“I really loved this program. It really made me more knowledgeable about the business industry. As an entrepreneur myself, this program bettered my ability to better succeed. This program enhanced my strategies as a businessman.”

- Sriarya Sripadrao, Class of 2021, Brookwood High School
About SYLI

Celebrating its 11th year, SYLI (Summer Youth Leadership Institute) is one of 21st Century Leaders’ one-week residential summer leadership institutes for Georgia high school students. SYLI@Goizueta was held the week of June 3rd-June 8th, 2018 on the campus of Emory University's Goizueta Business School in Atlanta, Ga.

Each year, students at SYLI explore the different aspects of the business world through hands-on workshops with passionate professionals, networking opportunities and corporate tours. Business professionals from The Coca-Cola Company, Mercedes-Benz USA, Emory Goizueta Business School’s Start:Me Social Enterprise, MarketSource, Atlanta Business Chronicle’s 40 Under 40 honorees, and many more helped the students develop personal and professional leadership skills and explore career potentials throughout the week.

Statewide Student Diversity & Demographics

| 76 Students | 60% Female | 40% African American |
| 59 High Schools | 40% Male | 36% Asian/Pacific Islander |
| 19 Counties | | 16% Caucasian |
| | | 8% Hispanic/Latino |

“I gained so many friends with diverse opinions at 21CL. I cannot imagine never attending this camp. I’ve met so many great and different people from [my camp experience] and I really do believe I will maintain these relationships well into the business world.”
- Jena Paramesh, Class of 2019, Pope High School
Student Impact

100% of the students reporters that this program helped improve their Networking Skills and Communication Skills (including public speaking, etiquette, etc.)

100% of the students reported that their Business Knowledge has increased since attending this program.

98% of the students reported that as a result of the institute, they are more likely to seek out a leadership role or continue seeking leadership roles.

97% of the students reported that this program has improved their Teamwork Skills.

“I would recommend this program because it gave me great insight into the business aspects of the world, including getting personal advice from current business leaders…” - Eddie Nestell, Class of 2020, A.R Johnson Health Science and Engineering Magnet School

“There honestly was not a single session I didn't like or take something away from throughout the whole camp. The experience was amazing, and as I have mentioned, life-changing! Thank you all for what you do to make these camps so beneficial and fun for all of us!” - Luke Winstel, Class of 2019, St. Pius X Catholic School
100% of students reported that this program met or exceeded their expectations

98% of students reported that they are more likely to seek out leadership roles as a result of this program

70% of students discovered a career field they're interested in that they didn't realize before attending

60% of students reported their career interest was reaffirmed by an experience at SYLI

“When I first heard about SYLI, I was surprised that I was selected because I never really thought of myself as a leader.” - Maria Martinez, Class of 2019, Cristo Rey Atlanta Jesuit High School

**Students reported improving upon or personally growing in the following leadership competencies:**

- **78.8%** Career Ambition
- **76.6%** Communicating Effectively
- **60%** Building Effective Teams
- **53.3%** Problem-Solving
- **43.3%** Action-Oriented
- **41.6%** Integrity/Trust
SYLI Highlights

151 Volunteers
Special thank you to the following corporate partners who hosted workshops:
Goizueta Business School; Start:ME Social Enterprise Team
The Coca-Cola Company
Mercedes-Benz USA
MarketSource
Atlanta Business Chronicle’s 40 Under 40 honorees

2 Corporate Tours
The Coca-Cola Company
Mercedes-Benz Headquarters

“It was great to network with individuals from Coke. I got to learn about marketing and I am now interested about learning more.” - Jada Daniels, Class of 2019, Twiggs County High School

Alumni Give Back
21st Century Leaders’ Alumni - 16 young professionals and college students - hosted panels, workshops, and roundtables.

“They were a great, diverse group of leaders who had different perspectives and advice about tackling leadership, college, and career.”
- Julian Woods, Class of 2019, Westlake High School
The Coca-Cola Company sponsored its 5th year at SYLI. The students enjoyed a day at the company’s Atlanta headquarters filled with career-driven workshops led by Coca Cola’s Legal and Marketing departments.

82% of students reported that the legal session breakout was their favorite session.

39 Coca-Cola Volunteers

“The Coca Cola Company workshops demonstrated all of the different aspects behind a business. I was most interested in the legal section. We did an activity where the company and the artist/talent had to negotiate an agreement regarding the artists’ sponsorship. I really enjoyed this activity.” -Zakia Tookes, Class of 2019, Charles R. Drew Charter School

“Coca-Cola was my favorite because it was both interesting and interactive and all the people we interacted with were friendly and helpful.” -Flannery Bogost, Class of 2020, Homeschool

"I really enjoyed the creative process of coming up with a marketing plan and working with everyone to combine our creative ideas." - Shalin Jain, Class of 2020, Duluth High School
Leadership Dinner & Networking

June 6, 2018

Various business executives and professionals from the metro Atlanta area formally dined and networked with student at our annual Leadership Dinner. During dinner, students had the opportunity to hear from four high-leveled executives on this year’s panel.

“The panelists were all very interesting and a lot of fun to talk to before the dinner. Meeting a VP for PR for ESPN was an experience I would have never had if it weren’t for this program.” - Aazan Khan, Class of 2019, Northview High School

“I experienced first hand what it is like to be in a professional etiquette dinner and at the same time what it is like interact with the professional individuals in a professional manner.” - Samuel Kundi, Class of 2019, Colquitt County High School

“From the leadership dinner, I was able to network and actually put myself out there to an extent of getting to know different business men and women.” - Maya Ellison, Class of 2019, Arabia Mountain High School
A new addition to the SYLI agenda this year was a day sponsored and facilitated by Mercedes-Benz USA. MBUSA gave students the unique opportunity to visit their new headquarters in Atlanta, Ga., where their experience included designing the car of the future, learning about personal branding and the company, and networking with MBUSA professionals.

Favorite Sessions:
Speed Interviewing &
Designing the Car of the Future

23 Volunteers from MBUSA

"I think that the speed interviewing and networking were super informative and useful, because people our age never really get the chance to learn these skills until they're older." - Sarah Eidizadeh, Class of 2021, Atlanta International School

“Everything on this day was incredible. I enjoyed everything we learned as well as what we were able to take away, such as marketing and standing behind a brand.” - Maya Ellison, Class of 2019, Arabia Mountain High School

“I think that it was interesting being in the shoes of the Mercedes-Benz car designers and engineers and the process they go through to build their high performance cars. I also thought that it was important to understand how you should be true to yourself when it comes to coming up with your own brand, as well as making an effective elevator pitch that can be effective in the upcoming years.” - Samuel Kundi, Class of 2019, Colquitt County High School
SUNDAY: Welcome to SYLI
Students arrive at Emory University and take part in leadership workshops led by the 21st Century Leaders Summer Leadership Team

MONDAY: Start:ME NextGEN, Social Enterprise & Entrepreneur Day
Kickoff session: Brian Goebel, Managing Director of Social Enterprise at Emory. Entrepreneur 101 & Business Idea Generation: Start:ME Team
Lunch & Learn Panel *provided by Arby's Foundation: JP James, Entrepreneur’s Society; Jen Price, Atlanta Beer Boutique; Tyler Rogers, King of Pops, Lisa Wise, re:loom; Joe Reynolds, Love is Love Farms (Lunch sponsored by Arby’s) Alumni Professional Roundtables: led by Alumna Natalie Walker & 21st Century Leaders Alumni

TUESDAY: Coca-Cola Day

WEDNESDAY: Career & Challenge Day
The Next Generation of Leaders: Atlanta Business Chronicle's 40 under 40 Professionals Leadership Challenge Rotations: 21CL Staff & Summer Leadership Team Leadership Dinner at Emory University: Dinner Panelists included Melissa Proctor, Atlanta Hawks; Chris Eames, ESPN; Mark Abrams, Smith & Howard; and Kimyatta McClary, McKesson Salsa Dancing

THURSDAY: Mercedes-Benz USA Headquarters Day
Welcome to MBUSA: Tamika Curry-Smith, Head of Diversity & Inclusion and Matt Everitt, VP & General Counsel
Design the Car of the Future Networking & Elevator Pitches: 9 MBUSA Employees
Personal Branding Speed Interviewing: 9 MBUSA Employees Employee Q&A Panel: Trevor Bleedorn, Margaret Ervin, and Shelby Riley

FRIDAY: Presentation Day
MarketSource Innovation Challenge Presentations: Judges included Mark Doornbosch, Scott Anderson, Gina Rose Galli, Maurice Robinson, and Sean Stratton Leadership Celebration: Bridges Holmes, Sr. Manager, Diversity & Inclusion, MarketSource, 21CL Board of Directors

www.21stcenturyleaders.org