



POSITION: YOUNG ENTREPRENEURS PROGRAM (YEP) COORDINATOR
REPORTS TO: DIRECTOR OF GRANTS AND EDUCATION

The Hawaii Agricultural Foundation (HAF) is a statewide non-profit charitable organization created to promote agriculture and farming. Created in 2007, our mission is to support and sustain Hawaii's agricultural industry. We do this by reinforcing connections between our farmers and the community and addressing the critical needs and services of farmers and the ag industry. We believe in educating from a young age through Ag Education in the Classrooms, and providing guidance through Public Awareness, Outreach Initiatives, and Farmer Assistance Programs.

Currently, HAF is searching for a contractor to further develop and implement one of our existing agricultural education programs: the Young Entrepreneurs Program (YEP).

The Young Entrepreneurs Program (YEP), designed for grades 6 to 12, empowers students to establish a real-world small business using locally sourced agricultural materials. HAF provides start-up funding, teacher training, and resources for student teams to create a shelf-stable value-added agriculture product that includes at least one locally sourced ag material as a key ingredient. Through collaboration with their teachers, students get a unique opportunity to launch a sustainable and profitable business centered around a value-added product using local agriculture resources. By participating in the program, students gain financial literacy and develop an entrepreneurial mindset, which enables them to make a positive impact on their local community. Students are responsible for creating a comprehensive business plan that covers production, promotion, and sales of their product. HAF facilitates two marketplaces, one online and one in-person, for students to sell their products. The profits made from the sales of these value-added agricultural products are reinvested back into the YEP teams.

The YEP Coordinator position will involve working closely with the HAF Executive Director and Director of Grants and Education to coordinate all aspects of the YEP program, as outlined below.

SCOPE OF SERVICES:

Deliverables: Coordinate all aspects of the Young Entrepreneurs Program, including:

- Creating a budget for the YEP program and ensuring adequate funding in collaboration with the Director of Development and Education.
- Collaborating with culinary and natural resource teachers to recruit student YEP teams.
- Developing necessary resources for teachers and students.
- Crafting forms, a YEP timeline, and a program guide.
- Collecting all required forms from YEP teams.
- Reviewing and approving the products to be sold based on business plans.
- Distributing allocated startup funds to teachers and determining the best way for them to access the funds.
- Hosting monthly teacher training and professional development sessions, coordinating experts to conduct these sessions.
- Providing learning sessions on topics such as value-added products, writing business plans, brand creation, pitching, quality control, marketing, and more.
- Arranging for teachers to attend relevant events such as the *Made In Hawaii Festival* and *Keiki in the Kitchen* for gaining best practices and marketing ideas.
- Creating and managing the Shopify online marketplace platform for YEP.
- Coordinating all aspects of the in-person marketplace.
- Tracking earnings from teams and determining the amount to remit to schools.
- Creating surveys and collecting data for grant reporting and YEP program improvements.
- Providing input on products and offering suggestions and improvements.

Responsibilities for coordinating all aspects of the Young Entrepreneurs Program (YEP) include, but are not limited to:

- Creating or updating forms, the program guide, and the YEP timeline/schedule for the upcoming school year (SY23 – 24).
- Reviewing and enhancing the business plan template, defining the goals, process, and timeframe for the YEP businesses.
- Organizing an orientation session for YEP (scheduled for August 2023).
- Coordinating speakers and hosting monthly teacher training and professional development sessions, either via Zoom or in-person, with a focus on guiding participants in writing a business plan.
- Managing the Shopify online marketplace platform for YEP.
 - Opening and managing the online YEP Marketplace (tentatively set for February/March 2024).
 - Providing weekly reports from the Shopify platform to help YEP teams fulfill orders efficiently.

- Finalizing and tracking the status of all orders as they are fulfilled.
- Collecting photos and product information from all teams through Formstack to prepare for the launch of the online marketplace on Shopify.
- Maintaining regular communication with all YEP teachers, providing them with information on upcoming key dates.
- Coordinating logistical details for the in-person YEP Marketplace, including location setup (tentatively at KCC Farmers' Market), coordinating travel for teams from neighbor islands and Oahu, and arranging payment options for customers.
 - The in-person YEP Marketplace is tentatively scheduled for April 2024.
- Gathering business plans from all YEP teams.
- Providing allocated startup funds to teachers and determining the most suitable avenue for them to access these funds.
- Arranging for teachers to attend events like the Made In Hawaii event and other similar gatherings to gain valuable insights and marketing ideas.
- Working with the HAF accountant to collect all earnings made through the Marketplaces and remitting them back to the respective schools.
- Creating surveys and collecting data to improve the YEP program and for grant reporting purposes.
- Offering input on products, suggesting improvements, and providing guidance.
- Collaborating with mentors in the community to create opportunities for YEP teams to enhance their products through expert advice.

Tentative Timeline:

- August: Create a tentative schedule for YEP for the 2023-2024 school year and start recruiting participating schools. Develop necessary forms and resources for YEP teachers and teams. Conduct an orientation session for all interested teachers and confirm participation with schools.
- September: Review all product ideas to ensure alignment with HAF's mission.
- October: Attend the Keiki in the Kitchen event.
- November: Confirm product ideas and receive business plans from teams.
- December: Award start-up funds to schools.
- January: YEP teams must submit a completed prototype to HAF.
- February/March: Launch the online marketplace.
- April: Coordinate the in-person marketplace event.
- May: Remit start-up funds to teams as required.

SCOPE OF SERVICES - GENERAL:

- Attend weekly meetings with the Director of Grants and Education and other staff members to discuss deliverables, key dates, and progress related to all programs.
- Develop, implement, and assess the success of a comprehensive plan for integrating the Young Entrepreneurs Program into HAF's educational initiatives. This plan should include measurable goals, strategies, tactics, timelines, and reporting mechanisms.
- Prepare talking points for HAF's leadership when necessary.
- Handle general administration for YEP, including budgets, reports, contracts, vendors, correspondence, appointment setting, phone contacts, and follow-up activities.
- Obtain a minimum of 6 quotes and photos from students, leaders, and parents affirming the benefits of YEP.

MINIMUM REQUIREMENTS:

- A bachelor's degree from an accredited university.
- Proficiency in basic computer skills, including but not limited to, Word, Excel, PowerPoint, and social media platforms like Facebook and Instagram.
- Excellent verbal and written communication skills.
- Strong interpersonal skills.

WORKING CONDITIONS:

- A combination of remote work from home and office work with weekly staff meetings.
- Meetings conducted via Zoom and in-person.
- Occasional travel by car to attend meetings and by air for other meetings.
- Workload may become stressful during periods of high volume or tight deadlines, especially during events.

PHYSICAL AND MENTAL COMPETENCIES:

- Demonstrated ability to work effectively with teachers, volunteers, and staff.
- Capacity to work independently, multitask, and prioritize work effectively.
- Effective communication skills for various audiences, both in oral and written forms.
- Ability to conduct research for data collection, analysis, and usage.
- Possession of a valid driver's license and access to a car for work purposes.
- Capability to lift boxes or equipment weighing up to 25 pounds.

HOW TO APPLY

Thank you for your interest! Please send your resume and a statement of interest to liz@hawaiiagfoundation.org