Women's Giving Circle

Grant Proposal Submission Cover Sheet

College and Unit: Bumpers College of Agricultural, Food and Life Sciences

Title of proposal: Business Startup Workshop Targeting Latinas in Northwest Arkansas

Point of contact: Eunjoo Cho and Zola K. Moon

Point of contact title: Assistant Professor/Clinical Associate Professor

Point of contact phone number: 479-575-4599/ 479-575-5123

Point of contact email: ejcho@uark.edu/ zmoon@uark.edu

Total amount requested: $ 8,284.71

SIGNED*

Terry Bumgardner Digitally signed by Terry Bumgardner
Date: 2017.05.11 09:21:21 -05'00'

Director of Development Date

Lona Robertson Digitally signed by Lona Robertson
DN: cn=Lona Robertson, o=Bumpers College, ou=AFLS, email=ljrobert@uark.edu, c=US
Date: 2017.05.11 08:36:05 -05'00'

Dean/Vice Chancellor Date

****Must be signed by the director of development for your college/school/unit who will then route to the dean or vice chancellor for approval.***

Women's Giving Circle Grant Application

Instructions:

1. Complete all information in the grant proposal application.
2. Adhere to recommended text limits as indicated
3. Define any acronyms that are used in the proposal.
4. Upload the WGC Grant Application Budget Request Sheet as the final page of this application.
5. Please note that the WGC will not accept repeat applications beyond more than two consecutive years.
6. If you have questions, contact your unit's development officer for any clarifications or assistance in preparing your proposal.
7. Applications are due to the Women's Giving Circle by 5:00 p.m., May 15, Monday. Please deliver your application to your dean or development officer for review and approval prior to the submission deadline. We advise you to give these individuals sufficient time to make recommendations for changes and allow yourself time to execute them.
8. Remember to save a copy of your proposal before final submission.
9. We ask that you keep the following aspects of the Women's Giving Circle grant program in mind as you complete your application:

Women's Giving Circle Mission

To support innovative programs and research at the University of Arkansas

Women's Giving Circle Vision

To engage and empower women as philanthropic leaders at the University of Arkansas

Women's Giving Circle Funding Priorities

Support and promote scholarship, research, and service
Enrich the quality of life of women and children
Encourage outreach and engagement in Arkansas

Areas that meet the strategic priorities for the university and the WGC

- Focus on retention/graduation
- Increase undergraduate opportunities, i.e., building the endowment; involving students in research or service learning project with a collaborative bent
- Promote graduate student participation in research
- Focus on collaboration
- Follow the land grant mission to fund projects that support needs in the region and the state with emphasis on collaboration between colleges/departments/units
- Invest in faculty excellence
- Recruit first-generation students from Arkansas
- Advance the mission of the WGC

Identifying Information:

College or Unit Affiliation

Dale Bumpers College of Agricultural, Food and Life Sciences
Fay Jones School of Architecture and Design
J. William Fulbright College of Arts and Sciences
Sam M. Walton College of Business
College of Education and Health Professions
College of Engineering
Honors College
Graduate School and International Education
School of Law
Student Affairs
University Libraries
Other

*Please specify **OTHER** unit affiliation:* _____

Title of Proposal: _____

Primary Contact and Title: _____

Primary Contact E-mail: _____

Primary Contact Phone Number: _____

Project Summary (200 word maximum)

Entrepreneurship is a demonstrated means of increasing community vitality and has been shown to have a significant and separate impact for women and their households. Our focus group interviews of young Latinas revealed a high interest in becoming an entrepreneur. All 10 interview participants indicated a desire to open a new business in Northwest Arkansas; however, most of them indicated substantial

Is this

- ○ an expansion of a current program
- ◉ a new program

Please list media sites (if any) utilized by your project or program to publicize the project/program, i.e., website, social media, etc.

The workshop will be advertised to Latina students and non-students through the Facebook pages of the Center for Multicultural and Diversity Education, the Hispanic Women's Organization of Arkansas Official, and the Latino Alumni Society of the Arkansas Alumni Association. In addition, the workshop will be advertised in local Latino news outlets, major media outlets, and the University Newswire.

If your project is funded, describe innovative ways how the WGC will be recognized in the success/completion of your project:

Women's Giving Circle will be acknowledged as a funding source on all materials (i.e., entrepreneurship toolkit, workshop program and handouts) disseminated and on all communications regarding the workshop.

Grant Proposal

What is the specific scholarly or community needs your grant request addresses? (100 word maximum)

The community need for a workshop was identified from our interviews with 10 Latinas ranging in age from 20-30 years who are interested in opening their own business in Northwest Arkansas in the near future. The majority of interviewees expressed a high level of uncertainty and the need for a specifically tailored environment. Interviewees reported they would like to learn how to startup a new

How does your proposed project or program assess how these needs will be redressed? *(100 word maximum)*

The project is based on the needs and barriers identified by members of the target audience. All activities will be assessed with pre- and post-surveys designed to capture change of knowledge as well as perceived success in addressing identified needs and barriers. Participants will be asked to volunteer for follow up interviews six months after the workshop to ascertain what actions have been taken toward

Describe any unique and/or innovative aspects of your project or program that improves what is already known about your area of inquiry. *(100 word maximum)*

An undergraduate student and graduate student fluent in Spanish and English will be hired to provide smooth communication and cultural access. Project investigators and students will collaborate to develop workshop materials and implement the workshop.

Please list up to five (5) expected outputs and outcomes with corresponding measurements (Please note: just listing outputs is not sufficient.)

1. Free workshop with attendance goal of twenty-five (25) Latinas.
2. Updated additions to existing entrepreneurship toolkit in Spanish and English. The entrepreneurship toolkit will address identified barriers including gathering organizational contacts, creating a business plan, finding a location, obtaining startup capital, and making a marketing strategy. It will also provide checklists for business

Document if there are other programs/projects that attempt to address the same needs as your proposal. If so, describe whether and how you will collaborate with them. *(100-word maximum)*

Project co-Investigator, Dr. Zola Moon, has developed “A Resource Guide to Latino Entrepreneurship Training Materials” in concert with the University of Arkansas Cooperative Extension Service in 2011. We will update the content of these materials in both English and Spanish to utilize it for delivery in the workshop and will include a few materials specifically aimed toward younger Latinas.

Demographic Considerations

First generation students engaged in the project: ◉ Yes ○ No

Number of current UA students engaged in the project:

Geographic region served:

◉ Northwest Arkansas
○ Southwest Arkansas
○ Northeast Arkansas
○ Southeast Arkansas
○ Central Arkansas
○ Campus

Budgetary Considerations

Have you received WGC Funding before?

○ Yes
◉ No

Please provide the year(s) and project name(s)

Total proposed budget for project or program: (proposed budgets of more than $20K will not be considered; in typical years WGC proposals fall within in the $5-10K range)
$ 8,284.71

Should match Item 1 on Budget Request sheet.

Please list total funding commitments from external or campus sources to date:

$_____

Should match Item 2 on Budget Request sheet.

How much, if any, of your request involves funding for the following?

Please estimate using percentages

Student Compensation 46 %
Equipment ____%

Total funds requested from WGC Grant:
$ 8,284.71
Should match Item 3 on Budget Request sheet.

If this project or program will continue after WGC grant money has been spent, please describe how you will continue to fund this project or program *(100-word maximum)*

Data collected from this project will be used as pilot data for submission to external funding sources. One target external funding source is the USDA AFRI Foundational Program Grant, specifically the Innovation for Rural Entrepreneurs and Communities program area.

In the rare case that grant resources cannot be expended, be prepared to return the remaining funds to WGC.

If selected as a recipient for a WGC grants, you will be required to submit two progress reports, including a budget summary, as well as a poster of your project for purposes of grant presentation.

Please be sure to save this document within the Grant Application Packet.