

BUSINESS HORIZONS

2024 PARTICIPANT OUTCOMES

DATA FROM THE MOST RECENT PROGRAM

2024 PARTICIPANTS

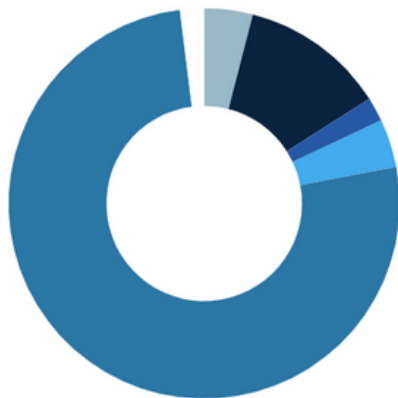
Gender: 54% (27) Male; 46% (23) Female

High Schools Represented: 39 around Iowa

Ethnicity: 6% (3) Asian or Pacific Islander, 10% (5) Black or African American, 16% (8) Hispanic or Latinx, 68% (34) White

High School Grade: 16% (8) Freshman, 32% (16) Sophomore, 32% (16) Junior, 20% (10) Senior

Business Horizons participants provide insights in what they value, how perceptions change and what their plans are for the future.



- **4-Year College/University** | 76% (38)
- **Trade School** | 4% (2)
- **Military** | 2% (1)
- **Community College** | 12% (6)
- **Entering Workforce** | 4% (2)
- **Unsure** | 2% (1)

2024 PROGRAM RESULTS

Participant outcome conveyed through program pre- and post-survey results:

EMPLOYABILITY SKILLS



74% PRE-SURVEY
82% POST-SURVEY
8% INCREASE

71% PRE-SURVEY
85% POST-SURVEY
14% INCREASE



PERSONAL DEVELOPMENT

FUTURE READY IN IOWA



79% PRE-SURVEY
81% POST-SURVEY
2% INCREASE

69% PRE-SURVEY
83% POST-SURVEY
14% INCREASE

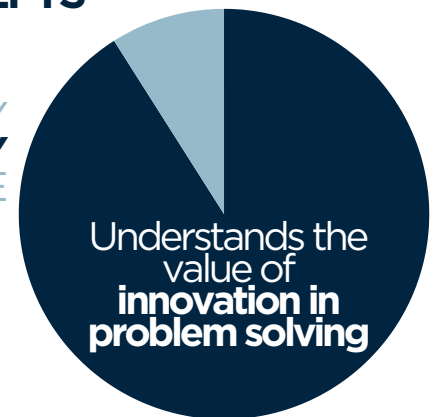


BUSINESS PRINCIPLES & CONCEPTS



84% PRE-SURVEY
91% POST-SURVEY
7% INCREASE

64% PRE-SURVEY
88% POST-SURVEY
24% INCREASE



BUSINESS HORIZONS

2024 STUDENT TESTIMONIALS

“I’ve never been really interested in business until now. After this experience, I can really envision my professional future. This gave me so much more faith in my future, and taught me my strengths and weaknesses, and how to be the best possible leader I can be.” – Nolan Craig (Waukee Northwest)

“Business Horizons really thought of everything. I learned more than I imagined possible! This week has shown me that I am capable of so much more than I ever thought.” – Saad Mann (Pleasantville High School)

“Business Horizons is a spectacular program filled to the brim with learning activities. It has transformed my life and helped open my eyes to new horizons.” – Alfonso Villarreal (Mason City High School)

“Business Horizons has better prepared me for the world of business and working in a team. It has given me real world experiences such as working in a team and interacting with professionals.” Kaylee Cook (Southeast Polk High School)

“It has given me insight in how I would like to continue my business career.” – Macy Lyons (Calamus Wheatland High School)

“This program has provided many students with life changing advise and friendships.” – Nailea Lopex (Storm Lake High School)

“I like that people I’ve never met believe in my ability to succeed and I’m so grateful for the opportunity.” – Wes Rumbaugh (Roosevelt High School)

“It has taught me so much about business, teamwork, and the positive effects of leaving my comfort zone.” – Mylie Rasmusson (East Marshall)

“I was exposed to previously unexplored areas like finance, AI, and advanced manufacturing.” – Dylan Downey (Carlisle High School)