



# 2023 Evaluation Report

*provided by 21st Century Leaders*



**"The most inspiring, unique, and amazing program to help you grow as a leader and gain valuable insight into the business world as a teenager." - Deeya Gupta, Northview H.S.**

# About SYLI

Founded in 1989, 21st Century Leaders (21CL) is a non-profit organization that connects, transforms, and inspires high school students in Georgia to leverage diversity, explore career opportunities, and become leaders in their school, community and ultimately the workforce.

21CL's **Summer Youth Leadership Institute (SYLI)**, celebrating its 16th summer, is a week-long, business and entrepreneurship -oriented summer leadership institute hosted on Emory University's campus in partnership with the Goizueta Business School. This year's institute was held from June 4 - June 9, 2023.

Students at SYLI explored the different aspects of the business world through hands-on workshops with passionate professionals, networking opportunities and corporate insights. Business professionals from The Coca-Cola Company, Goizueta Business School's Start:ME NextGen program, MarketSource, Cox Enterprises & Cox Automotive, Delta Community Credit Union, and many more helped the students develop personal and professional leadership skills and explore career possibilities throughout the week.

Students who attended SYLI received free enrollment for the 2023-24 school year to **Leadership Connect**, our online leadership development platform.

## Statewide Student Diversity



**78** Students

**53** High Schools

**28** Counties

**47%** Black/African American

**19%** Asian

**19%** Indian/South Asian

**6%** Caucasian

**6%** Hispanic

**1%** Middle Eastern/North African

**56%** Female identifying

**44%** Male identifying

*Thank you to the following individuals, corporate and community partners for supporting SYLI: Emory University Goizueta Business School,, The Coca-Cola Company, MarketSource, Cox Enterprises,/Manheim John & Mary Franklin Foundation, Kiwanis Foundation of Atlanta, Delta Community Credit Union, DeKalb County Human Services, Fulton County Community Services, Wells Fargo Foundation, and Board of Directors. This program was also funded by the Georgia Department of Education through Georgia's American Rescue Plan education allocation and administered in partnership with the Georgia Statewide Afterschool Network.*

**41%** of students reported that an experience at the institute was their **first time seeing someone successful who looks like them** in a career or position they are interested in

# Student Impact

21st Century Leaders' programs are focused on developing skills in seven core leadership competencies. Students reported understanding the following competencies and knowing how to use them or expand them as a result of the program

79%

Problem Solving

75%

Action-Oriented  
Career Ambition  
Self-Development

71%

Building Effective Teams

65%

Communicating Effectively  
Integrity & Trust

## DIVERSITY, EQUITY & INCLUSION



"I liked how the DEI presentation challenged my thinking skills. By thinking about social topics from many different perspectives, I **had to rethink how DEI is incorporated in society.**" - Natalie Jiang, Chattahoochee HS, Class of 2024

"I liked this activity because it was interactive and I learned about what my peers think about most inside and outside of school. It was a very deep activity that **made me realize the importance of diversity** and why we should embrace it and not shy away from it." - Naomi Beal, Westlake HS, Class of 2024

"I liked hearing everyone share their thoughts about the topic and learning more about what equity and equality were." - Foluke Oladeji, Homeschool/Georgia Virtual School, Class of 2025

"I learned a lot about my peers and their experiences and perspectives. I learned more about the differences between equality and equity and how we can even the playing field for everyone by addressing the problems from the root cause." - Annie Lin, North Atlanta HS, Class of 2024

"My experience was captivating because it reinforced how important it is to have a diverse group of ideas." - Erin Howard, Charles R. Drew Charter School, Class of 2024

# Student Impressions & Impact



**I would recommend this program to others because it teaches a lot of important skills and establishes a mock professional environment.** These lessons are also taught in an engaging and stimulating way. Furthermore, all of the kids that join are amazing. I think anyone would make great connections in this program because of how friendly and dedicated everyone is." - Gwen Ja, Innovation Academy, Class of 2024

## IMPACT RESULTS

**100%** of students reported that 21CL met or exceeded their expectations

**94%** of students agreed that they now see themselves as leaders after attending the program

**94%** of the students reported that because of their experience they are more likely to seek out or continue seeking out leadership roles

**91%** of students reported that 21CL helped improve their Business Knowledge, Networking and Interpersonal Skills

**89%** of students reported that their confidence as a leader increased because of the program.

**84%** agree that their Communication and Teamwork Skills improved, and **75%** of students reported that their Critical Thinking Skills improved since attending the program

**"I would recommend this program to others because I not only made friends, but I learned everything there is to know about business and everything was so informational and fun. I hope to come to another program next year because this was the most support I've received from a camp."**

- Alana Harris, Fredrick Douglass High School, Class of 2025

# Student Impressions & Impact

**"After participating in 21st Century Leaders, I would describe this program to others as a life-changing experience that will not only improve your leadership skills and allow you to learn about the business world, but it also allows you to find your people and make life-long friends." - Ayanna Desai, Lovett HS, Class of 2024**

**"SYLI is a fun and engaging program that takes place in a college setting with many team building exercises, informational speaking sessions, important leaders, and students with similar interests. It gives you the opportunity to network with people that may have very great opportunities that can benefit your future or career." - Andres Garcia, New Manchester HS, Class of 2024**



**"I would recommend this program to others because it provides one on one opportunities for networking with business professionals with many different backgrounds and many different fields. Also, hearing and learning about their journeys and their job was very insightful!"**

**- Ishan Sundrani, Rome HS, Class of 2024**

## **CAREER AMBITION**

**78%** of students reported that after attending the institute, they are clear in knowing their career path after high school

**64%** of students reported that they discovered a new career field that they are now interested in that they didn't realize prior to attending SYLI

**37%** of students reported their experience at the institute was their first time visiting a corporate campus

**36%** of students reported that their career interest was reaffirmed by an experience at the institute



# INSPIRING YOUTH TO LEAD

## 141 Volunteers, 1,855 hours

"After participating in 21st Century Leaders' SYLI, I would describe this program to others as a wonderful program that has taught me how to work well with others, develop leadership skills, and introduced me to new jobs in various industries!" - Jovanna Ruf, Whitewater HS, Class of 2026

## LEADERSHIP SKILLS AND NETWORKING

*Students had the chance to dine with industry professionals and community leaders during the Leadership Dinner + Panel...*

"I had the great opportunity to be the moderator for the Leadership dinner. Talking with the panelists and **being in front of the podium made me realize how far I've come in my public speaking skills.** That was an experience I will never forget." - Sahasra Pothu, South Forsyth HS, Class of 2025

"I really enjoyed the leadership dinner! A quote from Mr. Greg Clay particularly resonated with me: **"success is about our communities; how many people are we serving? Are we positively impacting communities?"** It was reassuring to hear someone in politics say this, but also an always relevant reminder of the importance of servant leadership." - Raveena Alli, Atlanta Girls School, Class of 2024



## TEAM BUILDING & CRITICAL THINKING

**16%** of students reported that this was their first time interacting with peers outside of their geographic area



*During the week, students worked in teams to address a "challenge" and pitch their solution to a panel of judges. The challenge this year, presented by MarketSource, involved identifying a real-world challenge and designing an innovative solution.*

# Social Enterprise & Entrepreneurship

Students learned from Emory University's Goizueta Business School's Start:ME NextGen program and Delta Community Credit Union...



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SCHOOL

"I enjoyed the speed networking and the people. My counselors were very energetic and spread their energy no matter what time of the day it was." - Sophie Liu, Fulton Science Academy, Class of 2025

"The idea generation session was very fun and helped me prepare for the project later in the week. My peers thought of good ideas and the speakers were very inspiring." - Gautam Reddy, Lambert HS, Class of 2025

"I enjoyed having the chance to interact with a mentor and learn more about entrepreneurship." - Olaoluwa Oguneye, Decatur HS, Class of 2024



**"I really enjoyed the shark tank presentations and how we worked closely with our mentors to guide us through discussion and share their professional insight with us."**

- Surya Palsam, Denmark HS, Class of 2024



*...and learned from 21CL Alumni through Roundtable and College Panel sessions...*



"I thought they were really amazing people and I was glad they took the time to talk to us. They demonstrated the success of this program through talking about their experiences navigating college, and the workplace." - Camilo Archila, Lakeside HS, Class of 2025

"The alumni round table was an incredible experience, I learned and connected so much and the alumni were incredibly helpful." - Alexis Liu, Denmark HS, Class of 2025

"I loved how everyone had different jobs and the diversity was top tier." - Temarion Murray, Baldwin HS, Class of 2025

"They were incredibly helpful and it's cool to see people who were just like us just further in their lives. It's almost like looking into the future." - Lucas de Macedo, Innovation Academy, Class of 2025

"I loved getting to meet professionals in various stages of their career paths. It really opened my eyes to show that the possibilities are endless." - Maya Olidge, Riverwood International Charter School, Class of 2024

**25%** of students reported that attending the institute was their first time on a college campus

# The Coca-Cola Company Branded Day

The Coca-Cola Company sponsored its 10th year at SYLI with its branded day. The students enjoyed a career-driven day at the Coca-Cola Headquarters with Coca-Cola's Legal and Marketing departments, featuring an overview of Coca-Cola's history, brand marketing with Sprite, insight into community engagement, and legal breakout sessions with a simulation of talent contract negotiations.



## 22 Volunteers

Top Sessions: Sprite Brand Marketing, Legal Breakout Sessions, and Coca-Cola History

"I loved every session. I learned that finding your own passions and networking is most important in the business world. I also learned to find mentors who can steer you in the right direction and to not settle for a company who would not let you be "you"." - Ailin "Irene" Huang, Northview HS, Class of 2024



"It was interesting to learn about the company and its innovations, as well as different career paths in the company." - Annie Lin, North Atlanta HS, Class of 2024

"It was inspiring to learn how much Coca-Cola influenced the world. I would say **it opened me up to different career choices.**" - MiAngel Allrich, Landmark Christian School, Class of 2025



"My overall takeaway from the sessions was that **you can negotiate in a way where both sides win and it doesn't have to be aggressive or strongly worded** to get your point across." - Kimora Davis, Jonesboro HS, Class of 2026

"I learned how important **your voice** is and how it can impact either positively or negatively depending on how you express it to other people." - Lincoln Murph, Decatur HS, Class of 2024

"I liked seeing **black women with high positions and hearing their stories of how they got there.** I also enjoyed the negotiation as it kept us engaged while being informative." - Brianna Hare, Davidson Fine Arts Magnet School, Class of 2024

"I overall enjoyed the entire day. Each segment includes something that really interested me. The negotiation simulation was really fun and learning about all the marketing strategies that Coke and Sprite uses was fascinating." - Shreya Prakash, Wheeler HS, Class of 2024





# Cox Automotive at Manheim

## 42 Volunteers

*Students got hands-on experience learning about the automotive industry, from building robots to inspecting and valuating cars for auction.*



"I had a great experience at Manheim. I learned all about the automotive industry, auctions, valuations, etc. **I had no background in the industry, and I learned a ton.**" - Gavin Sender, Pace Academy, Class of 2025

"I liked Cox Automotive a lot because it **helped show me what it was like to be in a positive work environment.**" - Chris Boyd, Landmark Christian School, Class of 2025

"My favorite Manheim Atlanta session was the robot building and tour. **I really enjoyed doing the hands-on activities** and applying myself in the work." - Kabhir Mongia, Lambert HS, Class of 2024

"My favorite Manheim Atlanta session was the robot building because **I used to be very interested in engineering and it reignited the passion I once had.**" Emoni Love, Wheeler HS, Class of 2024

"I learned how AI is being used in the workforce." - Prateek Doddla, Chattahoochee HS, Class of 2025

### ***How was your corporate tour experience with Cox Automotive at Manheim?***

"It was great, I learned how technology has helped improve spotting mistakes on cars and how to build a robot." - Anika Patkar, Walton HS, Class of 2025

"I learned about all the occupations there are in the automotive industry. **I didn't realize how much went into selling cars.**" - Shreya Prakash, Wheeler HS, Class of 2024

"I learned a lot more about the automotive industry and **now have a much deeper appreciation** for what really goes into ensuring our cars are safe and reliable. It was truly amazing to watch how quickly AI can scan and inspect a car!" - Raveena Alli, Atlanta Girls' School, Class of 2024

"I realized that there are multiple aspect of the automotive industry. I especially loved the robot building workshop and **am now considering a career field in engineering.**" - Maya Olidge, Riverwood International Charter School, Class of 2024



**"My corporate tour experience with Cox Automotive at Manheim Atlanta was great! I learned how Cox Automotive worked as they introduced me to the different roles. I also learned how they valued family and had a versatile working environment."** - Isabel Liu, Fulton Science Academy, Class of 2025



# AGENDA SNAPSHOT

Sun., June 4 - Fri., June 9, 2023

## **SUNDAY: Welcome to SYLI**

Program welcome and leadership workshops led by 21CL staff and alumni



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## **MONDAY: Entrepreneurship**

**Welcome to Start:ME NextGen** - Fran Carroll, Southside Coordinator, Start:ME; Will Wesley, Community Development Representative, Delta Community Credit Union

**Entrepreneurship 101: Idea Generation Session**

**Business Plan Labs: From Ideation to Generation** - Start:ME NextGen Mentors

**Dolphin Tank Pitches!** - Students present their business plan

**The SYLI Challenge, Presented by MarketSource** - Chris Walter, VP of Strategic Enterprise Services, MarketSource



**21CL Alumni Roundtables** - Chance Mack, 21CL Junior Board Chair; 21CL Alumnus, 21CL Alumni

## **TUESDAY: The Coca-Cola Company Day**

**Coca-Cola Day Welcome + History** - Sarah Rice, Director, Archives

**Coca-Cola Connections** - Willie Hernandez, International General Counsel

**Brand Marketing: Sprite** - A.P. Chaney, Creative Director, Sparkling Flavors

**Coca-Cola Master Piece: Bringing Real Magic to Life** - Charlotte Murphy, Senior Legal Counsel, Global Marketing and Chase Abraham, Director, Content Creative- Global

**Legal Matters! + Breakouts & Presentations** - Andy Weeks, Shaudie Fassih (21CL Alumna), and Robert Barnes

**Breakout Session Debrief** - Tony Fan & Robert Barnes

**Influencer Marketing + Social Media** - Crystal Reel, Manager, Global Marketing Procurement: Assets, Influencer Partnerships

**Final Thoughts** - Hector Gallardo, Senior Vice President, Customer Leadership, FoodService East

**Pool Party + All Camp Fun!**

*The Coca-Cola Company*

## **WEDNESDAY: Leadership, Diversity, Equity & Inclusion**

**Leading in a Diverse, Equitable and Inclusive Culture** - Patrick Solomon (21CL Advisory Council) & Joe Iarocci, Co-Founders, The Collective 180

**Speed Networking** - business professionals

**Leadership Dinner + Dinner Panelists** - Greg Clay, Executive Director of the Office of Constituent Service, City of Atlanta (21CL Alumna). Arjun Chowdri, Chief Innovation Officer, PGA of America, 21CL Board of Directors; Cora Miller, Co-Founder + CEO, Young King Hair Care; Anqi Zou, SVP, Artificial Intelligence Innovation Leader, Truist

**21CL Talent Show!**

## **THURSDAY: COX Enterprises & COX Automotive Day**

**Welcome and Overview of Manheim** - Amy Taitano, General Manager, Manheim Georgia; Eddie Rawlings, Assistant General Manager, Manheim Atlanta

**Tour, car description, and market valuation activity**

**Robot Building** - Manheim volunteers

**Early career fireside chat** - featuring Momentum

**Auction simulation and Debrief**

**Finalize projects + King of Pops break!**

COX

## **FRIDAY: SYLI Challenge Presentations presented by MarketSource**

**Intro to Judges + Presentation**- LaTresa Doleman, Shannon Hoffman, Cory Rossi, Vedrana Skopljak, Stephen Wilson, MarketSource

**Leadership Closing Celebration** - 21CL students, staff and parents/family