Streets University

A Youth Enterprise Development Program

www.streetsuniversity.org

IBSA, Inc. 408 SW Jackson  Topeka, KS 66603  (785) 422-0761

A Kansas Not-For-Profit Corporation

www.ibsa-inc.org
Streets University
Youth Enterprise Program

From the streets to the boardroom... Start your journey here!

**Core Activities**
- Group Learning Activity
- Local Field Trips
- Learn a Marketable Skill

**Core Training Session + 2 Hour Workshops**

**Program Benefits**
- Earn Spending Money for School
- Increase Reading, Writing & Math Skills

**Year-Round Opportunities**
Youth Age 14 & Up

- Learn A Marketable Skill
- Apply Skills Learned
- Earn Money $$

IBSA, Inc.
408 SW Jackson
Topeka, Kansas 66603
Phone: 785-422-0761

Apply Online:
Online: www.afterschoolhq.com/ibsa
Email: info@streetsuniversity.org
Agency: www.ibsa-inc.org

**Streets University is not affiliated with any accredited educational institution, governing body or government agency. Courses are not approved for any federal or state loans.**
Streets University Overview of Activities

Core Learning & Competencies

Group Learning Activity

- Learn to Use the Internet for Business & Income (WordPress)
- Learn to Strategically Promote Small Businesses Online (SEO)
- Learn to Use Mobile Computing Units to Earn Money* (PayPal)
- Learn to Use Cloud-Based Technology to Work Anywhere (WiFi)
- Guest Speakers to Share Insight & Information with Students

Possible Local Field Trips

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

Learn These Marketable Skills

- Wordpress (Website Design & Development)
- MS Office Suites: 365, Copilot, Teams & Other Cloud-Based Platforms
- Google Chrome: Gmail, Google Drive, YouTube, Virtual Meetings, Etc
- Salesmanship (Seizing Income Opportunities)*

Time Commitment: 2 Days a Week – 2 hours Per Class
Year-Round Workshops, Activities and Opportunities
Youth Age 14 – 18 (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)

408 SW Jackson 2620 SE 23rd
Topeka, Kansas 66603 Topeka, Kansas 66605
(913) 735-4272 (785) 251-3841
(785) 422-0761 East Topeka Satellite Office

www.afterschoolhq.com/ibsa
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.
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.

Student Name_______________________________________Advisor Name__________________________

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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 order forms with few errors and providing accurate calculations & receipts

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

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Repayment Balance (IBSA Fundraiser)

$700.00

Total Student Earnings Potential per Sponsor:

Initial Sponsorship (Online Business Listing Included)

Breakdown of Payment Based on Performance:

$120.00 (per year)

$25.00 Earned

$10.00 Earned

$15.00 Earned

$120.00 Earned

$190.00 Earned

$50.00 Earned

$35.00 Earned

(1) Student Creates a Basic Business Profile in the Directory

(2) Student Creates a Detailed Directory Profile for Sponsor

(3) Student Only Adds Business Description to a New Profile

*Student interviews prospective business owners

Receive Payment Once Task is Completed

Gather Information for their Online Business Profile

Take Payment from New Sponsor & Provide Receipt

Complete Business Signing Form with Sponsor

Ask for Support (Recurit Program Sponsorship)

Answer Questions from Prospective Program Sponsor

Explain Other Promotional Services Provided

Explain Listing Features/Benefits

Explain the Program and their Participation

Receive Payment Once Task is Completed

(1) Students for Business Brochure, take pictures/Call phone, etc.

For=

Topkea, KS 66603

408 SW Jackson

IBSA Inc.

Contact: 1-888-207-1761

Info@educationsecrets.org

Sires University
Streets University [Income Opportunity Overview]

Ongoing:

Obtaining new business 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 its online business profile

Creating business profiles in the online business directory only (basic & advanced)

Creating short promotional video/websites for small businesses & nonprofits

Selling other products/services produced by IBSA and our business partners

Seasonal Sales Opportunities:

Holiday Greeting Cards, Calendars, Special Event Tickets, Raffles, Etc.

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www.ibsa-inc.org
We refer inquiries to businesses in our directory.

**Year-Round Listing Benefits**

We ‘Like’ your Facebook page & re-share your posts. We ‘Like’ Share and Re-Tweet your YouTube videos. We check-in quarterly for updated photos/video. We refer inquiries to businesses in our directory.

**Business Listing Benefits:**

- Competitively priced  (One-of-a-kind Directory)
- Responsive theme for better smartphone viewing
- Listings shown are based on visitors city/location
- Helps customers, government & corporations quickly find products & services by diverse business vendors.
- Manage your own profile when you logging in...

**5-Page WordPress Website**

- Include web-hosting & domain registration**
- Complete WordPress theme installation
- Adding navigation, menus, sidebar, logo
- Formatting of 5 content pages (5 images/page) (additional may be billed at $45 per page)
- Configure Facebook, Twitter, LinkedIn, etc., with share & tweet buttons
- Add ‘contact page’ with compliant WP plugin
- Install and configure an SEO plugin
- 1st Year Directory Listing is Free

**Owner must pay annual web-host & domain 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 a directory greatly increases your chances of coming up in the Top-20 of a search on Google.

Onsite video interviews can be shared on YouTube, embedded on your business profile, and reposted on social networks such as Facebook, Twitter, Etc..

**For More Information...**

Contact the person above that introduced you to the Kansas Small Business Directory to make payment.

Or Call (913) 735-4272

The Kansas Small Business Directory is a service provided by IBSA, Inc., a tax-exempt nonprofit organization. Proceeds from listings are used to fund activities that support startups and our youth enterprise development program.

One price will get your business listed in other directory’s depending on your city. Thanks in advance for your support!!
**Listing Benefits, Features, Other**

**Benefits**

- Increase your business presence on **Google Search**
- Increase word-of-mouth referrals
- Increase your business exposure on social networks like **Facebook**
- Helps local youth learn marketable tech skills, the principles of salesmanship, courtesy and they have an opportunity to earn a few dollars
- $20 of a PAID listing is donated back to a local youth organization or program of your choice*

*only certain groups apply
*Pay It Forward

**Features**

- **Google Map** embedded on your business profile
- Embed a **YouTube** video on your business profile
- Link to your business website
- Links added to your business **Facebook** account
- Text and images added to your business profile

**Other**

- **Business listed on our App** (coming soon)
- Business may be added to other IBSA business directory's

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**Kansas Small Business Directory**

**Ujamaa Club**

**US Small Business Directory**

IBSA, Inc.

*Est. 1993


FEIN: 48-1137236
Creating a Business Profile on IBSA Business Directory’s

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

(Will need to be signed up and have a ‘User Profile’ to 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 homepage

4) Next, provide the appropriate listing information and click “Save Draft” Be sure that you have added a detailed descriptions for the business, the correct contact information, their business address, 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, etc...

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: www.ussmallbizdirectory.org/wp-admin,
2) www.kansassmallbizdirectory.com/wp-admin, or
3) 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 Google+ Page,

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.
Streets University Point System [Success-O-Meter]

Calling to setup the interview - 10

Being on-time and dressed appropriately - 15

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
  Other things they have learned about the internet, business, community nonprofits
  The concepts of salesmanship and 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 (KS Directory, US Directory, Ujamaa Club)
  (includes logo, text, Google Map, contact info, keywords, and categories)
  Listing will increase listing rank on Google for location/product-based searches
  Business profile shared on Facebook, LinkedIn and Other Social Networks
  Sharing of business related post on KansasSmallBiz Facebook page
  The chance to support a young person doing positive things in the community

Answering questions with confidence - 15
  Questions about what they are doing in the program
  What they are learning, and have learned so far
  Questions about other Streets U or IBSA community 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

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Streets University Point System [Success-O-Meter]

Making an appropriate exit - 5

- Thanking business owner or nonprofit director for their time
- Asking them to complete an evaluation to help them better their presentation
- Asking the business owner or nonprofit director for a referral to another business they know
- Exit Handshake

Total Points: 100

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Based on the premise that as each of these steps are done to the best of your ability, the probability of getting the business to support you is very high...!

Doing well in 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 students technique & ability to closing the deal.

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Streets University [Advisor Responsibilities]

Provides Insight, Expertise & Advice That:

Helps students reach business sponsor goal & access to other support in the community

Identify other products available to sell; or services to render

Develops potential customers/program sponsors for youth they advise

Help student seize opportunity at other special events & community activities

Help to calculate income (stipend) earned on products sold or services rendered

Encourages students to participate in other events, activities or programs that provides an opportunity to a 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

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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 and nonprofits you support

Constantly practice with your child their script provided to business owners and nonprofit leaders

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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www.ibsa-inc.org
IBSA Online Business Directory Receipt
kansassmallbizdirectory.com  ujamaaclub.org  ussmallbizdirectory.org

[ ] One-Year Listing - $120.00  [ ] 5-Page WordPress Website - $695.00+  [ ] Video - $599.00
(please speak with our representative about listing benefits, features, and other services)

Form of Payment:  [ ] Check  [ ] Cash  [ ] Online  Amount Paid: $____________________
[ ] Annual Listing Renewal

Business/Nonprofit Name ________________________________________________________________

Owner/Director Name ________________________________ Title ____________________________

Business Address ____________________________________ Phone _________________________
(Street, City, State, Zip Code)

Website ________________________________ Email ______________________________

Social Media Sites:  [ ] Facebook  [ ] Instagram  [ ] YouTube  [ ] Other
Please provide as much information about your business or organization as possible.

ALL SALES ARE FINAL – NO REFUNDS

IBSA Representative ________________________________ Date ____________________________
(IBSA Students, Staff & Volunteer Advisors)

Business Owner/Nonprofit Director ________________________________ Date __________________

This agreement is between IBSA, Inc., and the above mentioned business requesting to be listed in the appropriate
directory(s) maintained by our nonprofit agency. Listing fees may be deductible as an allowable business expense.
Please speak with your business tax preparer for more information.

+Websites: The business owner is responsible for purchasing webhosting, domain name and a specialty
WordPress theme, with those costs deducted from our fee. Other annual fees may apply.

FOR INTERNAL USE ONLY
[ ] For-Profit  [ ] Nonprofit  [ ] Minority-Owned  [ ] Woman-Owned  [ ] Veteran-Owned
[ ] Chamber Member  *Barter/Trade  [ ] ITEX  [ ] Tradebank*  [ ] Other

Business Interview By: ________________________________ Date: ____________________ Commission Paid On: ________________________________

Listing Added To Directory By: ________________________________ Date: ____________________ Service Fee Paid On: ________________________________

Business Profile Created On:  [ ] KS SmallBiz  [ ] US SmallBiz  [ ] UjamaaClub  Add To:  [ ] KS Commerce (M/W/VBE)

Discount Offered:  [ ] State Employees  [ ] City Employees  [ ] Veterans  [ ] Other

Nonprofit Partner Organization: ________________________________ Phone: ________________________________

Contact Name: ________________________________ Contact Email: ________________________________

Pay It Forward $20.00 ________________________________ (to approved local nonprofits only) (optional)

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IRS Tax-Exempt ID
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