



Bringing Entrepreneurship to Hawaii's Children

To build self-reliance, children must learn to make the most of what they have. Self-reliance is what entrepreneurship is all about. The Keiki Kuleana, one of the CTAHR Cooperative Extension Service's youth programs, helps stimulate entrepreneurship and bring economic and financial literacy to Hawaii's children.

Entrepreneurship can be an exciting topic. Entrepreneurial skills will help children contribute to families, organizations, and communities as they learn to turn opportunities into cultural, social, environmental, or financial wealth.

Research shows that entrepreneurship is best learned at a young age. People can increase their entrepreneurial abilities through education and skill-building.

Program materials

A collection of materials that include topics recommended by the National Council of Economic Education and experts in the field of entrepreneurship has been developed for The Keiki Kuleana. These materials can supplement any formal or nonformal educational program.

The Keiki Kuleana Learning Library contains five illustrated skill books designed to encourage entrepreneurship:

Work as a Group outlines the group process and problem-solving.

Make the Most of Yourself explains self-esteem and gives six practices to improve it.

Keep Track of Your Money covers the basics of personal financial management.



Start a Business leads the reader through the completion of a business plan.

See Ways to Make Things Happen details the process of visualizing positive results.

To encourage economic literacy, the program materials also include ***Exploring Economics*** (an educational activity book), and ***Exploring Economics Answer Key***.

Instructional materials have also been developed for parents and educators: ***Encourage Entrepreneurship in Your Classroom***, and

Encourage Entrepreneurship in Children.

Each of these includes hands-on activities, a resource directory, and a youth reading list.

Mini-Society®

With support from the Center for Entrepreneurial Leadership at the Ewing Marian Kauffman Foundation, The CTAHR Cooperative Extension Service is proud to include Mini-Society as one component of The Keiki Kuleana. Mini-Society is an experience-based system to teach 8–12-year-olds about entrepreneurship. Developed by Dr. Marilyn Kourilsky, Mini-Society is endorsed by the U.S. Department of Education.

A group leader facilitates and advises each Mini-Society. The children make decisions and bear the consequences of those decisions. With the leader's help, the children learn from their experiences. They complete The Keiki Kuleana knowing more about how to control and shape their own futures!

Activities that allow the children to start and run their own Mini-Society community are given the most emphasis. These include

- Holding “town council” meetings to make community decisions
- Naming their community
- Designing their community flag
- Naming and designing their money
- Deciding on the jobs for which members will be paid
- Hiring employees to do the community’s work
- Starting their own businesses using supplies bought at the warehouse
- Organizing auctions and market days to buy and sell their products and services.

A Mini-Society group needs at least 25–30 hours to organize. A group is 12–20 children, with larger groups forming two or more communities for an “international” market day. Anyone who has completed the 20-hour Mini-Society workshop with a certified instructor can be a group leader.



What people say . . .

“One thing I like about Mini-Society is you can get smart and you can learn about businesses.”

—Child from the Mayor Wright Family Service Center

“It was Just Plain FUN!”

“I really enjoyed it very much.”

“I would say that it taught me how to have a business, and it was fun and cool to feel like we were grown-ups.”

—Children from the Kama‘aina Kids Program

“Mini-Society is great. It made me think about having a business in the future.”

—Child from the Lanai and Molokai Youth Program

“It was never boring. I learned a lot of things.”

“I like Mini-Society because we can sell stuff that we made and buy stuff.”

—Children from the Kahala Summer Concept Program

“I am doing a Mini-Society with Hui Malama Learning Center’s Homeschool Program (intermediate-aged kids)...and are they loving it!

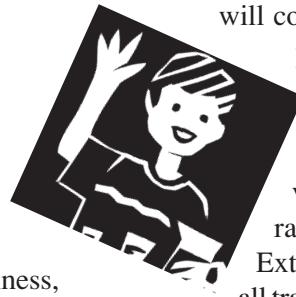
Not only that, but through another organization I’m hoping to encourage teenagers to form their own businesses, agricultural-based, as part of another non-profit...

All this came about because I went through the [Keiki Kuleana’s] Mini-Society training on Maui. That was my first peek into the world of business and entrepreneurship, and it started my creative juices flowing.”

—Valerie Muroki, Special Programs Coordinator, Hui Malama Learning Center

To get involved

Linda J. Cox, Ph.D., with the CTAHR Cooperative Extension Service, is a certified Mini-Society trainer who will conduct training workshops if at least 15 people are interested in attending. Additional training on The Keiki Kuleana program materials is also available. Credit for the training through the University of Hawaii is possible if prior arrangements are made. The Cooperative Extension Service funds Dr. Cox’s time for all trainings, and participants are asked to fund other out-of-pocket expenses.



With support from the Center for Entrepreneurial Leadership at the Ewing Marion Kauffman Foundation, the CTAHR Cooperative Extension Service has developed The Keiki Kuleana program because we believe in the importance of entrepreneurship. We are looking for local partners who want to implement any part of the program in their communities. The program could be used in the classroom, in an after-school setting, or during an intersession or summer break. We have piloted the program in an after-school and intersession setting,

which will enable us to assist you in this type of effort. While our funds are limited, we are also willing to partner with your organization in submitting grant proposals.

For more information, please contact:

Dr. Linda J. Cox
Community Economic Development Specialist
1920 Edmonson Rd, FT 62
Honolulu, HI 96822-2279
Phone: 808-956-7602
Fax: 808-956-6539
E-mail: lcox@hawaii.edu



If you are not interested in direct program delivery, please help us extend this program to children across the state in other ways. You could order the reading materials for any child, teacher, or parent in your life. You could make a cash or product donation for the warehouse supplies, auction items, and market day events that are ongoing Mini-Society expenses. If you are an entrepreneur, you can serve as a role model when sharing your experiences with children. Or, just help us find partners to extend this program in your community.

You can contribute to The Keiki Kuleana

Just choose one of the following ways:

Makana Hana Sponsor

Gift of good deed, with an in-kind contribution of products or services.

Makana Manawa Sponsor

Gift of opportunity, with a donation of up to \$1000.

Makana Nui Sponsor

Gift of abundance, with a donation of over \$1000.

Make checks payable to:
UH Foundation Acct. # 136900

Mail to: Dr. Linda Cox
1920 Edmonson Rd, FT 62
Honolulu, HI 96822-2279



The Keiki Kuleana Order Form

Keiki Toolkit

Exploring Economics
The Keiki Kuleana Learning Library

Parent Toolkit

Encourage Entrepreneurship in Children
Exploring Economics
Exploring Economics Answer Key
The Keiki Kuleana Learning Library

Teacher / Group Leader Toolkit

Encourage Entrepreneurship in Your Classroom
Exploring Economics
Exploring Economics Answer Key
The Keiki Kuleana Learning Library

Toolkit	Price	Quantity	Total
Keiki	\$5	_____	_____
Parent	\$10	_____	_____
Teacher / Leader	\$10	_____	_____

Shipping _____

For shipping to a Hawaii address, add \$5 for the first toolkit and \$3 for each additional toolkit. To the U.S. mainland, add \$7 for the first toolkit and \$5 for each additional. For large orders, inquire about shipping rates and price breaks; call, write, or send e-mail to Dr. Cox.

Total _____

Name _____

Address _____

City _____ State ____ Zip _____

Phone _____ Fax _____

E-mail _____

Make check or money order payable to
RCUH Acct. #1858

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1920 Edmonson Rd, FT 62
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