

The logo for the National Adult Education Professional Development Consortium (NAEPDC) is a red square with a white diagonal line from the top-left to the bottom-right. The letters "NAEPDC" are written in white, sans-serif font, positioned to the right of the diagonal line.

NAEPDC

National Adult Education Professional Development Consortium

National Training Institute • November 14-17, 2017



Welcome
to the
2017 NTI
in Charleston, SC!

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National Adult Education Professional Development Consortium
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Friday, November 17, 8:30am – 11:30am

Session 6

Entrepreneurship

Presenter: Philip Less (RI)

Entrepreneurship

**Be Your Own
BOSS**



Entrepreneurship Agenda

- **Why** encourage local programs to include Entrepreneurship Offerings
- **Models:** Entrepreneurship Program Planning and Development
- **Curricula** Resources
- **Business Plan** as a substitute for “industry recognized certificate”



Entrepreneurship Agenda

- **Why** encourage local programs to include Entrepreneurship Offerings



Why Provide Entrepreneurship Offerings

- For our students, especially in rural areas
 - In rural and small town America, the best way to create jobs and expand economic opportunity is fostering entrepreneurship and small business. On America's country roads that means value added agriculture and niche marketing. <http://www.cfra.org/news/131210/boosting-entrepreneurship-rural-america>

10 Reasons @ Inc. (the magazine)

<https://www.inc.com/ilya-pozin/10-best-reasons-to-be-entrepreneur.html>

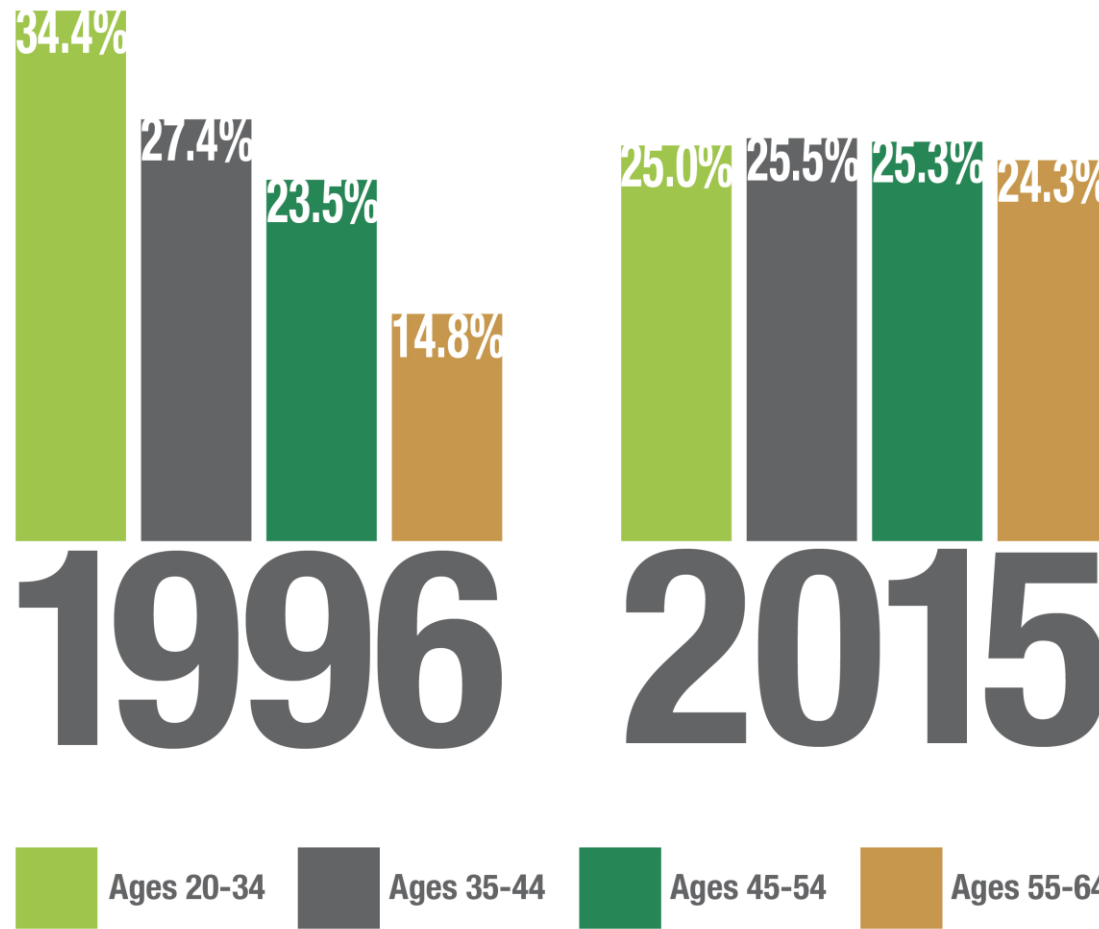
- Opportunity
- Autonomy
- Freedom
- Responsibility to society
- Impact
- Family
- Change
- Legacy
- Accomplishment
- Control



Why

- Through entrepreneurial growth, rural economies can diversify and become less dependent on the economic pendulum swings affecting agriculture and other rural industries. In short, entrepreneurs can ensure that rural communities will survive.
- Federal Reserve Bank of Minneapolis
- <https://minneapolisfed.org/publications/community-dividend/entrepreneurship-in-rural-communities-an-emerging-strategy-presents-opportunities-and-challenges>

Changes in New Entrepreneurs by Age



Source: 2016 Kauffman Index Startup Activity National Trends Report

<https://www.juniorachievement.org/web/ja-usa/entrepreneurs>

Why offer entrepreneurship career pathways

- *500,000+ small businesses start up each year; 51% last five years*
 - www.forbes.com/sites/jasonnazar/2013/.../16-surprising-statistics-about-small-businesses/
- *Latinos opened 86% of all the new businesses created in the US between 2007 and 2012*
 - <http://money.cnn.com/2016/02/16/news/economy/latino-entrepreneurs/>
- *Success is enhanced with good planning and a good business plan*

Why Entrepreneurship



- One of the significant supporters of entrepreneurship is the Federal Reserve System
- “Connecting Communities”

Why Focus on Models of Entrepreneurship Based Economic Development?

A few reasons why grow your own development is a powerful tool:

<http://www.microbiz.org/wp-content/uploads/2014/07/Entrepreneurship-in-Rural-America-9.10.13.pdf>

“Connecting Communities sponsored by the Federal Reserve System:

1. Entrepreneurs create jobs, increase local incomes and wealth (Henderson, 2002).
2. A higher ratio of entrepreneurial activity is associated strongly with faster growth of local economies (Barth, Yago & Zeidman, 2004).
3. Entrepreneurs connect communities to the larger, global economy.

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4. Local entrepreneurs are more likely than branch plants to reinvest their wealth locally.
5. Entrepreneurs create a sense of place.
6. The cost of job creation is lower (Edmiston, 2006).
7. Entrepreneurship allows our emerging senior populations to continue to be productive and add economic value to local economies.

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8. Grow your own development is a more feasible way to develop traditionally economically challenged areas.

9. Grow your own development helps create diversified economies.

10. This kind of development is just a better “fit” for certain communities.

Entrepreneurship Agenda

- **Models:** Entrepreneurship Program Planning and Development





Handouts

- **Guides for Program Development**
- [Financing Entrepreneurship Programs for Youth Transitioning Out of Foster Care](#)
- [Supporting Young Entrepreneurs: A Practical Guide to Quality Programming](#)
- [Guide to Youth Entrepreneurship Programs for Chambers of Commerce and Business Associations](#)
- **Youth Entrepreneurship Program Examples**
- [Youth Entrepreneurship Manual: Implementing Entrepreneurship into Lincoln County, Oregon High Schools](#)

Activity: Program Planning

- At your table
 - Review the handout
 - Present your thoughts to the group:
 1. Why this resource would be helpful to local programs
 2. What are its limitations
 3. If we find it helpful:
 1. What kind of resources would we need to provide at the state to support its use
 2. What policies would we need to provide to support its use

Entrepreneurship Agenda

- **Curricula** Resources





Handouts

- CTE: Entrepreneurship curriculum, presentations and lesson plans
 - <http://cte.unt.edu/marketing/entrepreneurship>
- *From India: Entrepreneurship Toolkit and lesson plans*
 - [http://www.aicte-india.org/downloads/Youth Entrepreneurship Toolkit.pdf](http://www.aicte-india.org/downloads/Youth_Entrepreneurship_Toolkit.pdf)
- *Lesson Plans*
 - <http://www.aeseducation.com/blog/2015/05/entrepreneurship-lesson-plans>
- *Native Women's Association of Canada*
 - [https://www.nwac.ca/wp-content/uploads/2015/05/NF228-NWAC EntreTooKit FNL.pdf](https://www.nwac.ca/wp-content/uploads/2015/05/NF228-NWAC_EntreTooKit_FNL.pdf)

Activity: Curricular Resources

- At your table
 - Review the handout
 - Present your thoughts to the group:
 1. Why this resource would be helpful to local programs
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 3. If we find it helpful:
 1. What kind of resources would we need to provide at the state to support its use
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Entrepreneurship Agenda

- **Business Plan** as a substitute for “industry recognized certificate”





There is no “industry recognized certificate” for the learner in an entrepreneurship training program to work toward.

There is not that “goal” on which to focus.

Ergo, Community Action, Inc. of Central Texas in consultation with Anson Green have included the development of a Business Plan as a goal for those who enter an entrepreneurship training program

Decision Points: (Handout)

Be decisive.

**Right or wrong,
make a decision.**

**The road of life
is paved with
flat squirrels
who couldn't
make a decision.**

Sage

Other resources

- A separate handout contains the resources used in this session as well as a number of other resources that might be helpful.

resources



- Boosting Entrepreneurship in Rural America
- USDA
- <http://www.cfra.org/news/131210/boosting-entrepreneurship-rural-america>

Resources

- Energizing Entrepreneurs
- <https://www.energizingentrepreneurs.org/>



Resources

Farm Bureau: <http://www.strongruralamerica.com/>



Small Group Breakouts: Please refer to the Session 6 Room Assignment for the location of your breakout group

Questions for Small Group Discussion:

- 1. Do you use entrepreneurship as a curriculum option?
- 2. Think about policy options discussed in the general session. How would you need to adapt those to fit your state?
- 3. There are many curriculum options listed in the resources. If you were to use those, what kind of professional development initiative would you need to put in place for local program managers and instructors?
- 4. What are the pros and cons of using the development of a business plan as an alternative to an industry-recognized certification?
- 5. Now that you have had a chance to think about entrepreneurship as an option, would it benefit your local programs and students to have this option? If so, what are those benefits? If not, why would it not be beneficial?