year Online Business Listing</td>
<td>$90</td>
<td>$90</td>
<td>$120</td>
<td>$90</td>
</tr>
</tbody>
</table>

- Field Trip to business site by Students
- Article about your business in TK Magazine
- Ussmallbiz, Kssmallbiz, Ujamaaclub
- Banner Ads on Website Homepages
- Like, Share & Retweet of social media content
- Referral to your business or organization
- Changes in policy affecting their industry
- nonprofit stay informed on new opportunities
- Real-time updates to help a business or organization
- Coupons, claim profile to alter its content & more
- Link to website & social network pages, add images, video embed, Google Map, contact info,
- One-Year Online Business Listing: logo, text, 

Contact Us At: (785) 422-0761          www.ibsa-inc.org
INCOME OPPORTUNITIES

Sell Business Directory Listings
Build Business Websites
Sell Raffle Tickets/Products
Sell Seasonal Greeting Cards, Calendars, Specialty Gifts
Build Business Websites
Sell Business Directory Listings

Decision Making
Personal Goal Setting
Stress Management
Communication
Leadership
Teamwork

Enterprise Planning
Income Management
Salesmanship
Public Speaking and (Digital Storytelling)
Website Creation

You, Society and the Law
Teen Culture/Media Influence
Chemical/Alcohol Abuse
Chickeen/Healthy Choices
Critical Thinking

Prepared by: Lazone Grays
www.streetsuniversity.org

DATE: 05/13/19
Location: Topeka, KS

Supporting local neighborhood nonprofits & small business
Year-round & Seasonal Sales
Website Creation
Listing Renewals
Directory Signups
Website Updates

# Website Design / Development Services / Online Directory Work Order

## Business Owner:

**Date**

### Website Design Format:

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Setup (5-page)+</td>
<td>$695.00</td>
<td></td>
</tr>
<tr>
<td>Additional Webpage(s)*</td>
<td>$75.00 each</td>
<td></td>
</tr>
<tr>
<td>Add Images* (excluding images that come with website package)</td>
<td>$7.00 each</td>
<td></td>
</tr>
<tr>
<td>Create Social Media Business Fan/Group Page; Facebook, Twitter, LinkedIn, Yelp,..</td>
<td>$75.00 each</td>
<td></td>
</tr>
<tr>
<td>Create &amp; Promote (1) Online Coupon; (shared on Facebook, Twitter, Blogger, WordPress, Google+, Etc)</td>
<td>$120.00</td>
<td></td>
</tr>
<tr>
<td>Web Design &amp; Development Services on per/hour basis</td>
<td>$45.00 per hour</td>
<td>#hours</td>
</tr>
</tbody>
</table>

## Basic Business Listing & Profile:

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add business name, address, phone, email, text, link to existing website,</td>
<td>$120.00/year^</td>
</tr>
<tr>
<td>Add Google Map to business profile</td>
<td></td>
</tr>
<tr>
<td>Add SEO optimized title, long/short description, meta tags, etc.</td>
<td></td>
</tr>
<tr>
<td>Add icons with links to your business social media network page(s)</td>
<td></td>
</tr>
<tr>
<td>i.e. Facebook, Twitter, LinkedIn, Yelp, YouTube, Etc</td>
<td></td>
</tr>
<tr>
<td>Add any pre-made video embed promoting your business product or services (can also help produce a 30 to 60 second video; ask for prices)</td>
<td></td>
</tr>
<tr>
<td>Will share business profile page on our Facebook Fanpages, Twitter Network and other sites</td>
<td></td>
</tr>
</tbody>
</table>

### Other:

- Create and/or Promote online coupon(s) and/or classified ad on Facebook & Twitter

### Other Comments:

- Social network: Reach over 56,000+ (Combination of Facebook, Twitter, Google+, LinkedIn, & YouTube Followers)

## Premium Business Website with WordPress:

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete WordPress installation on your existing server</td>
<td>$695.00+</td>
</tr>
<tr>
<td>Adding color scheme, navigation, background, sidebar, and logo incorporation</td>
<td></td>
</tr>
<tr>
<td>(logo design not included)</td>
<td></td>
</tr>
<tr>
<td>Setup primary permalink structure (so URLs contain meaningful keywords)</td>
<td></td>
</tr>
<tr>
<td>Setup &amp; configure basic comment spam blocker</td>
<td></td>
</tr>
<tr>
<td>Formatting of 5 content pages with up to 5 images per page (additional billed at $75 per page)</td>
<td></td>
</tr>
<tr>
<td>Connect website with Google Maps and other online resources for mobile market visibility</td>
<td></td>
</tr>
<tr>
<td>Install Facebook, Twitter, LinkedIn, Etc,.., share/tweet buttons</td>
<td></td>
</tr>
<tr>
<td>Include contact page built with industry-compliant form</td>
<td></td>
</tr>
<tr>
<td>Integrate YouTube Video on designated page or posts</td>
<td></td>
</tr>
<tr>
<td>Setup categories primary to keep your site organized</td>
<td></td>
</tr>
<tr>
<td>Install and configure SEO plugin</td>
<td></td>
</tr>
<tr>
<td>SEO optimized title, long/short description, meta tags, etc.</td>
<td>$120 Annual Listing Fee^</td>
</tr>
<tr>
<td>Consult on marketing and lead capture integration (optional)</td>
<td>$120 Annual Listing Fee^</td>
</tr>
</tbody>
</table>

## Requirements:

- Requires purchase of webhosting, domain name and specialty Wordpress Theme (valued at $180.00)+

---

107 SW 6th Ave., Topeka, KS • (913) 735-4272 • admin@ibsa-inc.org • www.kansassmallbizdirectory.com

65% deposit required for website package(s). Remaining balance due upon completion.
Video production procedures

Give interview outline to business owner to study and prepare while you setup cameras

Setup 2 to 3 video cameras

One close shot of owner speaking, one wide angle

Ask owner introductory questions:

1) Their name
2) Name of business and location(s)
3) Products and/or services provided

Ask more questions...

Why they went into business
Overall business goal and aspirations
Any best selling items or most common services people pay for

Ask closing questions:

Do the business have a fan page for the business like Facebook, Twitter, YouTube, etc

*Have owner tell what their business fan page is so we can add it to the video
*How can people contact them?
*Phone number and email
*Does business have a website

Anything else the owner wants to say...

Any specials or discount for those that contacts them or stops by their business after watching the video

Thank business owner

Pack up video cameras and leave

Give video cameras to instructor along with any notes taken during the video shoot

###The End###
It is a requirement that the individual selected for Streets University (StreetsU) must be a bona fide resident of ________________________ with legal residence at the time of the interview.

This information must be reviewed and signed by a parent or guardian of the prospective student.

This form must be submitted with a StreetsU Techpreneur Program Enrollment Application.

I fully understand that as a condition of program participation with Streets University, all youth participants must reside within the boundaries of ______________________ as of their interview or orientation.

I fully understand that as a condition of participation with StreetsU, all selected youth are required to attend an orientation provided by approved staff members of IBSA or one of our ‘Program Partners’. If my child is selected to participate in the program, as the parent / guardian, I permit IBSA, Inc. to proceed with the process as part of the program requirements and procedures.

The legal address for the below named StreetsU applicant is within ________________ County limits:

[ ] YES [ ] NO

Youth Applicant Name_________________________ Current School__________________________

Gender [ ] Male [ ] Female > Internet Access [ ] YES [ ] NO > Email: [ ] YES [ ] NO

Address___________________________________ City__________________________ Zip Code

Print Parent / Guardian Name_________________________ Signature of Parent / Guardian

Date:_________________________ Date:_________________________

RETURN THIS PAGE WITH APPLICATION

It is very important that applicants and parent(s) / Guardian(s) read through this information carefully and completely.

_________________________________________________________ Title__________________________

IBSA or Program Partner Staff

Accepted to program: YES [ ] NO [ ] Attended Orientation: YES [ ] NO [ ]

Youth Referred By_________________________ City__________________________

Referral Source

WIOA [ ] JJA [ ] TANF [ ] Foster Care [ ] Agency [ ] School Counselor [ ] Other [ ]

Visit www.streetsuniversity.org for more information

Detach And Keep Pages 2 - 5

Only Return Pages 1 & 6 with a letter of recommendation to the Program Administrator

A Youth Tech & Enterprise Development Program
Streets University - A Youth Tech / Enterprise Development Program
Youth Techpreneur Initiative

Required Document Checklist

To determine if you are eligible for StreetsU, you must bring documentation with you to orientation.

Bring Copies Only – Original Documents Can Not Be Accepted

To determine age eligibility, you must bring a copy of one item from Category 1.

To determine City/County residency eligibility, you must bring a copy of one item from Category 2.

If you are selected for StreetsU, you will be required to provide additional documents to prove commitment to both learning and earning. Further details will be provided to the students selected to participate in the program.

Category 1
Proof of Age
- State Drivers License or I.D. or
- Birth Certificate or
- Valid U.S. Passport

Category 2
Proof of Address
- Home Utility Bill or
- Current Lease or Mortgage Statement or
- Official Mail from Federal, State or City Agency

COMMENTS:

www.streetsuniversity.org

Accepted to program: YES [ ] NO [ ]  Attended Orientation: YES [ ] NO [ ]

A Youth Tech & Enterprise Development Program
Youth IT Training in WordPress & Entrepreneurship

**-Income Opportunity Outline / Compensation-**

<table>
<thead>
<tr>
<th>Income Opportunity</th>
<th>Price</th>
<th>Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts and other products/services</td>
<td>$13.00 &amp; Up</td>
<td>20% &amp; Up</td>
</tr>
</tbody>
</table>

**Commission Earned for Each Business Sponsor Recruited**

- Directory Online Listing: $120.00, $40 US & KS
- Nonprofit Listing: $90.00, $40
- Ujamaa Club Listing: $90.00, $40

**Product/Service Sales**

- Webpage (creating online listings): $10.00 (Per Listing Completed), Fee-for-Service
- Greeting Cards: $15.00, Seasonal
- Calendars: $15/$20, Seasonal
- Raffle/Chance Drawing Tickets: $1.00/$5 (per ticket sold), 50%

*Other (to be determined on a case-by-case basis) “*

*WordPress, MobiRise, Other… website construction and/or maintenance; Small Business Video production, editing and social media promotion; Document preparation & digitizing, Etc…*

**Sample Income Potential for Youth**

- 25 businesses x $120.00 = $3,000 (divided by two equals $1,500)
- 50 businesses x $120.00 = $6,000 (divided by two equals $3,000)

Commissions earned are based on the rates outlined above or those set by partner agencies.

**Minimum Participation & Reporting Requirements**

1. Documenting all program-related financial transactions in receipt book and computerized form
2. Forwarding all subscriber, donor or sponsor info, and financial documents in a timely manner
3. Gathering and maintaining database of computerized files in digital formats
4. All other requirements as stated in the official student program manual & workbook

**Proprietary Use & Authorization**

Online access to other resources needed to create online directory profiles or process transactions

*Receive the same commission rate annually through their efforts to renew business listings and for product sales to individuals that support them through IBSA and partner agency programs.

(must maintain active status to continue to receive commissions & payment for contracted work)

**SIGNED YOUTH REPRESENTATIVE AGREEMENT:**

I, _____________________________ agree to adhere to and meet the requirements above in order to satisfactorily meet the image of IBSA, its products, services and those of partner agencies. I take full responsibility to meeting goals I set to succeed with this opportunity and will consult and work with my advisor and/or mentors to exceed my own expectations.

Youth Signature: ___________________________ Date: ____________

Parent/Guardian Signature: ___________________________ Date: ____________

**Annual Program Fee:** $________ per year

Age(s) 14 to 17

Ask about reduced fees or information on programs that can help defray cost to participate.

**Agency Official**

Signature: ___________________________ Date: ____________
# Participant Intake & Assessment Checklist

**Youth Enterprise Program**

[ ] Enterprise Development [ ] Job Readiness
[ ] Community Service [ ] Walk-In

**Date:**

**Name:**

**City, State, County:**

*Email:* [ ] Facebook [ ] Twitter [ ] YouTube [ ] Dropbox [ ] Drive [ ]

**Career Aspiration:**

[ ] Attended group orientation and one-on-one follow-up
[ ] Formally enrolled in program "Parental Signature"
[ ] Completed online registrations to related websites
  i.e. StreetsU. portal, PayPal Setup, Other
[ ] Paired up with Program Advisor and/or Mentor
[ ] Completed Core Workshop: Intro into Salesmanship
[ ] Completed a basic script used to recruit sponsors
[ ] Fitted for program attire & received books & supplies
[ ] Added a business profile to our WordPress directory
[ ] Added a logo, images, and hyperlinks to the profile
[ ] Follow-up letters and revisits to business owners
[ ] Understands the difference between wage, residual & commissioned income (saving / financial literacy)
[ ] Competency in going online to complete projects
[ ] Completed 5 interviews with local business owners
[ ] Setup cloud-based accounting/recordkeeping system
[ ] Proficient Knowledge Using WordPress Dashboard

**Field Trips:**

[ ] Google Fiber Space
[ ] Kauffman Foundation
[ ] Other:

**Advisor/Mentor**

**Phone#**

**Nominated By**

Nominations: KS Young Entrepreneur [ ] Other [ ]

---

**Proficiency Assessment (circle one)**

**Document Preparation**

(no skills) (average) (above average)

Thank You Letters
(no skills) (average) (above average)

Follow-up Letters
(no skills) (average) (above average)

Spreadsheets
(no skills) (average) (above average)

**Software Applications**

**Word**

(no skills) (average) (above average)

**Excel**

(no skills) (average) (above average)

Other: i.e. Gmail, Wave Accounting, Adobe, Cloud...

**Coding / Programming:**

(circle all that apply)

(HTML) (CSS) (Javascript) (Php) (Other)

**Internet Browsers:**

(Internet Explorer) (Chrome) (Mozilla) (Other)

**Internet Navigation:** (Digital Literacy)

(Websites) (Email) (Search) (Social Networks)

**Website Builder Platforms:**

(WordPress) (Weebly) (Wix) (Serif)

**Office Equipment:**

copier, fax, printer, computer

(Copier) (Printers) (Multimedia) (USB Storage)

**Other Related Documents:**

(references) (letters of support) (certifications)

**Strategic Prospecting & Marketing Plan:**

(needed) (completed) (under review)

**Contracting Knowledge:** (fee-for-service)

(no skills) (understand) (training needed)

**Staff/Instructor**

**Referred By:** [ ] WIOA [ ] TANF [ ] HUD [ ] JJDP

**Referral Phone#**

**Program Start Date** ______________________ **End Date** ______________________

**Advisor/Mentor State/City:** KS [ ]

**Accepted into program:** [ ] Yes [ ] No Other [ ]

---

*The AccessPoint Program is a program component of Streets University; a Division of IBSA, Inc. (913) 735-4272*
This certificate is awarded to:

In recognition for your outstanding skill development on the Wordpress Platform, Online Business Marketing Techniques, Salesmanship, Follow-up & Goal Setting.

Core Competencies Attained:

- Wordpress Dashboard Navigation & Secure Login
- AdX Content Creation: Creating Online Business Listings
- Google Chromebook: Applied Use of Apps & Extensions
- Salesmanship: Appointments, Interviewing & Presentations
- Closing the Deal - Art of the Conversation

In recognition for your outstanding skill development on the Wordpress Platform,

Student Name 36+ Contact Hours

This certificate is awarded to:

Certificate of Achievement

IBSA, Inc.        107 SW 6th Ave.       Topeka, Kansas      66603

Social Enterprise on Youth Development & Achievement

www.streetsuniversity.org

Summer 2019
IBSA Youth Programs
(This is a Training Program for IBSA Youth Participants)

PARTICIPANT TRAINING: TIME AND ATTENDANCE REPORT

Please type or print — DO NOT use pencil, white out or eraser.

<table>
<thead>
<tr>
<th>PARTICIPANT NAME:</th>
<th>Program: Streets U. [ ]</th>
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<table>
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<td>CTH**</td>
<td>FW***</td>
<td>TOTAL HOURS</td>
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Active Hours

Grand Total

SLA* CTH** FW*** Grand Total Hrs

I hereby certify the hours reported are true, correct and complete to the best of my knowledge and belief.

* Service Learning Assignment Hours
** Classroom Training Hours
*** Field Work / Internships

Program Participant Signature | Date Signed | IBSA Program Manager Printed Name |
---|-------------|----------------------------------|
Advisor/IBSA Staff Printed Name | Program Manager Signature | Date Signed |
---|-------------|----------------------------------|
Advisor/IBSA Staff Signature | Date Signed | Classroom Locations |
---|-------------|----------------------------------|
Advisor Business/Nonprofit Name |                 | Address |
---|-------------|----------------------------------|
Advisor City & State |                         | City/State/ZIP |
---|-------------|----------------------------------|

Sign & Submit timesheets to any program location by noon. Scanned copies are acceptable.

IBSA, Inc.  Youth Enterprise Development Initiative  (913) 735-4272  www.streetsuniversity.org
IBSA, Inc.
Streets University

107 SW 6th Avenue
Topeka, Kansas 66603

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(913) 735-4272

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www.streetsuniversity.org

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IRS Tax-Exempt ID
48-1137236