



Brandeis University Research

NFTE began research in 1993 with a five-year evaluation carried out by Brandeis University. This was the first research of its kind in the field of youth entrepreneurship and has been cited in independent reports as a key factor in helping to advance the field.

Research methodology used in evaluating NFTE included:

- Classroom observations by external evaluators
- Focus groups with NFTE alumni
- Pre/post-test analysis of 932 youth participating in programs in the 1995-1996 academic year
- Small case studies in Northern California and Washington, D.C., designed to compare the outcomes of students randomly assigned to a NFTE class to students randomly assigned to a control group, covering two school-year sites and five summer programs
- A follow-up survey with alumni

Summary of Results

- Entrepreneurship knowledge improved 61.9% among NFTE students vs. 3.2% in the control group
- Sixty-two percent of NFTE students were paid by a customer for a product or service, vs. 34% in the control group
- NFTE students' belief in their ability to start a profitable small business increased to 59% from 20% before participating in the program
- Among NFTE students, 95% were very or somewhat satisfied with the NFTE program, and 87% would strongly recommend it to others
- Among post-high-school-aged alumni surveyed:
 - 83% think of themselves as entrepreneurs
 - 78% plan on running a business in future
 - 70% are in post-secondary education
 - 43% have part-time jobs
 - 20% have full-time jobs
 - 63% view business and the market economy more favorably than before NFTE
- Race/ethnicity of respondents:
 - 55.9% African American
 - 17.1% Hispanic
 - 13.5% White
 - 5.7% Asian
 - 7.8% Other

- Gender composition of students served by NFTE:
 - 51.7% male
 - 48.3% female