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Asset-Based Community Development: Mapping Enterprising Capacity, Interest, and Experience amongst Belizean Youth

Jodi Masters
Pepperdine University

Bonnie Nixon
Pepperdine University

Cody Thompson
Pepperdine University

Lauren Lambert

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PEPPERDINE

GRADUATE SCHOOL OF
EDUCATION &
PSYCHOLOGY

Asset-Based Community Development: Mapping Enterprising
Capacity, Interest, and Experience Amongst Belizean Youth

PhD Students: Jodi Masters, Bonnie Nixon and Cody Thompson; Research Assistant: Lauren Lambert

Global Leadership & Change Program

Pepperdine University, 2019

Jodi Masters (Lead Researcher) received her MBA from Pepperdine's Graziadio School of Business and holds B.A. degrees in Sociology, Social Change and Global Issues as well as a Global Degree, focusing on the International Development for the region of sub-Saharan Africa from Cal State Long Beach. She is an Adjunct Professor at Graziadio's Entrepreneurship Program where she teaches a course on the Feasibility of New Venture Ideas. A serial entrepreneur, Jodi has spent the last 20 years building several successful businesses, of note, an organic cashew nut factory in Cambodia and her business/marketing consultancy, where she has helped 50+ new startups and existing small business grow. Two years ago, she started STARTUP: ABC's of Entrepreneurship to expose children to small business basics, leadership and mindset. Her new venture startup, the Social Enterprise and Entrepreneurship Development Community (SEED Community) was incorporated as a 501(3)(C) last month, to bring entrepreneurship hope and access to disadvantaged and marginalized groups, creating a framework for individual self-sustainment and actualization while providing communities a solution for poverty related issues such, as chronic homelessness, and economic development. Jodi's PhD work supports SEED through her research around the value of entrepreneurship development of its target population and mutual benefit to communities they live in, in addition to themes of policy and business strategies that create stakeholder value through social benefit

missions. Her current work on this topic is working with Tom Vozzo, the CEO of Homeboy Industries, where she is documenting Tom's transformation of the formerly struggling social enterprise into the current thriving enterprise it is today, by strategic restructuring with a mission-driven focus.

Bonnie Nixon As a relentless optimist and courageous catalyst for change, Bonnie has held many high-profile positions at the global forefront of a new low carbon, resource protected and just economy including the development of the UN Sustainable Development Goals. Today, Ms. Nixon is a Sustainability Expert and Human Rights Educator with BonnEco, Inc. and specializes in sustainable supply chains. Bonnie received a BA in Sociology from Penn State, a Masters' Degree in Learning Technologies from Pepperdine and is currently pursuing a Ph.D. in Global Leadership and Change, also at Pepperdine.

Bonnie has served in these roles for the following companies and communities:

Senior Partner with Environmental Resources Management (ERM)

Director of Corporate Social Responsibility and Global Sustainability for Mattel Toys

Executive Director of Walmart led The Sustainability Consortium (TSC)

Director of Global Sustainability and Ethical Sourcing for Hewlett-Packard (HP) for 13 Yrs

Board Chair for Sustainable Silicon Valley and Electronic Industry Citizenship Coalition

Vice President of Environmental Communications Consultancy, Circlepoint, Inc. for 17 Yrs

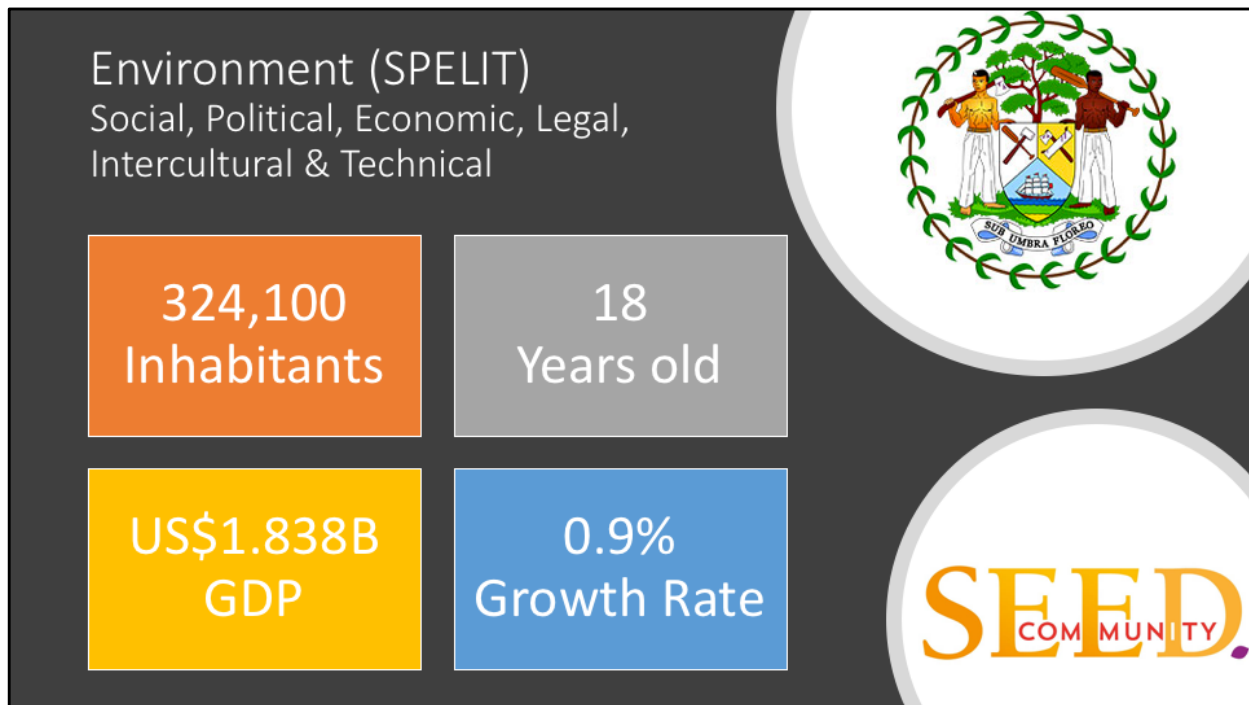
Director of Public Relations for the Boston Harbor Cleanup Project for 6 Yrs

Advisory Board for Sustainable Brands, Sustainable Works, Responsible Sourcing Network, Sustainability Roundtable and Pepperdine's Social Entrepreneurship and Change Council

Professor of Sustainable Supply Chains at UCLA and Resident Scholar at Stanford University

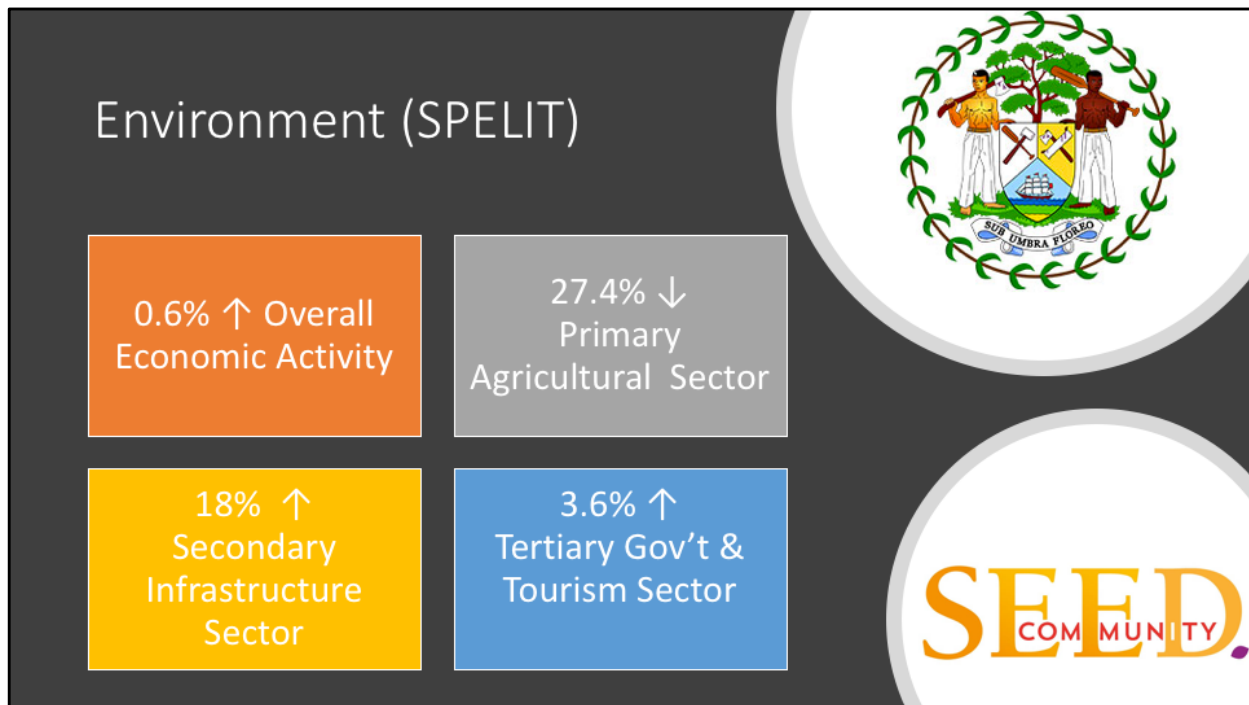
Cody Thompson is a doctoral student in Global Leadership and Change at Pepperdine University. Previously, he served as a Division I soccer coach for Pepperdine University and California State University, Northridge (CSUN). Currently, he works as a coaching curriculum developer for Steel Sports, a social impact business that utilizes sports as a vehicle for social emotional learning and character development. He is a member of the board of directors at CancerFit, a non-profit providing athletic scholarships for pediatric cancer survivors. He has worked as a research assistant on projects focused on food banks, transformational leadership, and recently co-authored a chapter on Human Dignity Centric Management in the non-profit sector for the Palgrave Handbook of Workplace Wellbeing and Flourishing.

Lauren Lambert holds a B.A. in Economics from UC Santa Barbara. For the last three years, she's provided research support and served as Project Director for Jodi's business consultancy and SEED.



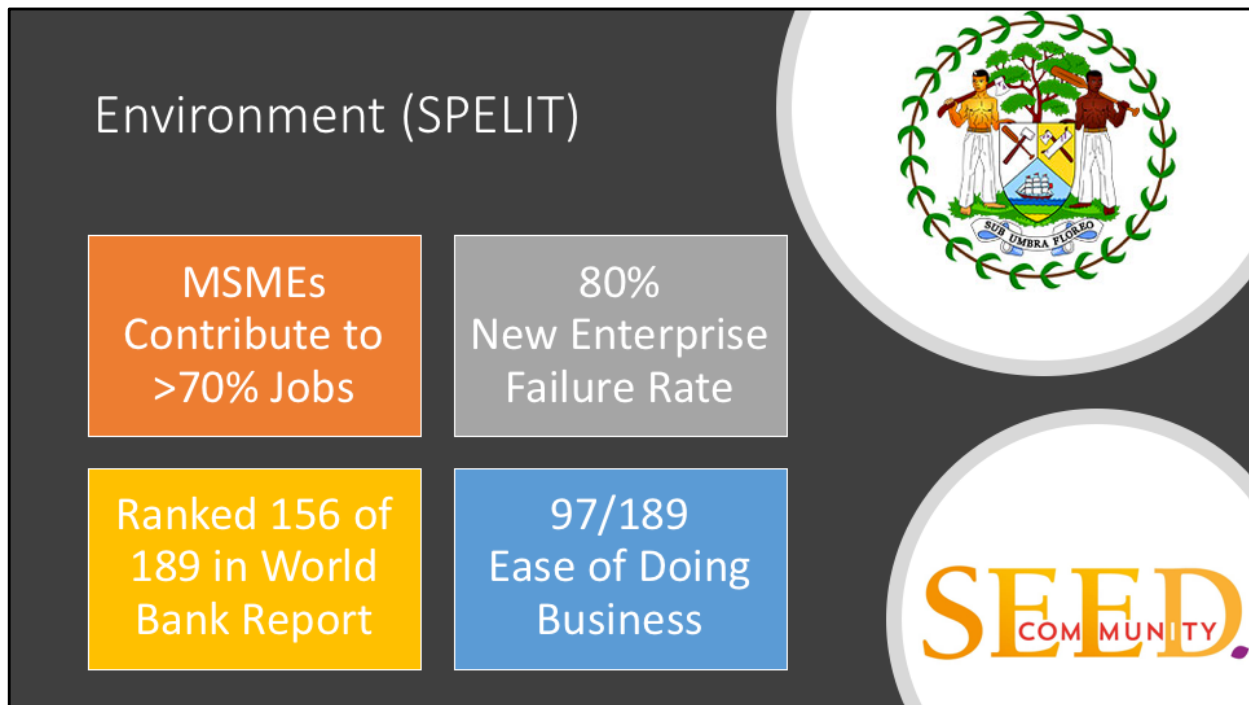
SPELIT, as defined by the Belizean government and set forth in its Belize Entrepreneurial Ecosystem Workplan policy for the period of 2016-2019. A copy can be found here, https://issuu.com/beltraidemarketing/docs/documentobelize_16nov

1. Belize is the least populated country in Central America with 324,100 inhabitants.
2. Belize is a young country, gained independence from UK in 1981.
3. GDP is 1.838 billion USD (2017)
4. Annual growth rate is 0.9% annual change (2017)



Economic data estimated by the Statistical Institute of Belize (2015)

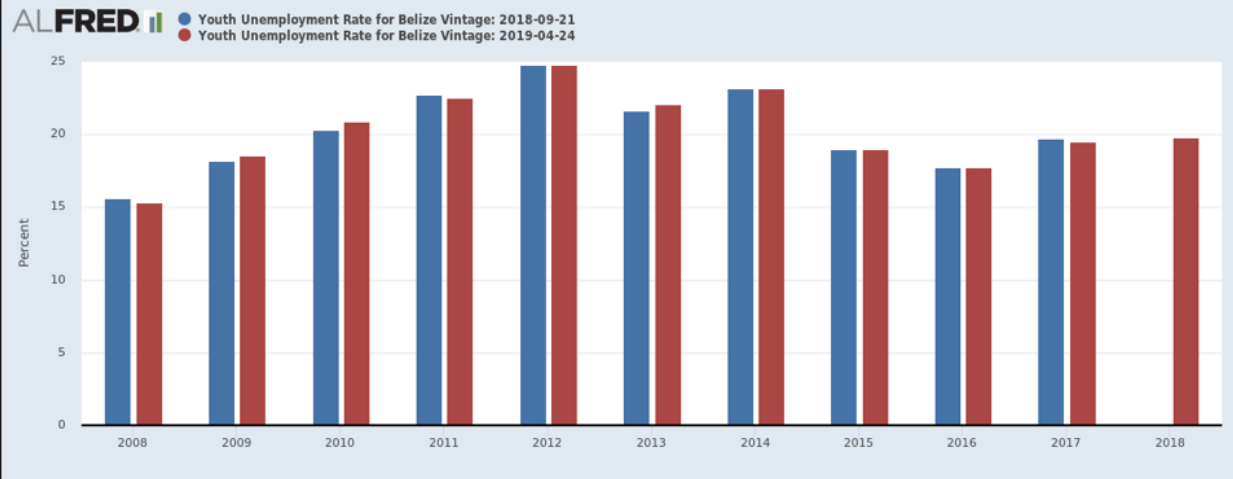
1. Overall economic activity was up .6%
2. Primary sector (agriculture) sharp drop of 27.4%, including marine production (drop in shrimp production primarily), banana exports and livestock production. Exception is citrus production, particularly oranges rising by 2.5 thousand metric tons.
3. Rise in secondary sectors of 18%, primarily due to electricity and water, and construction. Water distribution was up 8% due to municipal recreational parks and other infrastructural developments.
4. There was a 3.6% increase in the tertiary sector, primarily due to the rise in government services (8%) and tourism (11%.)



Economic data estimated by the Statistical Institute of Belize (2015)

1. Micro, Small and Medium Enterprises (MSMEs) contribute to over 70% of private sector employment and incomes and contributes significantly to GDP.
2. 80% failure rate of new enterprises
3. Ranked 156/189 in Doing Business topics of the World Bank Doing Business Report (2016)
4. Ranked 97/189 in the same report for ease of dealing with construction permits and insolvency tools, very important for individuals considering entrepreneurship.

Environment (SPELIT)



Source: World Bank/ALFRED

1. Overall unemployment rate in Belize is 9% (2017)
2. Unemployment rate is highest amongst Belizean Youth, ages 15-25 at nearly 20%, which has remained relatively unchanged for the last 10 years.

Environment (SPELIT)

SDGs = "New
Public Policy"

Belize
Ecosystem
Workplan



SEED
COMMUNITY

SPELIT, as defined by the Belizean government and set forth in its Belize Entrepreneurial Ecosystem Workplan policy for the period of 2016-2019. If you didn't get a copy of it from the meeting with Duane, it can be found here, https://issuu.com/beltraidemarketing/docs/documentobelize_16nov

1. Overall goal is to align it's new public policies with UN SDGs.
2. They feel the Belize Economic Workplan policy and framework is the best pathway to successful outcomes of their SDG priorities (i.e. is at the intersection of human rights issues SDGs and the country's economic growth.)
3. The SDG priorities of the Belize Economic Workplan policy are centered around Human Rights.
4. The #1 priority is Gender and Youth,. Followed by innovation, science and technology. Climate change and sustainable environment is #3.

Environment (SPELIT)

Regulations Framework

- Protectionism to Competitiveness
- Startup Survival and Value
- Enterprise Culture
- Strong Stakeholder Environment



National Entrepreneurship Strategy

- Solid Incentives
- Less Bureaucracy
- Public/Private Academia Partnerships



BELIZE ENTREPRENEURIAL
ECOSYSTEM WORKPLAN
2016-2019



SEED
COMMUNITY

1. Regulations framework to focus on existing cultural posture of protectionism to competitiveness through a focus on the process of business start-up and survival, involvement in the export value chain, the cultivation of an enterprise culture and a strong stakeholder environment.
2. This policy, when coupled and effected via the the National Entrepreneurship Strategy, is the basis for the Belize Entrepreneurial Ecosystem.

Purpose of the Belizean Youth SEED Community®

- Belizean Youth Ages 15-25
- Access to Entrepreneurial Training & Resources
- New Financial & Network Resources




In partnership with the International Center for Global Leadership (ICGL), a Belizean leadership center with a mission to cultivate leaders to advance their organizations, the Social Enterprise and Entrepreneurship Development Community (SEED Community)./ We plan to utilize the ICGL for in-kind resources such as location and technical capabilities.

The Belizean Youth SEED Community® targets Belizean youth, ages 15-25 who represent the largest unemployed segment, one of the largest under utilized resources in the country and most significant opportunity to address the Belize Entrepreneurial Ecosystem Workplan’s priorities, including SDGs and economic priorities.

SEED does this by providing access to academic support with entrepreneurial training, coupled with the financial and network resources new entrepreneurs need to improve their success rate.

Go-to-Market Mission and Vision for the Belizean Youth SEED Community®



SEED Community is a nonprofit with a mission to strengthen communities by creating access to entrepreneurial skills training, resources, and ongoing support for those who may be left out of their local economies. Our vision is to empower and connect with members of disadvantaged and marginalized groups in the pursuit of their small business dreams and goals, and position them, as well as communities across the United States and around the world, for sustainable financial growth and success. Ultimately, we will have a global network of SEED Communities that is peer supported.

Core Values & Readings

EVERYONE
has value.

CONNECTING
resources.

CONTINUED
support.

WOMEN and
CHILDREN.




The Asset-Based Community Development (ABCD) theoretical framework's basic premise is that everyone in the community has value. It's about discovering that value through an assessment of community assets, for example, existing skills within the target demographic that might translate into new small businesses.

One of the biggest reasons for failure and missed opportunities within communities, particularly as it relates to economic activity and entrepreneurialism, is a failure to connect assets so they may be leveraged for mutual benefit.

As entrepreneurial capacity is being built and small businesses formed, it's not enough to send people off with a business plan. The critical time for new entrepreneurs is scaling. In the SEED Community, it is done through continued community and action learning and support.

Special care is given to create access for women, particularly those with young children through our Little SEEDs program, providing longer term solution for generational training at an earlier age coupled with support today for young women with small children.

ABCD is the theoretical backbone of SEED.

Execution Plan & Traction: Strategic Partnerships



SEED
COMMUNITY

While in country, this team had meetings with several community stakeholders, including Duane Belisle, the CEO of Public Policy and his team, which resulted in interest in forming a strategic partnership.

Since then, Monique Usher, Acting Manager, SBDCBelize, BELTRAIDE, the managing body of the Belize Entrepreneurial Ecosystem Workplan policy and strategy, has been appointed to work with us in the forming the partnership and next steps.

BELIZE ENTREPRENEURIAL ECOSYSTEM WORKPLAN 2016-2019

Mentality and Entrepreneurial Culture Results

1. Entrepreneurial culture defined by the Ecosystem and disseminated across the country
2. Training programs for the media created
3. Ecosystem stakeholders sensitized and being entrepreneurial cultures sopke persons

Illustration 6 Main results of Mentality and entrepreneurial culture

Education System Results

- Entrepreneurial proposal for the Education System with the new curricula that is introduced in the school system.
- Joint entrepreneurial and education advertisement campaign.

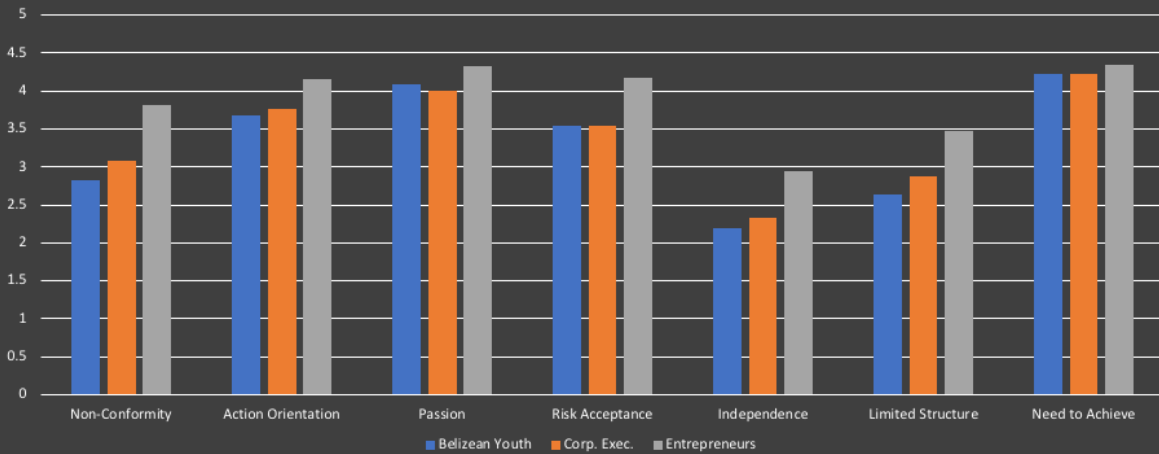
Illustration 7 Main results of Education system

SEED COMMUNITY Execution Plan

1. The interest of SEED by the government lies at the intersection of SEEDs flexible and integrated program, and 2 of the 5 ecosystem’s strategic outcome pillars as illustrated above and supported by the evidence in the next two slides.

Culture of Belize: Entrepreneurial Mindset Profile (EMP)

Entrepreneurial Personality Scale of Belizean Youth (15-25)

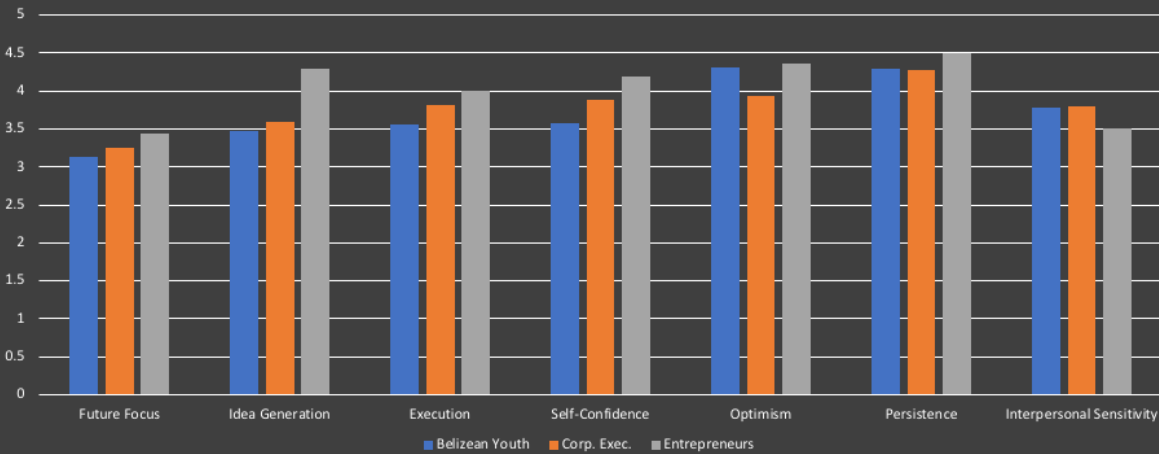


In fact, the CEO and his team were very impressed with our research inquiry, involving a quantitative survey of 17 Belizean Youth to measure Entrepreneurial Mindset, which strengthened their position and priority focus on Youth within the entrepreneurial ecosystem...

(The Entrepreneurial Mindset Profile or EMP, was developed at Eckerd College.)

Culture of Belize: Entrepreneurial Mindset Profile (EMP)

Entrepreneurial Skill Scale of Belizean Youth (15-25)



Excited about the possibility of doing a much larger segment to survey and test results of to validate on regional and country wide basis.

Interviews: Enterprising Interest & Experience


The infographic features three columns, each representing a young entrepreneur. Each column includes a portrait photo of the individual and a text box with their name, age, education, business details, and training received. The columns are color-coded: blue for Ashley, green for Karina, and green for Freddy. The portraits are arranged in a row at the top, with Ashley on the left, Karina in the center, and Freddy on the right. Below each portrait is a text box with their details. The background of the infographic is a dark grey rectangle with a white border.

Name	Age	Education	Business Details	Training
Ashley	20	Graduating High School (2020)	Operates Home Business Manicures in Village; Babysitting for Ex-Pats BZ\$200-400/month WOM	Mentorship and Capacity Training to Start Accounting Business
Karina	18	Graduating High School (2020)	Operates Home Business Hairdresser in Village BZ\$50-100/month WOM	Mentorship and Capacity Training to Grow Business
Freddy	19	High School Graduate (2019)	Operates Business Handyman/Landscaping for Local Real Estate Broker BZ\$400-600/month Single Source	Mentorship and Capacity Training to Start IT Business


...including, the qualitative data we gathered during 1:1 and group interviews. The preliminary results show that Belizean Youth are near the median measure of experienced Corporate Executives and "successful" entrepreneurs in the United States. These kids already have the basics in terms of mindset and leadership qualities to be successful. Now they need business capacity training and access to resources.


The Opportunity

UNIQUE Program	Work REQUESTED
PARTNERSHIP Interest	Your INVESTMENT



BELIZE





This is an incredible opportunity to pursue the SEED Community relationship in Belize. There is no program like SEED, in its design and approach that has the flexibility to address the specific and unique priorities of large scale endeavors such as the Belize Entrepreneur Ecosystem Framework, with the sensitivity and values of SDGs priorities.

We have already been asked by the CEO and his team to perform a policy review and large-scale community asset mapping. In addition, the CEO suggested a pathway to program funding through a strategic partnership, which includes co-branded proposals to funding agencies.

Your initial investment will allow the team to begin working immediately on the work that has been requested, including the creation of proposals to make larger funding requests.

Thank you very much for your time and consideration.

Sincerely,
The Belizean Youth SEED Community® Team.

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