Infusing Entrepreneurship across the Career Clusters
Infusing the E-Factor…

The Golden Circle

WHAT

HOW

WHY
Entrepreneurship is about the Entrepreneur not the Business.
Why Entrepreneurship?

http://www.youtube.com/watch?v=yv0nrHWjLNC&sns=em
Entrepreneurship: A Life Skill

“Not everyone can be an entrepreneur, but everyone can learn valuable lessons from formal entrepreneurship education that will serve them well in most any field of endeavor.”

• Interview with Mr. Scibelli,
  – former President of Springfield Technical Community College
Importance of Entrepreneurship

“All high school in Nebraska that is not teaching entrepreneurship is missing the boat.”

– Dr. Tom Osborne

June 2, 2011
All nations with higher levels of entrepreneurial activity had above-average rates of economic growth.

– 2008 study by the Kauffman Foundation
The Changing U. S. Economy

27 million businesses in the U.S.

- 20 million (74%) have no employees (single person operation)
- 4 million (15%) have 5 employees or fewer
Open for Business

• Every day, 2,300+ become independent entrepreneurs (U.S.)
• $951 Billion in receipts in 2005 (latest data available)

Source: US Census – Dept of Commerce release, June 2007
Why Support Entrepreneurs?
They are key economic development assets

• Over 1/3 of job growth due to new businesses

• Jobs come from:
  • Expanding businesses (55%)
  • New businesses (44%)
  • Relocations (1%)
What is an entrepreneur?

- What adjectives come to mind?
- What are the traits you think of when you visualize an entrepreneur?
What is an entrepreneur?

http://grasshopper.com/idea
What kinds of entrepreneurs matter?

- High-growth entrepreneurs
  - Motivation: to grow a large highly visible and valuable firm.

- Lifestyle entrepreneurs
  - Motivation: to provide a family income or lifestyle.

- Opportunity-based:
  - Motivation: want to exploit a perceived business opportunity.

- Necessity-based:
  - Motivation: alternative work options are absent or unsatisfactory.
Benefits of Infusing Entrepreneurship Education

For Students

• Engaging, “fun” learning
• Connect academics to the real world
• Motivation to learn; work harder in school
• Self-employment opportunities
• Development of new skills
• Appreciation of innate talents and strengths
• Sense of meaning and belonging
• Opportunities to network with community leaders
Benefits of Infusing Entrepreneurship Education

For Schools

- Engaged, focused students
- Means to address socio-economic challenges
- Reduced delinquency and dropout rates
- Opportunity to become business incubators
Benefits of Infusing Entrepreneurship Education

For the Community and Economy

- New business creation
- Goods and services for the community, region, country
- Increased market competition
- Economic revitalization
- Enhanced community appreciation and pride
- Innovation, leading to growth
Nebraska Entrepreneurship Educator Training (NEET) Program

Embedding Creative Thinking & Innovation in The Classroom

NET FORCE
NEBRASKA ENTREPRENEURSHIP TASK FORCE

BELLEVUE UNIVERSITY
Real Learning for Real Life

Partnerships for Innovation
Nebraska Entrepreneurship Educator Training (NEET) Program

• Create and implement a professional development model to include online instruction and a 3-day symposium.

• Increase understanding of entrepreneurship and the entrepreneurial process by learning the steps to becoming an entrepreneur while utilizing strategies for incorporating entrepreneurship into all coursework.
Nebraska Entrepreneurship Educator Training (NEET) Program

Online Instruction

• 24 participants throughout the state
• 50/50 split Secondary and Post-Secondary Educators
• **MSM 601 – Entrepreneurship and Business Plan Development**
  • Bellevue University: College of Business
• The course was designed to introduce students to the entrepreneurial mindset, including the concept of innovation.
• 12 weeks online
Nebraska Entrepreneurship Educator Training (NEET) Program

The Symposium

- 3-Day Event filled with Energy, Networking and Collaboration
  - Day 1 – Embedding entrepreneurship across the curriculum
  - Day 2 – Success stories and examples
  - Day 3 – Individual application
- 5 months of planning!
## NEET Symposium

### Day 1
- **Creativity in the Classroom**
  - Classroom Activity
  - **B**reak
- **Plant the Seed**
- **Lunch**
- **Rubric-Free Teaching**
- **Classroom Activity**
  - **B**reak
- **Problem Based Case Based Learning**
- **Break**
- **Leave for Turbine Flats**
- **Dinner at Engine House Cafe**

### Day 2
- **Review Statewide Entrepreneurship Education**
- **EFP – 4th floor Entrepreneurship Center**
  - **B**reak
- **Classroom Activity**
  - **G**et your IS on…
- **Lunch**
- **EntrepreneurShip Investigation**
- **Entrepreneurship in NE**
  - **B**reak
- **Classroom Activity**
  - **P**anel Post Secondary Integration
  - **E**levator Pitch Assignment
  - **A**ddress Barriers
  - **N**ET Force Showcase
  - **S**CC Incubator Tour
  - **N**etworking
  - **E**vening for Reflection, Networking and Curriculum Development

### Day 3
- **Elevator Pitches**
- **Open Forum**
- **Classroom Activity**
  - **B**reak
- **Showcasing Entrepreneurial Students**
- **Community Entrepreneurs**
- **Lunch - Social Entrepreneurship /Community Impact**
  - **B**reak
- **National Entrepreneurship Week Technology and Resource Usage**
  - **G**OOD-BYE/Final Questions
NEET Symposium

Outcomes

• Best practices from Secondary and Post-Secondary instructors who have the desire to teach entrepreneurship
• Develop assignments for classroom
• Create practical, rigorous, and relevant hands-on projects
• Enhance understanding of the importance of community involvement in the learning process and the role of communities in the success of entrepreneurs
• Increase understanding of what community needs are for entrepreneurship education
• Create a network for communication after the training
Testimonials

“This was one of the most amazing professional development opportunities that I have ever been given! Thank you for the honor of participating! I have learned so much from this experience!”

“Excellent program for new and experienced teachers in all subjects.”
Testimonials

“What a great experience. This opportunity provided valuable networking, awesome resources and the chance to see first-hand what embedding entrepreneurship in the classroom looks like. Thank you to the presenters who were enthusiastic and tireless.”
http://www.nebraskaentrepreneurship.com/
NET-Force

NEBRASKA ENTREPRENEURSHIP TASK FORCE

About NET-Force

The Nebraska Entrepreneurship Task Force (NET-Force) is an actively engaged group of collaborating partners focused on the high income, high skill and high demand entrepreneurial career opportunities available to Nebraska's youth and adults.

Mission

NET Force identifies and leverages educational resources to educate, engage and empower current and potential entrepreneurs.

Goals

- Increasing access to and utilizing entrepreneurship curriculum
- Expanding education and training opportunities
- Identifying, coordinating and leveraging resources for ongoing support of Nebraska entrepreneurs
- Locating and securing funding to further the mission
- Increasing the marketing and outreach of entrepreneurial programs and services in the state

Importance

Why choose an entrepreneurship career path?

- 60 percent of Nebraskans ages 18-29 are interested in starting businesses
- Among the 300,000+ Nebraskans ages 18-29, there are about 84,000 with genuine interest in starting a business.
- 91 percent of adult Nebraskans with children believe entrepreneurship is a positive career choice.
- 85 percent of Nebraskans feel it is important or very important for colleges to teach entrepreneurship.
- Most new jobs created in the United States came from the creative efforts of entrepreneurs engaged in endeavors ranging from micro-businesses to large-scale ventures.

Source: Entrepreneurship in Nebraska: Conditions, Attitudes and Actions

(Educate) Curriculum/Programs
(Engage) Member Organizations
(Empower) Events and National Entrepreneurship Week

www.nebraskaentrepreneur.com/net-force/
ESI Camps in McCook, June 3-7

Youth ages 12-15 will have the chance to discover what it takes to start and manage a business during a 5-day Entrepreneurship Investigation Camp, June 3-7, 2013. The camp will take place at the Keystone Business Center and McCook Community College campus in McCook. Read more about the camp at www.mccookgazette.com/story/1671044.html.

...and please share with any individuals or groups in the McCook area with an interest in youth entrepreneurship.

The ESI camps have been incredibly successful throughout Nebraska and use the ESI camp guide and materials published by the University of Nebraska-Lincoln Extension. To learn more about ESI, visit esiusl.edu.

Cody to Celebrate the Grand Opening of Circle C Market

Cody’s 51st Annual Circle C Celebration will have an extra special event tied to it this year. It’s the grand opening of the student-run entrepreneurship venture, Circle C Market. Friday, May 24, 2013 at 9:30 a.m. MDT, Governor Heineman will slot the new Circle C Market and share a few words with those who will be in attendance at the Community Hall. The public is welcome to attend.

The opening of the Circle C is the culmination of several years of work. It is a student-run grocery store providing a necessary service and a business incubator to stimulate economic growth while infusing entrepreneurship education into the Cody-Kilgore curriculum. Federal grants in 2008 and 2010, coupled with local fundraising, have made the dream a reality.

The leadership for the project was provided by Cowboy GRIT, Inc. (Student Steering Committee and Adult Advisory Board) and the Village of Cody Board.

The store/business incubator is a unique, environmentally friendly straw-bale building that makes it more efficient, less expensive. Construction began in Spring 2012.

Nebraska Loves Public Schools features a video entitled “Cody-Kilgore: Cowboy GRIT Inspires a Community” capturing the spirit of this project and the Town to Tough to Die.” If you haven’t viewed it yet, it is well worth your time.

Governor Heineman to attend Mitchell After School Clubs for Kids Expo (EntrepreneurShip Investigation Clubs)

From the Geneva Citizen, May 9, 2013

SCOTTSBLUFF — In February, Western Nebraska Community College launched two Entrepreneurship Investigation (ESI) after school clubs for kids. Over the past four months, 22 fourth, fifth, and sixth graders have learned valuable lessons about what it takes to be an entrepreneur. One club meets in the John W. Malmis Advanced Technology Center in Scottsbluff and the other club is held at the Mitchell Elementary School.

For the full story, click here.

Jim Krieger Receives Nebraska Entrepreneurship Outstanding Service Award

Photo: Monica Braun - Director, Rural Enterprise Assistance Project Women’s Business Center (left); Jim Krieger, Callpix CEO (center); Roxa Jasperman, Executive Director of the Nebraska Enterprise Fund Director (right).
Entrepreneurship Discovery Challenge

Teachers Guide

Relevant National Content Standards for Entrepreneurship

Entrepreneurial Skills
The Processes and Traits/Behaviors associated with entrepreneurial success.

<table>
<thead>
<tr>
<th>A</th>
<th>Entrepreneurial Processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discovery</td>
<td>Understands concepts and processes associated with successful entrepreneurial performance</td>
</tr>
<tr>
<td>A.07</td>
<td>Generate venture ideas</td>
</tr>
<tr>
<td>A.08</td>
<td>Determine feasibility of ideas</td>
</tr>
<tr>
<td>Concept Development</td>
<td>Assess start-up requirements</td>
</tr>
<tr>
<td>A.15</td>
<td>Use components of a business plan to define venture idea</td>
</tr>
</tbody>
</table>

The Entrepreneurship Discovery Challenge is a simple but effective way to get your students involved in the initial phases of developing a business plan. It also offers an opportunity for them to explore new ideas, research the ideas, develop a presentation, and actually present their business idea/business plan to a panel of judges.

Involving Your School and Community

All too often, educators are reluctant (or even nervous) about asking community members and leaders to volunteer their time in the classroom. But, rest assured, many have never been asked and would LOVE to have the chance to see young people in action, channeling their creativity and energies in a positive, career-developing activity.

Who Might You Call on to Judge?

The list is long, but just a few to consider would be:

- Community Members
  - Bankers, credit union staff, financial services professionals
  - Lawyers
  - Chamber of Commerce staff
  - Business professionals (managers, employees)
  - Community Foundation Board members
  - Economic Development Corporation staff and members
  - Government officials
  - Other......?

Preparing the Judges Panel

Be sure to mail or hand-deliver a copy of the Discovery Challenge rules to them well in advance of the event. Make sure to include your contact information (name, address, phone number and e-mail) so that they can contact you if they have questions or need to cancel/offer a sub in the event they can’t attend.

It’s very important to describe the age range of the young people who will be presenting to them. This allows the judges to put the presentations in context and to frame questions that are appropriate for this age group.

You may want to develop a list of sample questions. This is always appreciated by panel members and allows them to think about other questions that aren’t on your list.

Encourage the judges to pose questions that they feel are important based on each student’s presentation.

Preparing the Discovery Challenge Young Entrepreneurs’ Presenters

- Review the guidelines carefully with them.
- Reinforce the guidelines periodically as they are preparing their presentations.
- Offer them the opportunity to “practice” or do a “mock presentation”
- Make this a fun activity, rather than something they should fear. Presenting in front of their peers, never mind ADULTS, can create anxiety.

Videotaping the Presentations

- Videotaping the presentations is a great way to capture the excitement and wonderful presentations that these young people will create.
- By recording the presentations, you will begin to create a library of examples to share with future Discovery Challenge participants.

Invite Others to Your Audience

- Want some positive p.r. for your class, program, or school? Invite parents, your teaching colleagues, administrators, and community members to be audience members.
- Don’t forget the local media. Radio stations and newspapers eat this stuff up! TV is a little harder to involve, but don’t neglect them. They just may show up.

Reward the Challenge Presenters’ Hard Work and Creativity

- Create some fun certificates to present to EVERYONE who presents. It’s all about creating opportunities to succeed and to begin to grow their entrepreneurial talents and strengths.
- You may want to have 1st, 2nd, and 3rd place awards to present. Ribbons, small trophies, or extra-special certificates can all serve as inexpensive awards.
Educator Resources - Nebraska Entrepreneurship Education Listserv

http://lists.k12.ne.us/mailman/listinfo/entre-ed

- Timely topics
- Teaching tips
- Trends
- Activities
- Conferences
- Current events
A Few Additional Resources for Entrepreneurship Educators…
4-H Entrepreneurship Curriculum

- LEAP into Careers (Elementary)
- ESI (Middle School)
- Community Connections

http://esi.unl.edu/
EntrepreneurShip Investigation
Middle School Curriculum
Developing the Youth Community Leadership Link (Phase 3)

Online Resource

http://www.extension.unl.edu/communityconnections
NFIB – Entrepreneur in the Classroom Programs

- Johnny Money Online Game
- EITC Curriculum
- Take Time to Teach Mentoring Program

Entrepreneur-in-the-Classroom

Entrepreneur-in-the-Classroom (EITC) Programs
Introducing America’s youth to the importance of entrepreneurship

Our innovative EITC umbrella of programs makes it possible to introduce entrepreneurship to any high school classroom regardless of discipline. The free classroom curriculum and other resources enable students to learn first-hand about the risks and rewards of operating a small business.

1. Johnny Money Online Game
   Interactive, online small business simulation game enhances high school students’ exploration of entrepreneurship.

2. EITC Curriculum
   Three-module, supplemental entrepreneurship curriculum for the high school classroom.

3. Take Time to Teach (T3) Mentoring
   Mentoring program between NFIB members and educators to help answer questions about entrepreneurship

http://www.nfib.com/page/EITC.html
GoVenture

• Board games

• Virtual simulations

• Curriculum

http://www.goventure.net/
Entrepreneurship
Online Lessons

Spotlighting Entrepreneurs: The Sweet Success of Milton Hershey

Looking for a lesson that ties Common Core Standards in Reading Informational Text with Economics? This lesson spotlights the life of Milton S. Hershey and allows students to learn about the risks and rewards of entrepreneurship through a biographical sketch of one who experienced many bitter disappointments and sweet successes.

Key Concepts
Benefit, Business, Capital, Costs, Entrepreneur, Entrepreneurship, Profit, Risk

Students Will
- Describe an entrepreneur.
- Identify benefits, costs, risks, and rewards involved with entrepreneurship.
- Reflect on the life of Milton S. Hershey and use this reflection to identify the successes, failures, risks, and rewards of entrepreneurship.
Entrepreneurship: Ideas in Action, 5e

Copyright 2012
Greene

The entrepreneurial world is changing and so are we. Students today realize becoming a business owner is a career option. The 5e edition of Entrepreneurship: Ideas in Action encourages students to examine all the major steps involved in starting a business: Ownership, Strategy, Finance, and Marketing.

The text prepares students for employment as entrepreneurs, provides them with the skills needed to substantively evaluate their potential as a business owner, and guides them in building a business plan.

FEATURES

- Based on real-life experiences of teen-age entrepreneurs, this high school one-semester text teaches critical thinking skills by using relevant activities.
- Making Academic Connections provide the integrated curriculum activities that show students how entrepreneurial concepts relate to other course of study.
- Winning Edge activities and case studies that provide preparation for FBLA, DECA, and FFA competitions are in every chapter.
- Build Your Business Plan Project, an activity at the end of each chapter, helps students develop a complete business plan by the end of the textbook.
- Planning a Career in... incorporates Career clusters for a variety of careers as an Entrepreneur.

WHAT'S NEW

- More hands-on, project-based activities keep students active in the learning process and help them retain information.
- Abundant real-life examples relay the content so that students can relate to it.
- The framework for 21st Century Learning is incorporated to equip students with the knowledge and skills they need to compete and succeed in a global economy.
- More project-based activities in chapter assessment provide a wealth of applications for students with various learning styles.
- Additional coverage on franchising, leadership, international business, pricing strategies, and online research, including online business planning help connect students to the current business world.
- New content: Developing a business plan; Supply chain & product management; Internal accounting controls; and Return on assets, equity, and debt ratios.

www.cengage.com/southwestern/entrepreneurshipideas
Bring Lemonade Day to My City

Lemonade Day provides an opportunity for families, businesses, community organizations and schools to unite for a common purpose – to train the next generation of entrepreneurs. Learn more about how to bring this program to your city.

LEARN MORE

WATCH A VIDEO

Get Your Business Plan

Tell Your Story – Win Big!

SEARCH LEMONADE DAY

UPCOMING EVENTS

Detroit, Michigan

http://www.lemonadeday.org

I Love Lemonade Days

Lemonade Day PSA
Social Entrepreneurship

Kiva.org
Micro Loans, Maximum Results

Empower people around the world with a $25 loan

Dino
Peru | Retail | Party Supplies
Dino is 22 years old, single, and lives in his own home in the community of Santa Teresa. From a young age, he has demonstrated creativity...

How It Works
1. Choose a borrower
2. Make a loan
3. Get repaid
4. Repeat!

How it Works
Learn more

$2,024,300
lent this week.

What's New

Kiva Blog Update
Meet Featured Lender, Sarah from Manchester, UK!

Kiva has been awarded Charity Navigator's highest rating

About Us
Overview
Supporters
Blog
Facts and History
Jobs
Contact Us

Using Kiva
How it Works
Field Partners
Risk and Due Diligence
Terms of Use
Privacy Policy
Help

Do More
Gifts
Volunteer
Support Us
Fellows Program
Developers

Loans that change lives © 2005 - 2011 Kiva. All rights reserved. Kiva is a U.S. 501(c)(3) non-profit organization.
Welcome to SAGE Global!

SAGE World Cup 2010: Cape Town, South Africa

Students for the Advancement of Global Entrepreneurship—SAGE—is an international network that links teams of secondary school students to nearby university students, business leaders and civic leaders. SAGE’s mission is:

The SAGE mission is to help create the next generation of entrepreneurial leaders whose innovations and social enterprises address the major unmet needs of our global community.

Introduction to SAGE Global

http://www.sageglobal.org/
12 lessons

1. What is an entrepreneur?
2. How to write a business plan
3. How to finance my business idea
4. Starting a Business & Understanding Financial Statements
5. Finishing Financial Section of a Business Plan
6. Running the Business
12 lessons

7. Social Entrepreneurship—More than Financial Bottom Line
8. Social Entrepreneurship—Importance of a Business Plan
9. Your Business & the Local Community
10. Your Business & the Glocal Community
11. Being in Business without Starting One
12. Preparing to Present Your Business Plan
Social Entrepreneurship

TOMS Shoes – Blake Mycoskie
One for One Movement
TOMS One Day Without Shoes 2011-
Will You Join Us?
2013 FORUM

31st Annual Entrepreneurship Education Forum

Cleveland, Ohio - November 15 - 18, 2013

http://www.sageglobal.org/

CALL FOR PROGRAMS

Please send us program ideas that you can share with fellow entrepreneurship educators from around the country. The deadline is May 28.

SCHOLARSHIP APPLICATION

Scholarships are available to those who may need assistance with the cost of attending.

HOTEL INFORMATION

The Cleveland Renaissance Hotel has guaranteed a special conference rate of $124 per night. Book now.

FORUM FLYER

Encourage your colleagues to put Cleveland on their calendars: Nov 15 - 18, 2013.
National Entrepreneurship Week

National Entrepreneurship Week 2011

The 5th Annual National Entrepreneurship Week was Awesome!
Continue to Celebrate Entrepreneurship Activities Year Round.

Join the Consortium in honoring the men and women
that create the opportunities for us to all live in this nation
with the best standard of living in the world.

NATIONAL Honor Roll of AMERICAN ENTREPRENEURS

View the Honor Roll
Nominate an Entrepreneur

What's Happening In Your State?
Quick Pitch Competition

February 23, 2011
Memorial Stadium
Club Level Suites
Lincoln, NE

3 Minutes... 2 Pitch... 1 Idea for a New Business

- Six $1,000 cash prizes!
- Open to all Nebraska high school and college students.
- Apply for your spot in the competition at entrepreneurship.unl.edu.

Intersect
Connecting Nebraska’s Startup Community

MarketPlace
Opening doors to success