

Goizueta Youth Leadership Summit

SATURDAY, FEBRUARY 10, 2024

Evaluation Report

Presented in partnership with:



EMORY
GOIZUETA
BUSINESS
SCHOOL

Prepared by:

21st Century Leaders

**“[MY BIGGEST TAKEAWAY WAS] IT TAKES RISK TO BE
REVOLUTIONARY AND COURAGE TO BE A LEADER.”**

- GIL MCKINNEY, ARABIA MOUNTAIN HS

Goizueta Youth Leadership Summit



97 H.S. STUDENTS

17 VOLUNTEERS

2 GUEST SPEAKERS

*Presented in
partnership with:*



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**GOIZUETA
BUSINESS
SCHOOL**

Goizueta Youth Leadership Summit is one of 21st Century Leaders' immersive leadership experiences hosted at the beginning of the second school semester to provide students with master-level business acumen, introduce students to career paths, develop their personal and professional leadership skills, and construct a compelling business pitch. This one-day summit at Emory University's Goizueta Business School featured marketing and public relations presentations and a case competition led by the **Goizueta Gives** community service group of MBA candidates at Emory University's Goizueta Business School – an annual summit partner since 2007.

During the 2024 winter summit, students learned about leadership values, career pathways, and industry insights from speakers using marketing and public relations in their careers. Students then divided into teams for a case competition to come up with corporate social responsibility programs for Samsung with guidance from MBA students who volunteered for the day.

**"[AFTER ATTENDING THE SUMMIT, I AM INSPIRED TO]
USE BUSINESS TO DRIVE SOCIETAL CHANGE."**

- EAMON WALSH, MIDTOWN HS

STATEWIDE STUDENT DIVERSITY



97 STUDENTS **54% BLACK/AFRICAN-AMERICAN**
50 HIGH SCHOOLS **29% ASIAN/PACIFIC ISLANDER**
14 COUNTIES **8% MIXED/OTHER**
62% FEMALE **7% CAUCASIAN**
38% MALE **2% HISPANIC/LATINX**

“I HAD A LOT OF FUN AND GOT TO GET OUT OF MY COMFORT ZONE.”

- CHLOE PICKETT, ARABIA MOUNTAIN HS

“[MY SUMMIT EXPERIENCE WAS] EYE OPENING! I ENJOYED MY TIME AND LEARNED A LOT ABOUT WORKING TOGETHER WITH OTHERS AND BEING OPEN TO A VARIETY OF IDEAS.”

- KEZIA KOTEY, DEKALB EARLY COLLEGE ACADEMY

STUDENT IMPACT

99% of students are confident in their ability to to work in teams and convey ideas effectively and **98%** are confident in their ability to create and deliver a business presentation

96% reported that their knowledge of public relations increased

95% agree that 21CL helped them determine their college and career aspirations and **95%** agree this event taught them skills they'll use now and in the future

83% of students agree that their confidence as a leader increased

48% are now interested in attending Emory University

"I RECEIVED BETTER COMMUNICATION AND TEAM WORKING SKILLS. THIS EXPERIENCE ALLOWED ME TO EXPAND MY CREATIVITY AND BE ABLE TO SEE THINGS THROUGH OTHER PEOPLE'S PERSPECTIVE."

- GABRIELLA DANIEL, DEKALB EARLY COLLEGE ACADEMY

STUDENTS REPORTED PRACTICING OR GROWING IN 21CL'S SEVEN CORE **LEADERSHIP COMPETENCIES:**

86% COMMUNICATING EFFECTIVELY

86% PROBLEM SOLVING

75% BUILDING EFFECTIVE TEAMS

63% SELF-DEVELOPMENT

61% ACTION-ORIENTED

55% INTEGRITY & TRUST

45% CAREER AMBITION



STUDENT IMPRESSIONS



OVERALL, HOW WAS YOUR SUMMIT EXPERIENCE?

“My experience was very positive, and I received a lot of insight on business and marketing techniques.” - Sydney Gaines, Drew Charter School

“[My experience was] AMAZING!! It was really insightful and helped me with my public speaking.” - Vidhi Raiyani, Putnam County HS

“I am inspired to continue to leading through example and inspiring others with my words and I cannot wait to come back years from now to help with this program.” - Emoni Love, Wheeler HS

“Amazing, I always forget how wonderful this environment is and being able to be around these people always motivate me further.” - Lincoln Murph, Decatur HS

“I had a good time working on the project and meeting and networking with people.” - Abrian Jackson, The New School

“I LEARNED THAT I CAN MAKE AN IMPACT TODAY AND THAT I AM CAPABLE OF WORKING AND CONNECTING WITH ANYONE.” - KELLY BAKER, PEACHTREE RIDGE HS

VOLUNTEER IMPACT

17 VOLUNTEERS | 2 SPEAKERS | 1 ALUMNI

WHAT WAS YOUR BIGGEST TAKEAWAY FROM THE KEYNOTE SPEAKERS, **GLEN JACKSON & OMAR RODRIGUEZ**?



*Glen Jackson, CEO and Co-Founder,
Jackson Spalding*

“I think the points [**Glen Jackson**] made as well as how he added his own personal experience to teach us stood out to me.” - Abigail Rong, Denmark HS

“I think he was very wise and he’s been through a lot so his perseverance and drive impressed me.”
- Brayden Ward, Roswell HS

“I really liked hearing from a business perspective how you have to manage life and work from **Mr. Glen.**” - Brianna Hare, Davison Fine Arts

“I loved how **Glen Jackson** connected with us on a personal level and gave us 10 traits of a successful entrepreneur.” - Kezia Kotey, DeKalb Early College Academy

“I THOUGHT THE KEYNOTE SPEAKERS WERE VERY KNOWLEDGEABLE AND IT WAS INTERESTING TO LISTEN TO THEIR STORIES ABOUT BUSINESS OR HOW THE VALUES OF BUSINESS INFLUENCED THEIR THOUGHT PROCESSES.” - ALEXIS HASLEY, ARCHER HS

“**Omar Rodriguez** made a very energetic, coherent, educational, entertaining and deep speech about the significance of CSR. His speaking passed on what he learned [about] things I never thought of.” - Mason Tai, South Forsyth HS

“I felt he was very insightful and I appreciated all of the great information and personal insights he gave. You could tell it was something he is very passionate about.” - Joshua Girgis, Montessori School of Rome

“**Mr. Omar Rodriguez** was a great speaker and he kept me engaged the entire time he spoke.” - Emoni Love, Wheeler HS



*Omar Rodriguez, Professor of Marketing
Practice, Goizueta Business School*

VOLUNTEER IMPACT

WHAT WAS YOUR BIGGEST TAKEAWAY FROM THE CASE COMPETITION?

“My biggest takeaway is to learn how to correctly balance a business profit and the customer’s needs.” - Garoudine Ocelant, Grayson HS

“One of the most important lessons that I learned from the case competition was the significance of teamwork and communication in achieving success.” - Yasmin Ali, Clarkston HS

“My biggest takeaway was how to work well with people I've never [met before] and to make everyone feel included.” - Brooklyn Fields, Jefferson County HS

“It taught me how to break down what real companies have to look for when trying to achieve a smart/obtainable goal.” - Leah Duffey, Coretta Scott King Young Women’s Leadership Academy



**“WHEN HIT WITH CHALLENGES, FACE IT WITH DETERMINATION.”
- VIDHI RAIYANI, PUTNAM COUNTY HS**



“I was able to build efficient teams with the help of like minded individuals and come up with innovative ideas.”
- Afra Haque, Chamblee Charter HS

“Working with others means determining when to step up as a leader and when to take a step back. This was something I actively applied today when working with my work.” - Thalia Smith, Midtown HS



“Very inspiring and informative. I learned a lot about the importance of marketing "not being about selling" which is a concept I deeply appreciate. The design challenge gave me a chance to be creative and thoughtful while we envisioned what a more accessible phone could look like.” - Raveena Alli, Atlanta Girls’ School



2024 Goizueta Youth Leadership Summit

Saturday, February 10, 2024 - 9am to 4pm
Emory University, Goizueta Business School

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- 9:00am** **Welcome**
Kate Hewitt, Executive Director, 21st Century Leaders
Student Welcome Olaoluwa Oguneye, Decatur HS, Youth Ambassador
- 9:15** **Goizueta Gives**
Student Intro: Brianna Hare, Davidson Fine Arts Magnet School, Youth Ambassador
Speaker: Fernando Guerena, MBA Candidate, Class of 2024
- 9:30** **Keynote Speaker**
Student Intro: Ishita Sukul, Johns Creek High School, Youth Ambassador
Speaker: Glen Jackson, CEO and Co-Founder, Jackson Spalding
- 10:00** **Meet the MBA Coaches**
- 10:30** **Group Work and Case Prep with MBA Coaches**
- 12:00pm** **Lunch**
- 1:00** **Finalize and Practice Presentations**
- 2:15** **Group Presentations**
- 3:15** **Closing Speaker**
Student Intro: Emmanuela Ejoga, North Cobb High School, Youth Ambassador
Speaker: Omar Rodriguez, Professor of Marketing Practice, Goizueta Business School
- 3:55** **Sharpen the Saw and Closing Thoughts**
Student Thank You: Joshua Girgis, Montessori School of Rome, Youth Ambassador
Tim Parham, Director of Programs & Operations, 21CL
- 4:00** **Dismissal**