

FIRST INSIGHTS RESEARCH:

What is the impact of Jong Ondernemen?

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STUDY WITH A DUAL PURPOSE:

1) JO Student Company program evaluation

- What happens 10 years after Student Company?
- Inspired by evaluation studies from JA programs UK and Sweden

2) Studying the effect/impact of entrepreneurship education

- Existing empirical work on effect/impact of entrepreneurship education has produced mixed findings

Survey and field-experiment

Survey was sent out to JO alumni (incl. JO variables) and control group

TWO SAMPLE GROUPS

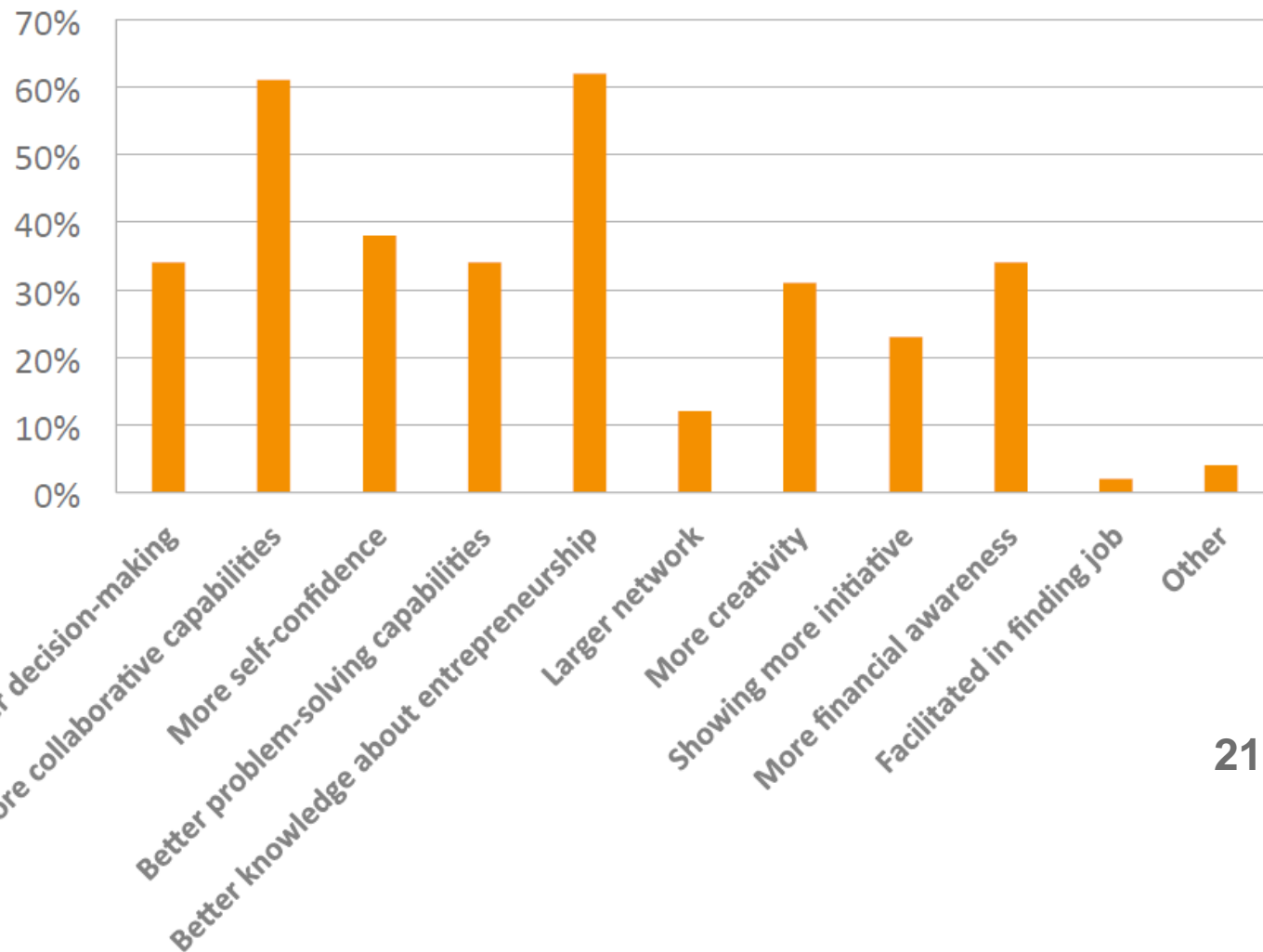
◆ JO alumni

- Alumni participated in Student Company program during 2004-2005 and 2005-2006
- Contacted 2499 JO alumni (HBO, MBO)
- Alumni were offered €10 compensation for completing the survey
- Challenge: alumni still using same email addresses - *maisje3, sjakerd, dipje, kingster91, sur4oy, feestuh_goosz, dopesolu<on, mulderxxl, helemaalgek2001*
- 135 alumni completed the survey

◆ Control Group

- Non-alumni with similar profile
- Selected based on Gender, Age, Educational profile (HBO, MBO with similar distribution in educational field)
- 128 control group respondents completed the survey **Sample JO alumni**

ACHIEVED GOALS JONG ONDERNEMEN PROGRAM



21st Century Skills

Jong Ondernemen Alumni

73% think the program of Jong Ondernemen is a **success**

53% says it has helped them in their **career**

86% also see the program as an important component of **motivating entrepreneurship**.

Jong Ondernemen Alumni vs control group

- **Higher likelihood of employment**
- **Shorter time to first job**
 - Average JO alumni 4 months
 - Average Control group 11 months
- **Higher likelihood of managing positions**
- **Spending more time on leading new initiatives**
 - JO alumni: average 43% of their time
 - Control group: average 30% of their time