

## Civil Rights Museum's Boot Camp like 'The Apprentice' on Steroids

June 8, 2007

The National Civil Rights Museum will get some help from "business boot camp" students to launch a new campaign aimed at getting young people interested in the Civil Rights Movement.

Students from Vanderbilt University's Accelerator Summer Business Institute began their program at the museum with a June 5 tour. They will work with museum staff to take on three challenges, including helping design an outreach program to get young people more involved in civil rights and the museum.

"We want to help bridge the gap between the civil rights movement and a younger demographic who is two generations removed from the movement to get them involved and ensure that segregation, intolerance and injustice continues to be challenged and ultimately changed," says Beverly Robertson, president of the National Civil Rights Museum. "We are excited to have these students work with the real life issues that the museum is currently experiencing."

There are 50 students in the accelerator program, all with liberal arts backgrounds. The program is designed to help make students in the "millennial" age group more successful by coming up with new ideas about business. Some call the accelerator program "The Apprentice" on steroids. The National Civil Rights Museum is the first non-profit organization to use this program.

The students will meet leaders of Fortune 500 companies and will face challenges from FedEx Corp., American Airlines and other companies during the month-long program.