Description of Target Audience

The primary target audience for the Master Entrepreneur Program is the 775 college students who attend Wiley College. Of these 775 college students, it is estimated 20 students will enroll in the program. These 20 students will impact the secondary target audience, students enrolled in the eleventh grade at the six public high schools within Harrison County. Approximately 100 eleventh grade students of the 950 enrolled students in Harrison County will be the focus of the secondary target audience and will be impacted as a result of the programs delivered by the college students.