North Augusta High School
South Carolina
American Enterprise Project
2017-18
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Purpose of Project GAP

INTRODUCTION

By adopting the principles of the American Enterprise System, citizens of the United States have chosen to pursue the goals of economic efficiency, equality, and growth. However, these goals are unattainable for two-thirds of the United States population due to lack of education. Today, nearly 60 percent of all jobs in the United States economy require post-secondary education. According to the 2017 United States Business Census, only a mere one in three adults (30 percent) hold a bachelor’s or higher degree. This realization led to the proposed implementation of Project GAP: an initiative working to bridge the gap between education and employment within the American Enterprise System by Guiding, Assisting, and Preparing unemployed individuals who lack post-secondary education for career readiness and workforce success. The North Augusta High School Future Business Leaders of America chapter unanimously voted to implement Project GAP under the leadership of FBLA members Erin McDowell, Matthew Owings, and Sarah Wilson on October 2, 2017.

PROJECT GOALS

The primary goal of Project GAP is to promote a local understanding of and support for the American Enterprise System. After research into community needs, North Augusta High School FBLA realized that the most effective way to support the American Enterprise System would be to support those who lack educational qualifications in the workforce. By addressing these disadvantages, Project GAP will bring economic efficiency, equality, and growth to the American Enterprise System. After extensive research into community needs, North Augusta High School FBLA members adopted the following goals:

- To create community understanding of and support for the American Enterprise System:
  - To address career and educational barriers for those who are unemployed and lack post-secondary education including but not limited to:
    - Lack of Career Appropriate Attire
    - Underdeveloped Soft Skills
    - Limited Interview Skills
    - Inadequate Portfolio Essentials
DEFINING COMMUNITY NEEDS

The Project GAP team immediately recognized a compelling need for further community support of the American Enterprise System. North Augusta High School is located in the Central Savannah River Area (CSRA) which includes parts of South Carolina and Georgia. The Research and Contact Committees immediately began collecting census data, communicating with local business officials, and speaking with community members to assess the areas of need in the CSRA. After thorough research, the North Augusta High School FBLA chapter turned its attention to addressing the relationship between post-secondary education and employment within the American Enterprise System.

DEFINING SCHOOL NEEDS

Through research, the Project GAP team found that less than 50% of middle school students had a basic knowledge of the American Enterprise System. The Project GAP Contact Committee reached out to the principals of local middle schools and high schools: Mr. Jason Holt of Paul Knox Middle School, Mrs. Phyllis Gamble of North Augusta Middle School, and Mr. John Murphy of North Augusta High School. The school officials agreed that there was a definite deficiency of knowledge of the American Enterprise System.

Research

The Research Committee began to assist Project GAP leadership by collecting data concerning community needs. These statistics, which show the gap between employment and post-secondary education, established the direction of North Augusta High School’s American Enterprise Project.

Project GAP is based on these shocking statistics from the 2017 United States Business Census:

- Jobs Requiring Post-secondary Education:
  - North Augusta: 55.3%
  - South Carolina: 56.7%
  - United States: 64.3%
- Citizens 25+ with a Bachelor’s degree or higher:
  - North Augusta: 31.7%
  - South Carolina: 26.5%
  - United States: 30.3%
• **EMPLOYED** Americans without post-secondary education: 61.7%
• **UNEMPLOYED** Americans without post-secondary education: 38.3%

Considering this data, there is a noticeable gap between the amount of jobs who require post-secondary education and the amount of people, 25+ years of age, who actually obtain the qualifications needed for these jobs. However, with statistics showing that over half of Americans who do not have a post-secondary education can gain employment and contribute to the American Enterprise System, **Project GAP** aims to support unemployed men and women by Guiding, Assisting, and Preparing these individuals for workforce success.

After a direction was established, the Research Committee worked to ensure every FBLA and **Project GAP** team member was knowledgeable about the American Enterprise System. Without a complete understanding of the basic concepts, it is impossible to create full community support and understanding of the American Enterprise System. Research was conducted to determine the most effective solutions to the barriers faced by unemployed individuals lost in the gap between various educational levels in the workforce. The research was vital to the development and implementation of **Project GAP**.

**Planning and Development**

**PHASE I: CHAPTER AND PRINCIPAL APPROVAL**

Upon the decision to focus on supporting those who do not obtain post-secondary education in the workforce, approval was needed from the chapter and Mr. John Murphy, the Principal of North Augusta High School. On October 13, 2017, the **Project GAP** team presented the American Enterprise Project at a regularly scheduled FBLA chapter meeting. Chapter members unanimously approved **Project GAP**, and the project moved to principal approval. The team drafted a proposal for **Project GAP** to provide a clear explanation of the project goals and plan for implementation (see Appendix A). Chapter Secretary, Erin McDowell, proposed the project to Mr. John Murphy. After the proposal of **Project GAP**, Mr. Murphy was excited for the initiative and readily approved **Project GAP**, and continued by saying, “This sounds wonderful!”
PHASE II: COMMITTEE DEVELOPMENT

Following project approval, the Project GAP team established committees and requested that all FBLA members sign up for at least one of the five committees. The five committees include the Research, Materials, Contact, Presentation, and Publicity teams. The committee chairs met with their team, and members were assigned to carry out their respective responsibilities.

The Research Committee collected the initial statistics which inspired Project GAP. It was necessary that the Research Committee have a full understanding of the American Enterprise System to provide clear information to chapter, school, and community members. The research gathered by this committee provided information for the Project GAP materials and presentations.

The Materials Committee created the logo, bookmarks, pledge cards, and information sheets (see Appendix A) that served as a take-home resource for all community members. The Project GAP logo was developed by the Materials Committee and is displayed on each brochure, bookmark, and pledge card. The logo depicts a circle with a gap, representing the gap between education and employment of men and women in the workforce. The words “Project GAP” fill in the gap within the circle. This is to show that with the help of this project, those who are unemployed and do not obtain post-secondary education can be Guided, Assisted, and Prepared for career readiness within the workforce in order to close this gap.

The Contact Committee met with key members of the CSRA community whose goals align with those of Project GAP. The Contact Committee conducted monthly meetings with Ms. Amanda Crooks, Program Director of the Salvation Army Women’s Job Skills Training Program, and Ms. Kimberly Barker, Program Director of the Goodwill of Augusta’s Job Connection Program. The monthly meetings ensured a mutually beneficial partnership between the Salvation Army Women’s Job Skills Training Program, Goodwill of Augusta’s Job Connection Program, and North Augusta High School FBLA.

PROJECT GAP
The Presentation Committee designed, perfected, and presented PowerPoint presentations on behalf of Project GAP. This committee worked closely with the Research Committee to ensure that information regarding the American Enterprise System and Project GAP was communicated effectively. Examples of this committee’s work includes PowerPoint presentations (see Appendix B) for chapter meetings, school and community presentations, and FBLA conventions.

The Publicity Committee contacted local newspapers such as The North Augusta Star to create community-wide awareness of the project. This committee worked closely with the local media to draft press releases (see Appendix B) and ensure accurate coverage of Project GAP.

PHASE III: ESTABLISHING AN AGENDA

After establishing a focus and developing committees for Project GAP, a detailed timeline was created, and was distributed to all committee members. Inserted below is a condensed copy of the implementation agenda. The agenda provided structure to Project GAP and ensured that all chapter members and project leaders were aware of project events. A simplified timeline, which detailed community service opportunities for FBLA members, was presented at monthly meetings beginning in November.

PROJECT BRIDGE AGENDA

<table>
<thead>
<tr>
<th>Event</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Start</td>
<td>10/02/2017</td>
</tr>
<tr>
<td>Research into Community Needs, Establish Goals</td>
<td>10/03/2017</td>
</tr>
<tr>
<td>Propose Project GAP to Mr. John Murphy and NAHS FBLA Chapter</td>
<td>10/13/2017</td>
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<tr>
<td>Create Committees</td>
<td>10/20/2017</td>
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<tr>
<td>Submit Free Enterprise Facts for Announcements at Local Schools</td>
<td>11/03/2017</td>
</tr>
<tr>
<td>Create Activity and PowerPoint for American Enterprise Day Meeting</td>
<td>11/4/2017</td>
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<tr>
<td>American Enterprise Week Start</td>
<td>11/13/2017</td>
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<tr>
<td>Announcements at Local Schools Begin</td>
<td>11/13/2017</td>
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<tr>
<td>American Enterprise Day</td>
<td>11/15/2017</td>
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<tr>
<td>Meeting at Kroc Center with Ms. Amanda Crooks</td>
<td>01/08/2018</td>
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<tr>
<td>Presentation at Paul Knox Middle School</td>
<td>01/17/2018</td>
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<tr>
<td>Meeting at Goodwill of Augusta with Ms. Kimberly Barker</td>
<td>01/31/2018</td>
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<tr>
<td>Salvation Army Resume Building/Computer Skills Assistance</td>
<td>02/05/2018</td>
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<tr>
<td>Goodwill Volunteer Orientation</td>
<td>02/12/2018</td>
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<tr>
<td>Goodwill Resume Building</td>
<td>02/15/2018</td>
</tr>
<tr>
<td>Presentation to the Optimist Club</td>
<td>02/13/2018</td>
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<tr>
<td>Salvation Army Women’s Job Skills Training Program Mock Interviews</td>
<td>03/02/2018</td>
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</tbody>
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Implementing Project GAP

SALVATION ARMY KROC CENTER WOMEN’S JOB TRAINING PROGRAM

In October of 2017, Ms. Amanda Crooks, the program coordinator of the Salvation Army Kroc Center Women’s Job Skills Training Program, contacted the North Augusta High School FBLA Chapter. Ms. Crooks explained that the program is designed to provide eleven low income or unemployed women, 10 without a post-secondary degree, with the skills and experience necessary to reach their personal and professional goals. The members participating in the Women’s Job Skills Training Program are either unemployed or working in jobs for which they were overqualified. The Salvation Army Women’s Job Skills Training Program includes training programs such as computer skills, resume writing, personal finance and further programs listed in the syllabi (see Appendix B). Project GAP team members immediately set up a meeting with Ms. Crooks, where FBLA members identified the barriers Project GAP would work to overcome.

CAREER GEAR CLOSET

The participants of the Job Training Program come from diverse backgrounds and face obstacles which include poverty, disability, and family issues. Many of the participants are unable to afford interview appropriate attire. This barrier leads to those who are qualified for a job opening not being considered for a position simply because they cannot afford the appropriate clothing. Project GAP is working to overcome this barrier by using donated clothing to create interview appropriate outfits.

FBLA members have spent over 15 hours and will continue to volunteer in the Career Gear Closet. Students followed these steps:

- Collect clothing donations from women in the CSRA.
- Eliminate clothing that was not appropriate for the business setting.
- Group clothing of the same size range.
- Create a complete outfit consisting of a jacket and a dress, or a shell, skirt, and jacket.
- Organize the completed outfits by size.

FBLA members volunteering at the Career Gear Closet.
The Materials Committee created posters that will hang in the Career Gear house, reminding women of the keys to “Dressing for Success”. The Career Gear initiative is bridging the gap between those without a postsecondary degree who face this barrier and workforce success by providing people with the clothing that will allow them to attend interviews and receive job positions for which they are qualified.

**MOCK INTERVIEWS**

The second barrier Project GAP addressed was the absence of self-confidence and skills in an interview setting many individuals without educational qualifications lack. Many of the participants had little or no experience with job interviews, and the anxiety surrounding the interview process prohibited them from reaching their professional goals. The Contact Committee reached out to the program director, Ms. Amanda Crooks, and offered to set up mock interviews that will reduce anxiety and provide the participants with constructive criticism.

The participants of the program and chapter volunteers were given hypothetical job openings (see Appendix B), questions, and a Beginner’s Guide to Interviewing. Prior to the mock interviews, participants of the program prepared resumes and cover letters. FBLA volunteers researched appropriate responses to the questions in an interview setting. On March 2, 2018 two panels comprised of three North Augusta High School FBLA members interviewed seven of the eleven participants. The panelists completed a rating sheet (see Appendix B) after each interview for the women of the program to review with Ms. Crooks. The constructive feedback Project GAP provided will prepare the women of the program for real-world interviews.
TIE GOODWILL OF AUGUSTA’S JOB CONNECTION PROGRAM

On January, 31, 2018, the Project GAP Contact Committee met with Ms. Kimberly Blake, the coordinator of Goodwill of Augusta’s Job Connection program, to address barriers faced by participants within the program. Ms. Blake clarified that the Job Connection is a community resource center connecting job seekers with employers that provides workforce educational classes to those who begin the Job Connection Program. After further research of the program, the Research Team discovered that over 25,000 people use the Job Connection facility every year; 88% of which do not have a post-secondary education. After deciding how to help these individuals within the program, Project GAP saw interest in becoming Junior Career Counselors. Junior Career Counselors give presentations on how to act, dress, and network within the workforce.

On February 12, 2018 Project GAP went through the Junior Career Counselor Training Program. This training program allowed Project GAP to recognize the many barriers the people within the Job Connection Program, so their needs would be met through presentations and guidance. On February 15, 2018, Project GAP provided counseling in resume and cover letter building as well as assisting these men and women in finding local jobs they could apply for with the qualifications they obtain. Project GAP was able to help over 20 individuals at the Job Connection Program.

TIE TO THE AMERICAN ENTERPRISE SYSTEM

Project GAP chose to address the goals of economic growth, equality, and efficiency in the American Enterprise System by partnering with the Salvation Army Job Skills Training Program and Goodwill of Augusta’s Job Connection Program. Laissez-faire economics is a key principle of the American Enterprise System, and says that the government should have a limited role in the economy. The partnership between Project GAP and the Salvation Army Job Skills Training Program and Goodwill of Augusta’s Job Connection Program aims to equip unemployed individuals who do not obtain post-secondary education with the tools and experience necessary to reach full employment. The Research Committee found that 33.5% of unemployed people receive federal funding, but only 6.7% of full-time workers receive government aid. These statistics led the Project GAP team to conclude that overcoming barriers between unemployed men and women without post-secondary education and full employment, through a partnership.
with the Salvation Army Job Skills Training Program and Goodwill of Augusta, leads to a thriving American Enterprise System.

COMMUNITY PRESENTATIONS

Through research, the Project GAP team found that less than 50% of middle school students had knowledge concerning the American Enterprise System. After the Research Committee discovered the deficiency of knowledge concerning the American Enterprise Economy, the materials and presentation committees sought creative ways to educate local students about the American Enterprise Economy. Project GAP created announcements in honor of American Enterprise Week (see Appendix A). Throughout the week of November 13, 2017, announcements that highlighted key facts concerning the American Enterprise Economy were made at North Augusta Middle School, Paul Knox Middle School, and North Augusta High School. The announcements were met with excitement from both middle and high school students.

The North Augusta High School chapter of FBLA held a celebratory meeting on November 16, 2017 in honor of American Enterprise week. The meeting featured a handshake icebreaker that taught students the importance of a first impression in a highly competitive American Enterprise economy. Project GAP team members also gave an interactive presentation on economic principles and the American Enterprise System.

In addition to the announcements at the local middle schools, the Contact Committee reached out to middle school administrators in hopes of giving a presentation to their students. Mr. Jason Holt, principal of Paul Knox Middle School, responded with enthusiasm and was happy to host the Project GAP Presentation Committee. On January 17, 2018 Project GAP shared the values of the American Enterprise System to eighth grade classes. The team expressed the importance of a successful portfolio, specifically resumes, to the eighth-grade class. With their presentation, Project GAP assisted students in each class in developing and organizing their own accomplishments and involvements into personalized resumes that they can use and improve throughout their high school career. The presentation was influential.
and made a great impact on the students and teachers of Paul Knox Middle School. Eighth grade teacher, Ms. Hunt, commented, “They did an amazing job, and to hold the attention of 40 middle school students in one class and keep them engaged was remarkable! Very beneficial and successful presentation!

The Contact Committee also reached out to the North Augusta Optimist Club. Project GAP leadership understood the necessity of communicating the principle of gender equality in the American Enterprise System with a wide range of audiences. On February 20, 2018, Project GAP presented to the Optimist Club. Presenting to the Optimist Club allowed members the opportunity to share the goals of Project GAP with community members. It is impossible to achieve true economic equality without diverse support, so the presentation to the North Augusta Optimist Club was vital to the success of Project GAP.

EVIDENCE OF PUBLICITY

Articles on Project GAP were published in the printed version of the North Augusta Star (see Appendix B). Articles are also featured in the FBLA chapter report and on the North Augusta High School’s website.

Through Project GAP presentations, publications, and publicity, FBLA members are able to educate South Carolina and Georgia communities concerning the American Enterprise System and the barriers faced by those of various educational levels in the workforce. The community will join forces to further understand and support the American Free Enterprise System. The expectation of Project GAP is that the significance of preparing for a career in the American Enterprise System will be realized throughout the states of South Carolina, Georgia, and the nation.

The publicity provided by local news articles benefited Project GAP in unforeseen ways. The Optimist Club requested that the Presentation Committee share Project GAP at their February meeting and was later published in The North Augusta Star. After presenting on February 13th, FBLA members were approached by two women of the Optimist Club who were interested in
donating clothing to the Career Gear Closet. North Augusta High School FBLA is thankful for the continuous support of Project GAP by community members and local organizations.

**Impacts and Benefits to the Community**

**DEGREE OF IMPACT**

Project GAP has made and will continue to make a direct impact on over 1,600 high school students, 1,000 middle school students, 11 unemployed women of the Salvation Army Women’s Job Skills Training Program, and over 20 participants of Goodwill of Augusta’s Job Connection Program. The impact of Project GAP will reach far beyond the women of the Salvation Army Job Skills Training Program and Goodwill of Augusta’s Job Connection Program. The Career Gear Closet will also continue to have an impact on women in our community by providing over 60 outfits for women. By equipping unemployed men and women who lack post-secondary education with the skills necessary to be successful in the American Enterprise System, Project GAP will promote growth in the economy on the local, state, and national level. More than 25,000 community members have already been made aware of the barriers faced by those who do not obtain post-secondary education in the American Enterprise System as a result of the publicity surrounding Project GAP.

**BENEFITS**

The community will truly benefit from Project GAP. Students and community members are becoming aware of the barriers faced by those who do not have post-secondary education within the American Enterprise System. Women in the CSRA community will have access to business appropriate attire for years to come due to the success of the Career Gear Initiative. The Goodwill of Augusta’s Job Connection Program will continue to provide free access to technology for those looking for jobs and a program that educates individuals on the environment of the workforce. North Augusta High School FBLA members take pride in a project that was completely planned, created, and put into action by the chapter membership and the subsequent community partnership with the Goodwill of Augusta and the Salvation Army Women’s Job Skills Training Program and The Goodwill of Augusta’s Job Connection Program.

PROJECT GAP
EVALUATION OF PROJECT GAP

Feedback from community members was positive throughout Project GAP. An example of this feedback came from Ms. Kathy Mottel, career specialist at Paul Knox Middle School. Ms. Mottel expressed via email, “It is amazing to see North Augusta High School FBLA students giving back and caring about the future of our community. Project GAP did an outstanding job and definitely made an impact on our students!” Project GAP will impact the entire CSRA community—students, homes, and the workplace in the CSRA for many years to come. Project GAP calls on all stakeholders in the Central Savannah River Area to bridge the “gap” between education and employment within the American Enterprise System.
PROJECT GAP

Bridging the gap between those who do not obtain post-secondary education & workforce success.

American Enterprise Project
2017-2018

North Augusta Chapter
Future Business Leader of America
2000 Kanebome Ave. North Augusta, SC 29841

Appendix A

Job Interview
Tips Bookmark

Pledge Cards

Media Release

NORTH AUGUSTA HIGH SCHOOL FBLA PROJECT GAP

As FBLA American Free Enterprise Project

Project GAP was instantly recognized as a compelling need for further community support of the American Enterprise System. North Augusta High School is located in the Central Savannah River Area (CSRA) which includes parts of South Carolina and Georgia. The Business Committee immediately began collecting census data, communicating with local business officials, and speaking with community members to assess the areas of need in the CSRA. After thorough research, the North Augusta High School FBLA chapter turned its attention to addressing the relation between post-secondary education and workforce success within the American Enterprise System. After a determination was established, the

American Enterprise Week Announcements

Monday - November 13, 2017

In honor of American Enterprise Day, November 13, North Augusta High School FBLA will be sponsoring American Free Enterprise Spirit Week!

The first fact of the week is: Did you know the American Free Enterprise System is one of the most common known systems in capitalism? Capitalism is the backbone of the American economy and provides everyone with opportunities to make their futures brighter!

Tuesday - November 14, 2017

Did you know the American Enterprise System is based on laissez-faire economics? Laissez-faire is a French term that means the government does not get involved in the economy.

Wednesday - November 15, 2017

Happy American Enterprise Day!
Did you know that Adam Smith is credited with first describing laissez-faire economics, which is the backbone of the American Free Enterprise System!

Thursday - November 16, 2017

Did you know that in the American Free Enterprise System, the people have the freedom to buy and sell many different goods? This freedom allows everyone to be able to start their own business!

Friday - November 17, 2017

Did you know the American Enterprise System gives everyone equal opportunities in our economy? This means hard work, skill, and perseverance everyone has the ability to provide for themselves and their families!
Appendix B

Women’s Job Training Program Syllabus

CLASS SYLLABUS – Women’s Job Skills Training Program

COORDINATOR: Mollie Ann Eldridge
TELEPHONE NUMBER: (803) 539-4500
E-MAIL: ann.mdal@gmail.com
PROGRAM LOCATION: Skilled Training Center 127 East Street
North Augusta, South Carolina 29841
*Certification Training is combined with the Work & Skills Program and meet at the Career and Hope’s Conference Room at 127 East Street, North Augusta, South Carolina 29801

CLASS HOURS: Monday – Thursday 9:00 am – 12:30 pm
*Additional fees are periodically required for certification exams. Attendance will be required.

PROGRAM TOPICS
Self-Awareness & Self-Goal Setting
Substance Abuse Awareness
Learning Styles
Personal Safety & Positive Decisions
Time Management
Continuing Education & Lifelong Learning
Interview Skills
Work Health & Safety
Financial Literacy
Applicant & Interviewing
Research & Health Care
Taxes Management
Aggressive Communication
Job Readiness
Building Healthy Self-Esteem
Career Assessment & Skills Identification
Managing Expectations
Successful Job Search
Conflict Resolution
Fostering Support
Recovery in Career
Personal Fitness
Optimism & Positive Approaches to Life
Communication in the Workplace
Healthy Relationships
Networking for Success
Effective Approaches to Interviewing
Job Intervention
Personal Health & Hygiene
Career Portfolio and Presentation

Mock Interview Rating Sheet

Mock Interview Prompt

Article in the North Augusta Star

PROJECT GAP

PowerPoint for Community Presentations