

The University of La Verne
College of Business and Public Management
2022 REACH/Fleischer Scholars Program

“I have always believed we will never achieve the American dream until we figure out how to get those people who are less privileged economically into the mainstream”
Morton Fleischer

The University of La Verne’s REACH/Fleischer residential summer Program “REACH” is now in its sixteenth year. It has gained a reputation of being among the best programs in the region motivating high school students to pursue a college education as measured by the program’s graduating students’ inclination to attend college (100% in 2006, 96% in 2007, 98% in 2008, 98% in 2009, 98% in 2010, 100% in 2011, 98% in 2012, 96% in 2013, and 90% in 2014, and 98% in 2015/16, 93% in 2017, 96% in 2018, 93% in 2019, 100% in 2021, and 98% in 2022), and by the demand to add more students from the existing, participating school districts as well as other new districts.

The objective of this program is to put college within the reach of any student no matter how unattainable a goal may seem. In essence, REACH provides participants with a taste of various aspects of college life to create and sustain their motivation to aim for college after graduating from high school.



REACH targets primarily first-generation high school students from various Southern California Unified School Districts. Over the past 15 years, participants came mainly from Pomona Unified School District, Chaffey Joint Union High School District, and Covina-Valley Unified School District. The outreach program was developed with a mission to overcome issues that usually restrict the college ambitions of the targeted population.

In 2022, REACH accepted 50-11th graders (19 females and 31 males) to attend the summer program that started on June 5 and ended on June 24, 2022. 45 students completed the program (17 female and 28 male) for three weeks to delve into the business world by providing them instructions in the areas of management and organization, marketing, economics, accounting, finance, creating a business website, success skills, entrepreneurship, and environmental sustainability.

REACH participants were also exposed to college admissions and financial aid as well as two SAT sessions (one for English, one for Math). In addition, members of the University of La Verne Enactus “enactus.org” team served as counselors/mentors to the students and served as advisors for the participants’ business plans.

THEORY TO PRACTICE AND THE BUSINESS PLAN

Throughout the three-week camp, students are taught how to develop an idea for a business and then how to effectively run it. An important aspect of the camp is putting theory to practice with the students developing their business plans. Upon completion, the team with the top business plan and presentation is awarded \$1,000; the 1st runner received \$750, the 2nd and the 3rd finalists \$500. The monetary prizes are complimented with achievement certificates.



WELCOME BBQ: June 5, 2022

REACH management organized a welcome BBQ for students, their family members, Mr. Darren Knowles-the incoming Superintendent of the Pomona Unified School District, Mr. Mark Lefkowitz, Dr. Emmeline de Pillis- Dean of the College of Business and Public Management, and faculty on Sunday, June 5, 2022, after students' check-in.



OPENING BREAKFAST: June 6, 2022

The welcome breakfast featured Mr. Mark Lefkowitz, an entrepreneur, and CEO of the Lemonade game who served as the program's opening keynote speaker and delivered a powerful message that encouraged the students to "believe in themselves and be leaders!"

Program supporters and community volunteers were acknowledged during the opening breakfast. REACH Keynote Speakers Mr. Mark Lefkowitz, Professor Rick Hasse, and Ms. Carrie Lewis Hasse were awarded REACH Leadership Award. Additionally, Ms. Brenda Caldera of Sam's Club was recognized for her leadership and continued support of the program and received the 2022 Jullie Caston-Hicks Award.



CLASSROOM ACTIVITIES

All classes were delivered by the University of La Verne's College of Business and Public Management professors who volunteered to work with the students. Additionally, business and community leaders from various organizations such as the Three Valleys Water District, the Fleischer Scholarship, The Small Business Development Center, LiftonLarsonAllen "CLA", the Lemonade game, Deloitte, and Feast Foods (dba Jack in the Box) volunteered as guest speakers.



THE BUSINESS PLAN COMPETITION

As a culminating activity, program management staged a business plan competition among participating students. The fifty-six students were divided into ten groups composed of 5 or 6 students each. Their task was to win over a panel of judges comprised of business and community leaders to whom the students would present their finished business plan at the end of the 3-week program.



Each business plan had to include everything from the cost of the premises (lease) to the required licenses and permits to the cost of equipping, staffing, financial projections, and marketing. They were charged to create an organizational chart, financial projection, and a business website to operate said business for a profit. Nine business plans for nine potential businesses were developed by students and were presented on June 21, 2022. Fifteen volunteer business and community leaders served as judges.

THE FINAL FOUR

Program management organized the “Final Four” on the evening of June 22, 2022. The Final Four is the presentation of the best four business plans that were chosen by a panel of business and community leaders the day before from the 10 presented plans. The purpose was to decide on the overall business plan winner, second place winner, and the two finalists. The teams who made it to the Final Four are FitMe- a fashion app.; Anosa Cards- a young adult entertaining/educational card game, Royal Tee- a fashion trend app.; and SEB’s- an authentic Mexican restaurant.



OTHER ACTIVITIES

In addition to the aforementioned business plan activities/curriculum, REACH management organized the following educational field trips and activities:

A Field Trip to the Three Valleys Water District’s Treatment Plan in Claremont: June 8, 2022

On this field trip, students learned about California’s water supply and distribution systems, water sources, water use and conservation, the science of water, public policies, and the importance and responsibility of stewardship.



An Evening at the Spirit of Irland Concert with Michael Ryan & Friends: June 12, 2022

Students spent a fun-filled evening of Irish cultural dance and music! This performance presented everything from traditional and hauntingly beautiful Celtic music to contemporary and lively Irish songs and traditional Irish dancing.



An Evening at the Quakes Baseball Stadium: June 14, 2022

On the evening of June 14, 2022, students spent a fun evening watching Rancho Cucamonga Quakes facing off Inland Empire 66ers.



A Virtual Evening with Mr. Moton Fleischer: June 15, 2022

On the evening of June 15, 2022, REACH students spent a very rewarding time listening to a virtual, yet motivational speech by Mr. Fleischer, the founder and the CEO of the Fleischer Scholars Program. Mr. Fleischer discussed the mind roadmap steps he has followed to become a successful entrepreneur and businessman. Additionally, he responded to students' various questions and provided valuable experiential advice that help them in their personal and professional life.



An Evening at the Movies: June 18, 2022

On the evening of June 18, 2022, REACH students spent a fun evening at the movies, watching Jurassic World: Dominion at Laemmle Claremont theatre.

Talent Show: June 23, 2022

A fun talent show filled with music, songs, and comedy performances by students took place on June 23, the night before graduation.



GRADUATION: June 24, 2022

Camp graduation was held for participating students on Friday, June 24, 2022, in the Ann & Steve Morgan Auditorium. More than 500 people attended this commencement, including community and civic leaders, business leaders, school officials, and participating students' parents and family members. The commencement featured a welcome message from the University of La Verne Provost Dr. Kerop Janoyan, the Dean of the College of Business and Public Management, Dr. Emmeline de Pillis, and the Mariachis of Garfield High School.

Dr. Richard Martinez, the Superintendent of the Pomona Unified School District served as the graduation speaker. The Mariachi Band of the Garfield High School added colors to the graduation as they entertained students and guests,

Certificates of completion, Fleischer Scholars certificates, certificates of achievements from the State of California Assembly signed by Assemblymember Chris Holden, and certificates of recognition from the California Senate signed by Senator Connie Leyva were given to students. In addition, the winners of the business plan competition were announced and received their awards and prizes.

Mr. Morton Fleisher and Dr. Richard Martinez received the program’s Spirit Award (Mr. Fleisher’s award was shipped as he was not able to receive it in person). Additionally, Mr. Guillermo Gonzalez of Garfield high school was recognized for his leadership and continued support of the program and received the 2022 Jullie Caston-Hicks Award.



Dr. Ghazzawi announced the winners of the Final Four as follows: FitMe- the First Place Winner; Anosa Cards- the Second Place Winner; Royal Tee and SEB’s were the finalists.



THE JULIE-CASTON HICKS SPIRIT AWARD

REACH management announced the recipient of the “Julie Caston-Hicks Spirit Award”. This is an annual award in memory of the late Julie Caston-Hicks, a former REACH advisory board member who passed away in December 2018. The award is bestowed on an individual who exhibited unwavering dedication to and support of the program. This

year's award went to Ms. Brenda Caldera of Sam's Club and Mr. Guillermo Gonzalez of Garfield high school, both recipients are members of the REACH advisory board. Additionally, the following REACH participants Afi Dotse, Arul Loomba, Kaylee Suryadi, Kevin J. Barrera, Natalie Vidarte, Navdeep Takher, and Saniya Tillis received this honor.

Awards were presented by Professor Rick Hasse and Ms. Carrie-lewis Hasse, the Award sponsors.



COLLABORATION, TEAM-BUILDING EXERCISES, & ROBOTICS





REACH 2022 AWARDS

REACH 2022 Leadership Awards went to the following individuals:

Kirk R. Howie, Ensign Freeman, Marissa Turner, Dominique Aguiar, Stephen Lang, Anna Cruz, Yehia Mortagy, Ahmed Ispahani, Claudio Munoz, Hal Assael, Rick Hasse, Gary Schantz, Amy Jiang, Bashir Eramya, Sean Snider, Lili Huang, Marlen Gomez, Jason Greenlee, Donte Apperwhite, Juan Regalado, Julia Wheeler, Veronica Ashcroft, Pedro Medrano, Michael Ryan, Justin Alarcon, Alec Maldonado, and Maria Garcia.



Other organizations were recognized for their support of the program, including the Metropolitan Water District of Southern California, the Three Valleys Water District, Sam’s Club, PepsiCo, Southern California Edison, the La Verne chapter of the Veterans of Foreign Wars, the Small Business Development Center of La Verne, Deloitte, CliftonLarsonAllen “CLA”, the Lemonade Game, FEAST Foods “DBA Jack in the Box, and the Majestic Realty Foundation.

ASSESSMENT: QUICK RESULTS

In a post-program survey, 98% of program participants indicated their desire to attend college. See Table 1. Similarly, 81% indicated that the camp changed their perspective on college life. As far as thinking ahead about becoming an entrepreneur, 64% of participants indicated that the camp changed their perspective positively about business.

A follow-up of the program’s former participating students revealed that on average 90% of 2013 through 2019 are attending college.

TABLE 1: Participants’ Inclination to attend college (years 2006 through 2022)

Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2021	2022
Inclination	100%	96%	98%	98%	98%	100%	98%	96%	90%	98%	98%	93%	96%	93%	95%	%98

Appendix I: Excerpts from Students' Reflections*
"All testimonials have been reproduced exactly as written"

** While the program has received a wonderful 45 students' reflections, the following excerpts were randomly selected.*

"This REACH camp is amazing and it will be a great idea to continue it. I had such a great time learning and all the professors were awesome and had great stories to tell us. I like all the people here. I made a bunch of new friends. I like the classes and the activities we did. I loved this camp..." Afi Dotse, Ganesha High School. June 23, 2022.

"Being at REACH brought me many new experiences. I've made great friends. I learned a lot about trust, dynamics, teamwork, and of course what I need to know to be successful when it's time for me to start my business. I will never forget the counselors, the dining hall, staff, roommates, classmates, or my professors. Being away from home this long was new and sometimes difficult, but there was never a bad day..." Nahuali Burrola, Northview High School. June 23, 2022.

"... The La Verne REACH Program is one of the greatest opportunities that education can offer. It gave me the chance to start thinking about the future. Everyone that Dr. Ghazzawi brought to teach was the best of the best and the number one in the world to teach us..." Aaron Gonzalez, Village Academy. June 23, 2022.

"The program has taught me so many things, but the most important thing was perseverance. Working with groups was a challenge with everyone having their personalities. There were times when we clashed. But with a lot of patience and communication, we persevered. Nalani Carrillo, Covina High School. June 23, 2022.

"I learned that college can change your life in many aspects. You get to live on campus and you are responsible for yourself... The university of la Verne was a life-changing experience..." Jefferson Gomez, Palomares Academy. June 23, 2022.

"The 2022 REACH program was amazing! Some of the skills I learned included accounting, finance, and business management. Each topic was taught skillfully by experienced professors. The business plan itself and all the keynote speakers inspired me. The REACH experience was the best of the best..." Arul Loomba, Rancho Cucamonga High School. June 23, 2022.x

"This program was the most amazing program I have ever been to..." Randy Moya, Chaffey High School. June 23, 2022.

"... This program was extremely fun to have... I learned so many skills and a look into the real world..." Sebastian Orozco, South Hills High School. June 23, 2022.

"I find myself learning and growing out of my comfort zone. I've been welcomed into a world of new opportunities and met many new people who shine in their ways... I am very thankful to have gained experience here at the REACH program." Kaylee Suryadi, Diamond Ranch High School. June 23, 2022.

"This program has been a wonderful experience. I was able to have the opportunity to learn about accounting, finance, management, economics, technology, and marketing... The lectures throughout these few weeks have been amazing and very essential to our everyday life. ..." Lizbeth Perez, Ganesha High School. June 23, 2022.

CAMPUS LIVING IN PICTURES



*For any questions, please contact:
Issam Ghazzawi, Ph.D.
Professor of Management
Director, REACH/Fleischer Scholars Program*