



Sacred Heart University SIFE
Students In Free Enterprise
 2001 – 2002 Annual Report



5151 Park Avenue Fairfield, CT 06432 East Hall 213 (203)-416-3438 Web site: <http://sife.sacredheart.edu>



“SHU SIFE is dedicated to helping our community by incorporating business education and the principles of the free enterprise system. SHU SIFE: The Sky’s The Limit”

Welcome to Sacred Heart University SIFE! Rooted in the Catholic intellectual tradition, Sacred Heart University is a comprehensive, independent, coeducational institution of higher learning. The primary focus of Sacred Heart University’s mission is “to assist in the development of people who are knowledgeable of self, rooted in faith, educated in mind, compassionate in heart, responsive to social and civic obligations, and able to respond to an ever-changing world.” Sacred Heart University is located in southwestern Connecticut and was founded in 1963 by Bishop Walter W. Curtis of the Diocese of Bridgeport and is the fastest growing Catholic University in the East. Currently, over 5,700 full-time and part-time undergraduate and graduate students attend the university, choosing majors from Business Administration to Philosophy. Many choose to study at Sacred Heart University because of our history of Catholic tradition and spirit, characteristics that foster the development of a close community. Additionally, graduates and undergraduates alike benefit from the presence of companies such as General Electric and Pitney Bowes, which are located minutes from the main Fairfield campus. SHU SIFE would like to take you on a journey through a successful year, where we have realized “**The Sky’s The Limit**”.

SHU SIFE is pleased to present our efforts to you for the 2001-2002 academic year. For your convenience, we have labeled each of our projects with the following symbols:

- | | | | |
|--|---------------------------|--|----------------------------|
| | <i>New Project</i> | | <i>Project in Progress</i> |
| | <i>Completed Project</i> | | <i>Community Project</i> |
| | <i>SHU Campus Project</i> | | <i>Global Project</i> |

CREDIT CRUSADE – † ●

Project Goal: To educate college students about basic money management skills and responsible use of credit.

Overview: Due to a lack of knowledge and an absence of responsibility, many students who sign up for credit cards do not fully understand the risks involved and the potential problems they may face in the future. SHU SIFE educated the students of **5 Freshmen Seminar** classes on money management and the fundamentals of good credit. SHU SIFE put a total of **125 hours** into this project, providing reference packets and alleviating concerns to ensure that the students were comfortable with the material. Sessions were so successful, reaching **5,800 students and faculty**, that the Dean of Freshmen requested this

START YOUR FUTURE TODAY

– ☸ † ☞

Project Goal: SHU SIFE members make every effort to share their knowledge of successful career search techniques to improve the high school students' chances of acquiring the job of their choice.

Overview: SHU SIFE members visited a group of **20 non-college bound students** at nearby Bassick High School. Over a three-week period SHU SIFE spent **125 hours** teaching students the basic, cover letter, proper resume content, and impressionable interviewing skills. This project was so successful we were asked to initiate the program in

INVESTMENT CHALLENGE -

☸ † ☺ ❖

Project Goals: To educate SHU students about the fundamental principles of the stock market and investing.

Overview: Students were given \$50,000 in virtual money to invest in stocks of their choice throughout the semester. SHU SIFE organized an info session, sent global emails reaching, **5,800 students and faculty members**, and put in over **25 hours** to ensure a clear understanding of the stock market and how it functions before students made their initial investment. Lastly, SHU SIFE organized a trip to the Lehman Bros., where students could visit our financial

BIC DESIGN-A-PEN CONTEST -

☞ ☞ ❖ ☺

Project Goal: To teach 6th grade students from Hallen Elementary School in Bridgeport, CT the concepts of international marketing, packaging, design, market research and how to identify a market need.

Overview: SHU SIFE collaborated with BIC Corporation to hold the first annual BIC Design-A-Pen contest. SHU SIFE members visited two 6th grade classes at Hallen Elementary School seven times through out the semesters. SHU SIFE mentored the students and created lesson plans that were fun and exciting, while teaching basic concepts of international marketing. Students then began designing their pen, their ideas were aided by their "pen-pals" in Luxembourg. SHU SIFE also coordinated a field trip to the BIC factory and design room in Milford, CT where they listened to presentations by Mario Guevera, President of BIC North and South America, and Pat Cordle. The final contest entries were judged by BIC and SHU SIFE and winners were presented with gift certificates. Over all **60 students** were involved in this project and SHU SIFE members spent **450**

VALLEY UNITED WAY – ☞ ☞ ☺

Project Goal: To create a newsletter for Valley United to raise donations to 1 million dollars and increase awareness of what the organization does.

Overview: SHU SIFE joined forces with the marketing team to develop new marketing strategies. This led to the creation of a newsletter that consisted of 18 articles which covered issues like current fundraisers, corporate donors and other important facts. After spending **160 hours** on this project, it was recently distributed to **200,000 sponsors and community members**.

MAKE A DIFFERENCE WEEK - 📄 📌 ☺ †

Project Goal: To touch those affected by 9/11, while promoting health and wellness.

Overview: SHU SIFE was greatly affected by the tragic events of 9/11 and felt it our civic duty to assist in any way possible. SHU SIFE focused our efforts on health and wellness for **4 days**, with each day devoted to a specific idea such as stress relief and healthy eating. Additionally, a representative from St. Vincent's Hospital came to SHU to hand out pamphlets. During the week, a total of **60 hours** was spent handing out stress balls and health snacks, as well as information packets reaching **1,500 students, faculty, and employees of local**

BRIDGEPORT PORT AUTHORITY -

⌘ † ☺

Project Goals: To evaluate the current ferry fees and tariffs, analyze six parcels of land adjacent to the ferry terminal, and assess plans for a parking garage.

Overview: SHU SIFE worked with the Bridgeport Port Authority and Chase Bank to determine exactly what the current project ideas entailed and then researched them. SHU SIFE spent **250 hours** on this project and analyzing the cost implications and making recommendations that will effect over **200,000 community members** based on the outcomes of the three studies

TERMINAL VELOCITY - 📄 📌 ❖ ⌘

Project Goal: To determine if there is a market need for a wind tunnel and then to design a business plan for it.

Overview: A local skydiver approached SHU SIFE and mentioned he was interested in opening a wind tunnel in the Fairfield Country area. SHU SIFE aided the skydiver by designing **two marketing surveys**: one that was distributed to the local community and another that was sent to drop zones in the Northeast. Over **400 hours** was put into this project, in which a financial analysis, as well as an economic plan, was developed. A SHU SIFE member, as well as a BAB executive, traveled to Sky Venture, a wind tunnel in Florida, to help get an understanding of what would be needed to open this type of business. The project has reached a total of **250 students,**

EAST HALL CABLE - 📄 ● † 📌

Project Goal: To convince SHU administrators that an alternative to the East Hall cable service was needed to satisfy consistent student complaints and voice the dissatisfaction of subscribers.

Overview: The residents of Sacred Heart's East Hall, were dissatisfied with their cable service provider, suffering the burden of both inflated prices and poor customer service. In order to combat this problem, SHUSIFE designed a project to aid the **7,000 students** in presenting their plea to both administrators and cable executives. SHUSIFE spent a total of **150 hours** on this project, **organizing a petition and conducting market research.** Overall, the data collected, showed that students desired a different cable service. Therefore, the telecommunications department

WOMEN IN BUSINESS - † 📄 📌 ⌘

Project Goals: To help prepare underprivileged women for the business environment by providing used business attire and educational information about succeeding in the business world

Overview: In collaboration with the SHU Career Development Center and the Women's Business Development Center located in Stamford, CT, SHU SIFE helped to bring business information and career attire to women in need. So far SHU SIFE has spent **105 hours** organizing pamphlets and materials to be distributed to the **125 women.** We plan to enhance and continue this project to touch even more women's lives next year.


BUSINESS ETIQUETTE DINNER -

📄 ● †

Project Goal: To teach students proper etiquette when dining in a business situation such as a job interview or with company executives.

Overview: SHU SIFE members spent **40 hours** in assisting the Career Development Center in sponsoring and promoting the event, which featured a guest speaker and reached **240 students.**

OFFICIAL SIFE JUDGING CRITERIA

SHU SIFE 2001 - 2002 PROJECTS	SIFE JUDGING CRITERIA MET	FREQUENCY	GROSS IMPRESSIONS	OUTCOMES ASSESSMENT	HOURS	NEW OR CONTINUED
BIC Design-A-Pen Contest	1, 2, 3, 5, 6, 7, 8	7 lessons in 2 classes	60 Students	Based on our pre and pros surveys, students showed an increase in knowledge by 72%	450	NEW
Credit Crusade	3, 4, 5, 6, 7, 8	5 classes & 1 global Email	5,800 students & faculty	Based on pre and post surveys, students showed an increase in knowledge by 43%	125	CONTINUED
Bridgeport Port Authority	1, 2, 3, 4, 5, 6, 7, 8	3 analyses	200,000 community members	SHU SIFE ideas are currently being implemented and we have been asked to work on future projects	250	CONTINUED
Start Your Future Today	4, 5, 6, 7, 8	3 sessions	20 students	In our second year, we have been asked again, to expand our program	125	CONTINUED
Make A Difference Week	4, 5, 6, 7, 8	4 days	1,500 students, faculty and employees		60	NEW
Investment Game	1, 5, 6, 7, 8	1 session & 2 global emails	5,800 students and faculty		25	CONTINUED
Terminal Velocity	1, 2, 3, 7, 8	1 mailing survey & 1 community survey	250 students, community members and personnel	It is too soon to know what the outcome of this project will be	400	NEW
Valley United Way	2, 4, 6, 7, 8	18 articles	200,000 sponsors and community members	We will not know results for at least 3 to 6 months, but SHU SIFE has been asked to work on future projects.	160	NEW
East Hall Cable	3, 4, 5, 6, 7, 8	1 petition, 1 survey, 2 global Emails, 1 public forum	7,000 students and faculty	Currently being implemented by the school	150	NEW
Women In Business	1, 4, 7, 8	1	125	This is a work in progress, and we are looking forward to continuing it next year	105	NEW
Business Etiquette Dinner	3, 6, 7, 8	1	240	Huge success with plans of continuation next year	40	NEW
TOTAL	MET ALL SIFE GOALS!	SUCCESSFUL RESULTS	1,321,095 CONTACTS		2,940 HOURS	

BUSINESS ADVISORY BOARD



MEDIA REACH

SHU SIFE increased awareness on our campus, in our community and globally. Our goal was to exceed last year's media reach and we were successful! SHU SIFE was seen on News Channel 12 and was featured in The Fairfield Citizen, The Fairfield Minuteman the Sacred Heart University Spectrum, the Sacred Heart University Magazine, and the Sacred Heart University home page. Our SHU SIFE website, <http://sife.sacredheart.edu> was revamped to be fully functional as well.

Frequency: 7

Gross Impressions: approx 900 000