

Goizueta Youth Leadership Summit

SATURDAY, FEBRUARY 1, 2025

Evaluation Report

Presented in partnership with:



EMORY
GOIZUETA
BUSINESS
SCHOOL



**“MY BIGGEST TAKEAWAY WAS HOW TEAM COLLABORATION
CAN OPEN THE STAGE TO IDEAS THAT ONE WOULDN’T BE ABLE
TO COME UP WITH ON THEIR OWN.”
- HORTENCIA KONGOLO, GSMST**

Goizueta Youth Leadership Summit



125
Students

23
Volunteers

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BUSINESS
SCHOOL

Goizueta Youth Leadership Summit, is one of 21st Century Leaders' immersive leadership experiences hosted in the spring semester to provide students with master-level business acumen, career exploration and development of leadership skills. This one-day summit at Emory University's Goizueta Business School featured conscious consumerism and fast fashion with 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 2025 winter summit, students learned about leadership values, career pathways, and industry insights from speakers using social enterprise and leadership skills in their careers. Students then divided into teams for a case competition to come up with strategies to reduce the carbon footprint in the fashion industry with guidance from MBA students who volunteered for the day.

"AFTER ATTENDING THE SUMMIT, I AM INSPIRED TO PUBLIC SPEAK MORE, HAVE FUN, NETWORK WITH NEW PEOPLE AND APPLY THE PRINCIPLES MR. ROD TALKED ABOUT."

- ANJIKA SHAH, LANIER HS

STATEWIDE STUDENT DIVERSITY



125 STUDENTS

52 HIGH SCHOOLS

14 COUNTIES

72% FEMALE

27% MALE

40% BLACK/AFRICAN-AMERICAN

42% ASIAN/PACIFIC ISLANDER

2% MIXED/OTHER

9% CAUCASIAN

7% HISPANIC/LATINX



"MY SUMMIT EXPERIENCE WAS AMAZING! I LOVED MEETING NEW PEOPLE AND SEEING MY FRIENDS. THE PROJECT WAS VERY IMPORTANT TO OUR GENERATION AND IT MADE ME THINK."

- SARAH IKAIDDI, ARABIA MOUNTAIN HS

STUDENT IMPACT

99% of students are confident in their ability to work in teams and convey ideas effectively and **97%** are confident in their ability to create and deliver a business presentation.

99% reported that their knowledge of fast-fashion industry increased

96% agree that 21CL helped them determine their college and career aspirations and **98%** agree this event taught them skills they'll use now and in the future.

97% of students agree that their confidence as a leader increased

78% are now interested in attending Emory University

“ENJOYABLE! I WAS ABLE TO CONNECT WITH NEW PEOPLE WHILE COLLABORATING ON A TEAM PROJECT. NEW FRIENDSHIPS BLOOMED AND MY KNOWLEDGE AROUND FAST FASHION EXPANDED.”
- DERECK REED, GLOBAL IMPACT ACADEMY

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

96% COMMUNICATING EFFECTIVELY

92% PROBLEM SOLVING

80% BUILDING EFFECTIVE TEAMS

69% SELF-DEVELOPMENT

64% ACTION-ORIENTED

52% INTEGRITY & TRUST

39% CAREER AMBITION

STUDENT IMPACT

After participating in the program:

87% of students feel well-prepared for the transition from high school to their post-secondary pathways and **76%** reported having clear plans for their post-secondary pathway.

95% of students feel motivated to commit more to their high school success and their perspective on education has been altered; and **96%** feel that they have developed constructive assertiveness and motivation skills.

98% reported that 21CL has positively influenced their views on leadership and responsibility.

“THIS SUMMIT WAS ENLIGHTENING! I WAS ABLE TO LEARN ABOUT THE IMPACT OF FAST FASHION AND ALSO TO RESEARCH AND DISCUSS ABOUT SUSTAINABILITY AND HOW I CAN REDUCE MY IMPACT ON THE ENVIRONMENT.”
- FOLUKE OLADEJI, HOMESCHOOL



“I am inspired! I had a great and empowering experience.”
- Carsyn Cole, Dekalb Early College Academy

STUDENT IMPRESSIONS



OVERALL, HOW WAS YOUR SUMMIT EXPERIENCE?

"My experience was amazing, educational, and engaging!" - Abigail Rong, Denmark HS

"My experience was AWESOME and pretty inspiring!" - Aaliyah Willis, Rockdale Magnet School

"I enjoyed the discussions in my team and the end product of our collaboration." - Anh Nguyen, Gwinnett School of Mathematics, Science and Technology

"Great! I loved taking on new leadership roles!" - Jaden Newman, Holy Innocents' Episcopal school

"Very fun! This summit was definitely a lot more engaging; students could really connect and get to know each other in more organized groups and separate spaces. The presentations were fun and the prizes at the end for the winning group was a great add-on." - Louise Lee, Gwinnett School of Mathematics, Science and Technology

"I LEARNED THAT THERE IS MORE THAT GOES INTO CLOTHING THAN MEETS THE EYE AND WE NEED TO TAKE ACTION TO SAVE OUR PLANET." - MOATAPARI AGBERE, CHATTAHOOCHEE COUNTY HS

VOLUNTEER IMPACT

WHAT WAS YOUR BIGGEST TAKEAWAY FROM THE KEYNOTE SPEAKERS, **GRACE ZHANG & ROD MCCOWAN**?



Grace Zhang, MBA Candidate, Goizueta Business School

"The keynote speakers were amazing! I learned a lot about leadership qualities and fashion." - **Josie Herren, Berrien County HS**

"I was impressed by Prof. Rod MacCowan's presentation, and I enjoyed it a lot." - **Fucheng Li, Darlington School**

"I liked how each speaker was talking about something distinctly different, but all of the topics could relate well to each other." - **Nife Deju, Lanier HS**

"LOVED THEM!!!!." - **Bella Burroughs, Harris County HS**

"THE KEYNOTE SPEAKERS WERE REALLY GOOD AND IT WAS INSPIRING TO HEAR FROM LEADERS WITH A RANGE OF KNOWLEDGE AND BACKGROUNDS BEFORE I LEAVE FOR COLLEGE." - NAYA CLARKE, GSMST

"Mr. Rod McCowan was such an inspiring speaker, and his vulnerability added to the impact of his message." - **Aadi Shah, Innovation Academy**

"Mr. Rod gave a lot of information about how to be self-aware and improve as a leader and his vulnerability helped me understand his message, and Mr. Ross gave an amazing information on networking and inspired me to be outgoing throughout the day." - **Dasan Munroe, GSMST**

"Mr. Rod McCowan was very informative and his approach to leadership was very insightful." - **Lisa Saxon, DeKalb Early College Academy**



*Rod McCowan, Associate Professor
Practice of Organization & Management,
Goizueta Business School*

VOLUNTEER IMPACT

17 VOLUNTEERS | 2 SPEAKERS | 1 ALUMNI

WHAT WAS YOUR BIGGEST TAKEAWAY FROM THE CASE COMPETITION?

"I learned so much about fast fashion industry and how many of the brands I have bought from aren't very ethical. This provoked me to think a lot." - **Tessa Hayes, Jefferson County HS**

"I love connecting with others who are ambitious and passionate, so it was great bouncing ideas off of each other and really being able to dig into the case as a team." - **Abigail Rong, Denmark HS**



"I AM GOING TO BE MORE INTENTIONAL IN MY CLOTHING PURCHASES."

- **LIDYA TESFAHANNES, GSMST**



"My best takeaway from the case competition is the importance of teamwork and collaboration. Knowing my peers were just as intelligent as I am, we made sure to express our ideas in an organized manner and to avoid someone feeling not heard. We were able to bond as a team."

- **Dereck Reed, Global Impact Academy**

2025 Goizueta Youth Leadership Summit



Saturday, February 1, 2025 - 9am to 4pm
Emory University, Goizueta Business School

9:00am

Welcome

Kate Hewitt, Executive Director, 21st Century Leaders (21CL)

Student Welcome: Bella Burroughs, Harris County High School, 21CL Youth Ambassador

9:15

Goizueta Gives

Student Intro: Aditya Arora, Peachtree Ridge High School, 21CL Youth Ambassador

Speaker: Ross Hegtvedt, MBA Candidate, Goizueta Business School, Class of 2025

9:30

Keynote Speaker

Student Intro: Nife Deju, Lanier High School, 21CL Youth Ambassador

Speaker: Grace Zhang, Emory University, Class of 2025

Student Thank You: Aadi Shaw, Innovation Academy, 21CL Youth Ambassador

10:00

Meet the MBA Coaches

10:30

Group Work and Case Prep with MBA Coaches

12:00

Lunch

1:00

Finalize and Practice Presentations

2:00

Group Presentations

3:15

Closing Speaker

Student Intro: Alexis Liu, Denmark High School, 21CL Youth Ambassador

Speaker: Rod McCowan, Associate Professor in the Practice of Organization & Management, Goizueta Business School

Student Thank You: Jaden Newman, Holy Innocents' Episcopal School, 21CL Youth Ambassador

3:55

Sharpen the Saw and Closing Thoughts

Student Overall Thank You: Anjika Shah, Lanier High School, 21CL Youth Ambassador
Tim Parham, Director of Programs & Operations, 21CL

4:00

Dismissal