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# Streets University



**A Youth Enterprise Development Program**

*[www.streetsuniversity.org](http://www.streetsuniversity.org)*

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

**A Kansas Not-For-Profit Corporation**

**[www.ibsa-inc.org](http://www.ibsa-inc.org)**

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# 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**

pay it  
*forward*

we support

**Y  
O  
U  
T  
H**

advocacy  
leadership  
engagement  
economic opportunity



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



**WORDPRESS**

**Learn A Marketable Skill**



**US  
Small Business  
Directory**

**Apply Skills Learned**



**Kansas  
Small Business  
Directory**

**PayPal**



**Earn Money \$\$**

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

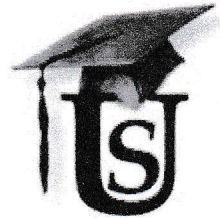
Apply Online:  
Online: [www.afterschoolhq.com/ibsa](http://www.afterschoolhq.com/ibsa)  
Email: [info@streetsuniversity.org](mailto:info@streetsuniversity.org)  
Agency: [www.ibsa-inc.org](http://www.ibsa-inc.org)



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# 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

Topeka, Kansas 66603

(913) 735-4272

(785) 422-0761

2620 SE 23rd

Topeka, Kansas 66605

(785) 251-3841

East Topeka Satellite Office



[www.afterschoolhq.com/ibsa](http://www.afterschoolhq.com/ibsa)

[admin@ibsa-inc.org](mailto:admin@ibsa-inc.org)

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Streets University Skill Competency Checklist

Wordpress Templatic Directory for IBSA

Date \_\_\_\_\_

- 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

<b>Images &amp; Editing</b>
Downloading to your computer or a flash drive <input type="checkbox"/>
Scanning, cropping & editing <input type="checkbox"/>
Resizing images with editing software <input type="checkbox"/>
Other
Brightening photos

- u
- 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 \_\_\_\_\_

# **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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info@streetsuniversity.org  
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**Breakdown of Payment Based on Performance:**

\*Initial Youth Sponsorship (*Online Business Listing Included*)

- |  |                              |
|--|------------------------------|
| (1) Student Creates a <u>Detailed Directory Profile</u> for Sponsor  | \$120.00 ( <i>per year</i> ) |
| (2) Student Creates a <u>Basic Business Profile</u> in the Directory | \$25.00 Earned               |
| (3) Student <u>Only Adds Business Description</u> to a New Profile   | \$10.00 Earned               |
|  | \$15.00 Earned               |

*Receive Payment Due Once Task is Completed*

**Student interviews prospective business owner**

**\$25.00 Earned**

- Explain the Program and their Participation
  - Explain Listing Features/Benefits
  - Explain Other Promotional Services Provided
  - Answer Questions from Prospective Program Sponsor<sup>+</sup>
  - Ask for Support (Recruit Program Sponsorship)
  - Complete Business Signup Form with Sponsor
  - Take Payment from New Sponsor & Provide Receipt\*
  - Gather Information for their Online Business Profile
- (business card, brochure, take pictures w/cellphone, ect)*

*Receive Payment Due Once Task is Completed*

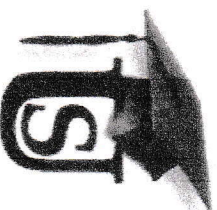
**Total Student Earning Potential per Sponsor: \_\_\_\_\_**

**\$50.00**

**Remaining Balance (IBSA Fundraiser) \_\_\_\_\_**

**\$70.00**

*Giveback /Pay-It-Forward/ Option?*



# **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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***U.S. Small Business Directory  
Kansas Small Business Directory  
Support Your Local Small Business***

**Visit Us Online**

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

**KS SmallBiz Directory Listing: \$120 per year\***

- Business Name & Address (including city/zip)
- Business Phone, Email, Website
- Business Category's (select multiple)
- Designations for Women, Veteran & Youth Business
- Links to Business **Facebook/Twitter** Account
- Two directory profiles (Speak with Account Rep)
- Google Map Added On Your Profile Page
- Geo-searching (search by keyword/location)
- Pay-It-Forward** (support local nonprofits)

**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...*

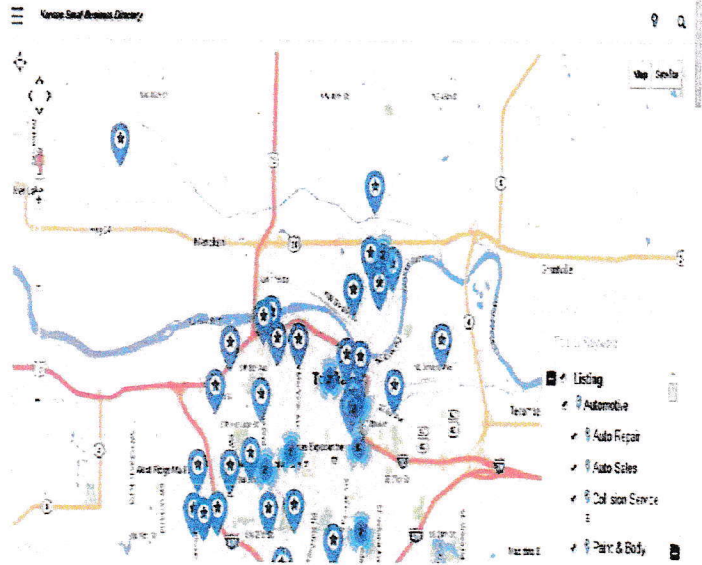
**Year-Round Listing Benefits**

- 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.

- 
- Directory Listing Only**    [ ] \$120.00 per year
  - 1-2m Video Promotional**    [ ] \$599 per video  
*(includes video shoot & editing)*
  - 5-Page WordPress Website**    [ ] \$695\*\*

TOTAL AMOUNT DUE:    \$ \_\_\_\_\_

**IBSA, Inc.**



**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

pay it  
**forward**

we support

**Y  
O  
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H**

advocacy  
leadership  
engagement  
economic opportunity



**IBSA, Inc.**

*A Not-For-Profit Corporation*

[www.ibsa-inc.org](http://www.ibsa-inc.org)

*Est. 1993*

[www.usmallbizdirectory.org](http://www.usmallbizdirectory.org)

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

*FEIN: 48-1137236*

[www.ujamaaclub.org](http://www.ujamaaclub.org)



## Creating a Business Profile on IBSA Business Directory's

1

### 1) Login at

<http://www.kansassmallbizdirectory.com/wp-admin>

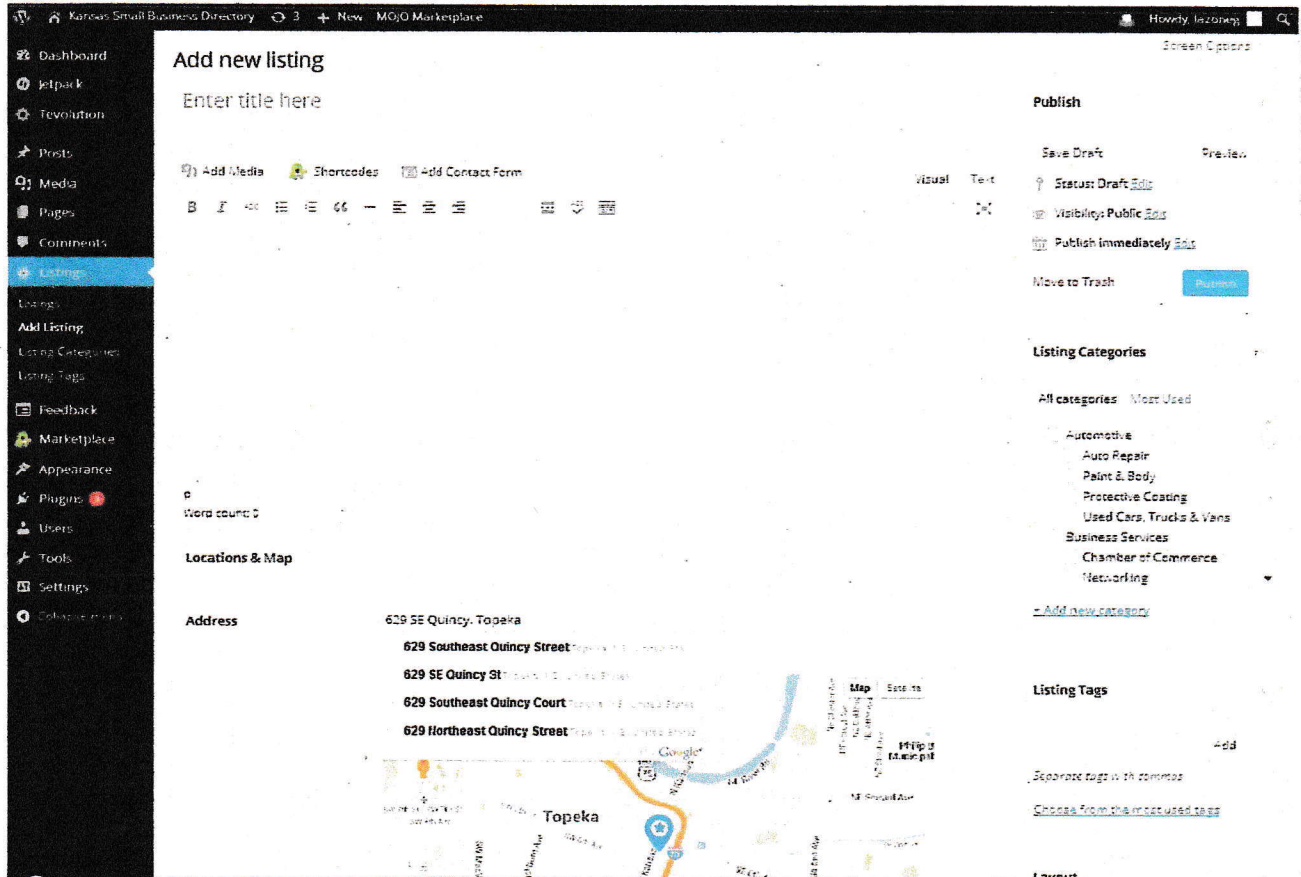
<http://www.usmallbizdirectory.org/wp-admin>

<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](mailto: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.us-smallbizdirectory.org/wp-admin](http://www.us-smallbizdirectory.org/wp-admin),
- 3) [www.kansas-smallbizdirectory.com/wp-admin](http://www.kansas-smallbizdirectory.com/wp-admin), or
- 4) [www.ujamaaclub.org/wp-admin](http://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

[www.streetsuniversity.org](http://www.streetsuniversity.org)

[www.afterschoolhq.com/ibsa](http://www.afterschoolhq.com/ibsa)

**408 SW Jackson**

**Topeka, KS 66603**

**(785) 422-0761**

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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**

**####**

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.

[www.streetsuniversity.org](http://www.streetsuniversity.org)  
[www.afterschoolhq.com/ibsa](http://www.afterschoolhq.com/ibsa)

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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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**408 SW Jackson**

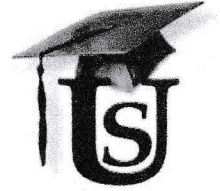
**Topeka, KS 66603**

**(913) 735-4272**

**[www.ibsa-inc.org](http://www.ibsa-inc.org)**

## **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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# IBSA Online Business Directory Receipt

kansassmallbizdirectory.com [ujamaaclub.org](http://ujamaaclub.org) [ussmallbizdirectory.org](http://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:** \_\_\_\_\_

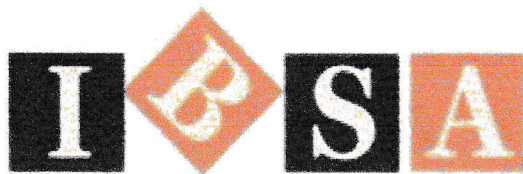
**Business Profile Created On:**    KS SmallBiz    US SmallBiz    UjamaaClub   **Add To:**  KS Commerce (M/W/VBE)

**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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