

Creating Sustainable Entrepreneurship Development Programs

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- Wilkinson (1970)
- Social interaction occurs within continuously emerging processes.
- Social interaction greater in rural areas with denser networks.
- Closer ties enable greater social cohesion and enforcement of social norms.

Community Interactional Field Theory

- Embedded entrepreneurship is a concept that infuses emerging entrepreneurs into the wider economic community.

Embedded Entrepreneurialism

- Embedded entrepreneurship is a concept that infuses emerging entrepreneurs into the wider economic community.
- It represents a commitment from the economic development community to promote entrepreneurship as a viable economic development strategy.

Embedded Entrepreneurialism

- Granovetter (1985) noted that successful applications of embedded entrepreneurship occur within the context of the community and are based on the existing resources within a region.

Embedded Entrepreneurialism

- Lauer (2005) noted the advantage of strong, economic ties and the resources that flow through them among entrepreneurs.

Networks and Entrepreneurship

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- Successful entrepreneurial development programs enable participants to utilize their collective networks for development and growth.

Networks and Entrepreneurship

- Utilizing existing business and community networks through the existing industrial development foundations, chambers of commerce, and academic and government entities enables entrepreneurs access to additional resources heretofore untapped (Burt, 2002).

Networks and Entrepreneurship

- Builds local resources

Why Entrepreneurship?

- Builds local resources
- Utilization of local talent

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- Capital recycling

Why Entrepreneurship?

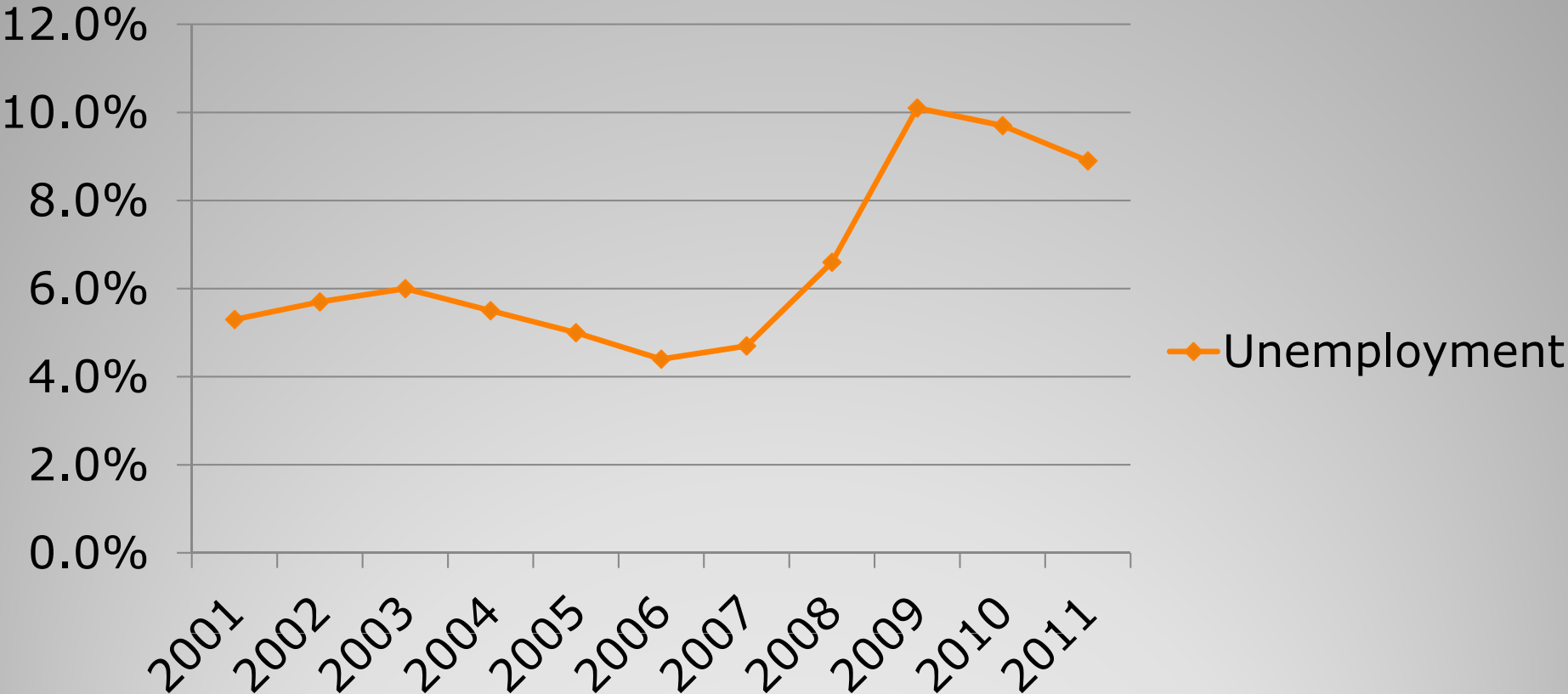
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- Increases the economic viability of a region

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- Increases the economic viability of a region
- Is part of a holistic economic development strategic plan

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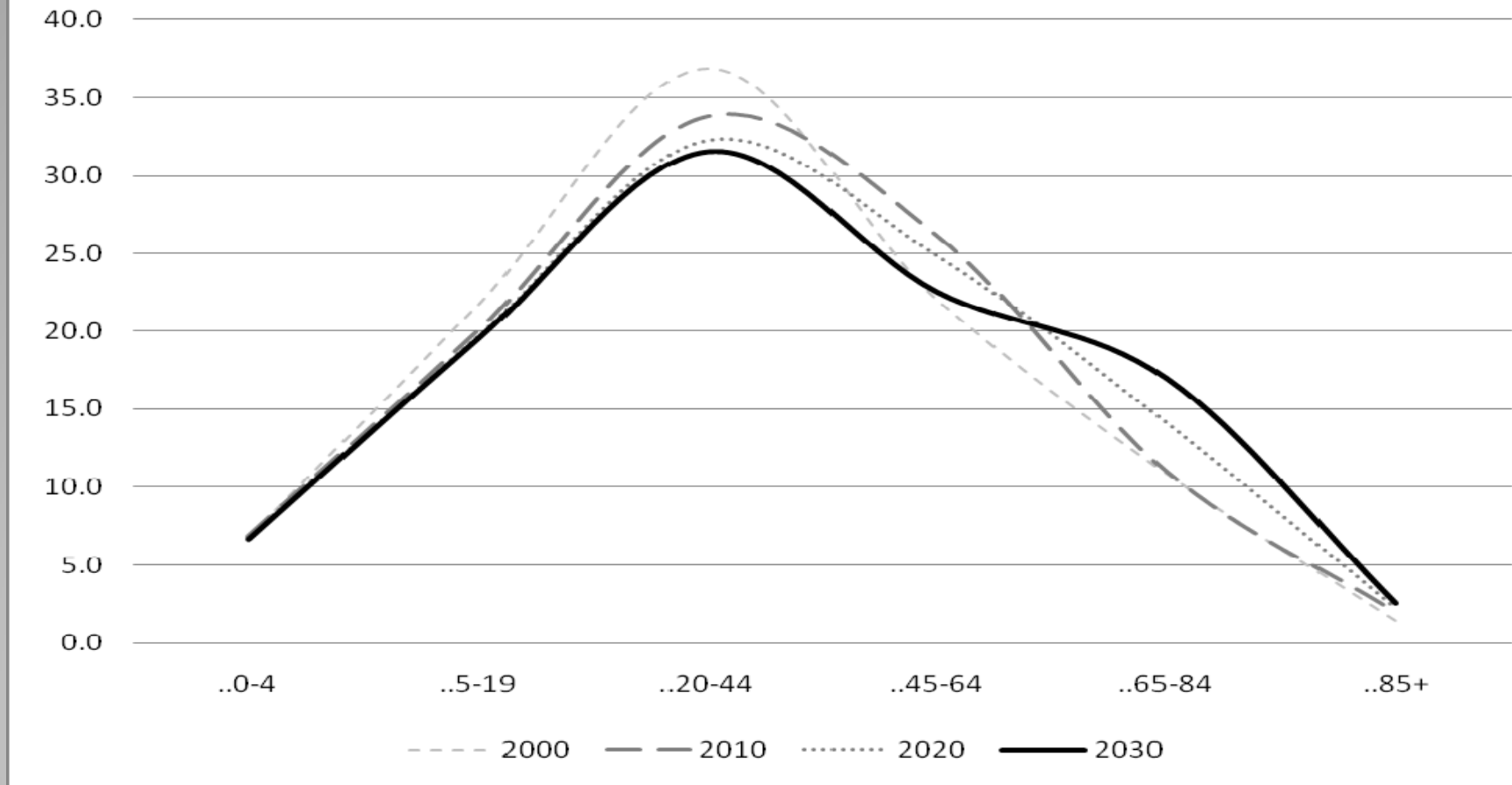
Unemployment



Bureau of Labor Statistics

Unemployment 1999-2009

Age Distribution of U.S. Population



US Census Bureau

Rising Life Expectancy

- Age
- Income of family of origin
- Education
- Length of time in community

Characteristics of Entrepreneurs

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- However, younger entrepreneurs represent the fastest growing segment of the US entrepreneurs.

The Entrepreneurship Boom

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- Lindner and Cox (1998) similarly found that younger respondents in their survey were more like to express entrepreneurial tendencies.

Characteristics of Entrepreneurs

- Wahdwa et al. (2009), indicated that 90% of their sample of business founders were from middle to upper class.

Income of Family of Origin

- Wahdwa et al. (2009), indicated that 90% of their sample of business founders were from middle to upper class.
- The authors posit that successful business owners learn many of the tactics, strategies, and techniques to be a successful entrepreneur through interaction with others, thus supporting community interactional field theory.

Income of Family of Origin

- 75% of businesses owners surveyed indicated that they were in the upper 30% of their classes while in high school.

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- They also were significantly more likely to attend college (Wahdwa, 2009).

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- They also were significantly more likely to attend college (Wahdwa, 2009).
- Korsching and his colleagues (2007) also noted that more educated respondents were more likely to be entrepreneurs.

Education

- Length of time in a community is negatively correlated with entrepreneurial participation.

Length of Time in the Community

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- Korsching et al., (2007) note that this may be due to the strong ties that the residents have with their communities over time.

Length of Time in the Community

- Markley and her colleagues (2005) note that communities are ready to engage in entrepreneurial development when certain qualities and characteristics are evident:

Factors Contributing to an Entrepreneurial Ready Community

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 - Strong self-image with positive citizen and community attitudes

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 - Particular capacities in human, financial, and physical infrastructure
 - Supportive business/entrepreneurial history
 - Strong self-image with positive citizen and community attitudes
 - Open and creative community leadership that is nurturing to emerging leaders

Factors Contributing to an Entrepreneurial Ready Community

- Brain drain

Why Entrepreneurship?

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- Local resource development

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 - Hard skills
 - Soft skills

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 - Hard skills
 - Soft skills
- Workforce readiness

Why Entrepreneurship?

- Project background
 - Result of work started at Delta State University
 - No youth involved in entrepreneurship programs in the region
 - Ready and willing partners

Southern Entrepreneurship Program

- **The Beginning**

- As a pilot program with 4 high schools in Southern Mississippi in 2007.

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 - Generated support from local communities
 - Economic development organizations
 - Chambers
 - Civic organizations

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 - Economic development organizations
 - Chambers
 - Civic organizations
 - Started with a lot of faith and phone calls

Southern Entrepreneurship Program

- Total external partners
 - All community colleges, economic development agencies, schools, small business development centers, and incubators in the regions served.

**Southern Entrepreneurship
Program**

- Use of mentors
 - Increase the likelihood of new entrepreneur success by engaging existing business leaders who serve as mentors for the program participants.

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 - Ideally, students are partnered with mentors in similar business fields.
 - We work with communities/regions to identify pools of mentors for programmatic use and support.

Southern Entrepreneurship Program

- Primary funding source
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 - The Department of Labor assisted some of our schools through the West Alabama/East Mississippi WIRED Project

Southern Entrepreneurship Program

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 - Affiliated with the MS Dept. of Ed. and the MS Council on Economic Education

Southern Entrepreneurship Program

- Primary funding source
 - Affiliated with the MS Dept. of Ed. and the MS Council on Economic Education
 - We work with communities/regions to identify local funds including:
 - Banks
 - Community Reinvestment Act funds
 - Governments
 - Businesses
 - Civic organizations

Southern Entrepreneurship Program

- **Primary objectives**

- Identify one or two classes of fifteen students per school to participate in the nine-month training program.
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**Southern Entrepreneurship
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- Identify one or two classes of fifteen students per school to participate in the nine-month training program.
 - If in high school, Juniors preferred
- Program participants are identified in collaboration with the partnering school districts.
- School districts engage in training using their existing classes.
 - Entrepreneurship & Personal Finance

Southern Entrepreneurship Program

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 - This program includes basic accounting and marketing training and also results in the development of a business plan.

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- Provide stimulants for new business development by providing program graduates opportunities to obtain private funding options.
- Program participants present business plans constructed in the program to panels of funders for funding consideration.

Southern Entrepreneurship Program

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 - Business plan competitions are held with awards and support services provided to award winners.

Southern Entrepreneurship Program

- **Primary objectives**

- Business plan competitions are held with awards and support services provided to award winners.
- One business plan per high school receives one year's free rent and services at local business incubator.
 - This will continue with future program participants where available.

Southern Entrepreneurship Program

- **Primary objectives**

- Conduct on-going evaluation efforts throughout the program development and implement processes to assure that all tasks in the effort are completed in an efficient and effective manner.

- Pretests – August
- Posttests - May

**Southern Entrepreneurship
Program**

- **Primary objectives**

- Enhance and sustain the work of SEP partners by increasing their ability to maintain an ongoing entrepreneurial development program with local funds.

**Southern Entrepreneurship
Program**

- How program is delivered
 - During the 9-month school year using two existing classes.
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Southern Entrepreneurship Program

- How program is delivered
 - During the 9-month school year using two existing classes.
 - Each school makes the decision to use the classes they want.
 - Three symposiums are held throughout the year to provide students with skills, networks, and opportunities to interact with one another.
 - Getting Connected
 - I Am My Own Boss!
 - My Future, Today

Southern Entrepreneurship Program

- Result in business plan
 - Each students completes a business plan individually or in teams

**Southern Entrepreneurship
Program**

- Result in business plan
 - Each students completes a business plan individually or in teams
- Networking among participants
 - Symposiums
 - Guest speakers
 - Online interface

Southern Entrepreneurship Program

- Use of technology
 - Developed a website (social networking platform) designed to give students and teachers opportunities to interact, share best practices, and collaborate.
 - <http://www.theSEP.org>

**Southern Entrepreneurship
Program**

- Follow up provided to participants
 - Each student, once completing the business plan is referred to one of the Small Business Development Centers (SBDC) and local business incubator (where available).
 - While SEP teaches participants about business, the SBDC and incubators help them start businesses.

Southern Entrepreneurship Program

- Outcomes:
 - Total participants trained/served in high school program
 - 410 youth started the program

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 - Low drop-out rates directly associated with program participation.
 - Nearly half of the high school students indicated that they no longer wanted to be entrepreneurs
 - Expect to train over 500 students during the 2011-2012 school year.

Southern Entrepreneurship Program

- **Outcomes:**

- Number of businesses started as a result of the program
 - 70 new businesses started during the first 4 years of the project
 - An additional businesses expected to start in the next year with existing program participants.

Southern Entrepreneurship Program



Kay Cee Jays



Sea Flight



Uniform Corner



Fat Daddy's Seafood



i-Cook



The Stained Rainbow



H & A Enterprises



Bay Springs Lawn Service

9/30/2011 SEP Building Brighter Futures



Frames By Design



O.W.L.S.



Formalities



Hairdo Headbands



Brandon Pace Productions



Petal Afterschool Program

9/30/2011 SEP Building Brighter Futures



Simply Sunless

- Successful entrepreneurship development programs don't simply teach about entrepreneurship. They assist participants in becoming entrepreneurs.

Learning By Doing

- Successful entrepreneurship development programs don't simply teach about entrepreneurship. They assist participants in becoming entrepreneurs.
- Learning by doing is an approach based on 21st Century Learning Skills.
 - Research
 - Critical evaluation
 - Team building
 - Presentation

Learning By Doing

- Talents
- Hobbies and Interests
- Strengths
- Motivation
- Hero(s)
- Mentor(s)

STAR Profile

- Goals
- Ideal Career
- Description of Self
- Craziest Thing Ever Done
- Top 5 Things Before You Die

STAR Profile

- Tropical Concoctions (strawberry daiquiri sherbet)
- College Connections (based on college colors)
- Peanut Butter Heaven (ice cream sandwich)
- Southern Belle (vanilla bean, red velvet bonbons, white chocolate)
- Hades' Dream (red chili, vanilla bean)
- The Vegan Zone (chai tea)
- Death By... (dark chocolate ice cream from Hell)

Ice Cream Marketing

- Bootstrapping Program
 - Start with \$10 – maximum

Making Money Now!

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Making Money Now!

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 - Must do five projects
 - Keep track of financials
 - Award \$500 to the student that makes the most money
 - Teachers use the program to teach QuickBooks

Making Money Now!

- Bootstrapping Program
 - Look around

Making Money Now!

- **Bootstrapping Program**
 - Look around
 - See opportunities where others see problems

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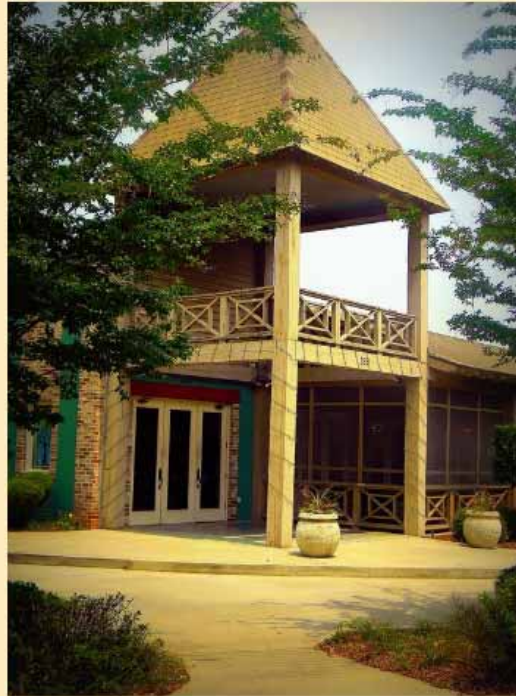
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- Star Profile
- Winners the last 2 years have made over \$5,000 and one over \$7,000

Making Money Now!

The Pastry Garden At Gordon Creek

[Home](#)
[Menu](#)
[About Us](#)
[Gallery](#)
[Weddings](#)
[Directions](#)



Gluten Free Marketing

- Students created accounts for their fictional and actual businesses

School-Based, Student-Run Businesses

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- 4 schools used student-run businesses established in the high schools
 - Coffee shop, book/convenience store, breakfast foods, and First Nations Collaborative.

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- 4 schools used student-run businesses established in the high schools
 - Coffee shop, book/convenience store, breakfast foods, and First Nations Collaborative.
- Students used QuickBooks to monitor sales, track inventory, and issue purchase orders

School-Based, Student-Run Businesses

- Training teachers to teach the program

**Master Teacher of
Entrepreneurship**

- Training teachers to teach the program
- Official endorsement

**Master Teacher of
Entrepreneurship**

- Training teachers to teach the program
- Official endorsement
- Five training modules
 - Fundamentals of Entrepreneurship
 - The Building Blocks of Business
 - Small Business Finance
 - Corporations and Management
 - Marketing and the Business Plan

Master Teacher of Entrepreneurship

- Paying \$500 for teachers to go through it

**Master Teacher of
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- Successful completion – 11 CEUs

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- Training over 100 teachers this year

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- Training over 100 teachers this year
- Business curriculum and new Career Pathways curriculum

**Master Teacher of
Entrepreneurship**



Master Teachers

9/30/2011 SEP Building Brighter Futures

- Develops a list of contacts and potential partners to participate in the local entrepreneurial coalition.

Community Coalitions

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 - Government, business, civic organizations
- Brainstorming
- Action Plans
- Key experts and mentors

Community Coalitions

- Middle School Program
 - Currently piloting in 5 middle schools
 - Business plans at class level
 - Making paper
 - Science teacher – formulas
 - Math teacher – business math
 - English teacher – business plan and marketing
 - Art teacher – designing products
 - Curriculum available in 2012
 - LearningPaper.org

**Southern Entrepreneurship
Program Growth**

Community College Programs

- SEP has trained all of the community colleges in Mississippi and is undertaking the same training in Alabama, Arkansas, Louisiana, Illinois.
 - Offer classes
 - Work with schools
 - Work with unemployment centers

**Southern Entrepreneurship
Program Growth**

Community College Programs

- Community college certification program
 - Capitalizes on existing workforce development programs
 - Operating in all 15 community/junior colleges in MS

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 - Operating in all 15 community/junior colleges in MS
- Community college credit program
 - Capitalizes on existing for-credit courses
 - Currently creating a 2-year degree program

**Southern Entrepreneurship
Program Growth**

Current Programs

- Mississippi Entrepreneur Training Program
 - Worked with displaced workers through WIN Job Centers
 - Trained over 1,000 displaced workers.

**Southern Entrepreneurship
Program Growth**



Program Graduates

9/30/2011 SEP Building Brighter Futures



Program Graduates

9/30/2011 SEP Building Brighter Futures

Current Programs

- Train-the-Trainer program
 - Trains personnel to work with their local communities to establish entrepreneur-ready communities and develop successful programs.

**Southern Entrepreneurship
Program Growth**



Certified Trainers

9/30/2011 SEP Building Brighter Futures

Current Programs

- Mississippi Statewide Entrepreneurship Planning Team
 - Worked with the Governor's Office to establish entrepreneurial supportive policy.
 - Worked with all the right acronyms
 - Surveyed stakeholders
 - Established policy

Southern Entrepreneurship Program Growth

Current Programs

- Mississippi Band of Choctaw Indians
 - Training tribal members to start and operate their own small businesses using existing resources, talents, skills, and networks.
 - Also uses the train-the-trainer format.

**Southern Entrepreneurship
Program Growth**

Current Programs

- Western Illinois Entrepreneurship Training Program
 - Working with three counties in Western Illinois in conjunction with the Western Illinois University.
 - Working to establish entrepreneurial development programs.

Southern Entrepreneurship Program Growth

Current Programs

- Mississippi Youth Asset Development Entrepreneurship Program
 - Working with the MS Council on Economic Education and Bancorp South
 - Individual Development Accounts
 - Matching funds
 - Making Money Now! Program used to assist youth in meeting savings goals

Southern Entrepreneurship Program Growth

Developing Programs

- Council on Economic Education
 - Text
 - Entrepreneurship and Economics Program

**Southern Entrepreneurship
Program Growth**

Developing Programs

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 - Text
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- PASCAL International Observatory

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Southern Entrepreneurship Program Growth

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- Puerto Rico – Train-the-trainer
- Certified Entrepreneur Ready Community Program

Southern Entrepreneurship Program Growth

What does it take to be involved? DESIRE

- The 3 T's - Teacher(s), Texts, and Training

Why SEP and Why Now?

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- Willingness to make it your program
- Commitment from project partners
- Willing students
- Identification of mentors

Why SEP and Why Now?

- Much has to be learned about what works as it relates to creating and growing sustainable entrepreneurship development programs.

Discussion

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- This research is being expanded to include entrepreneurship programs across the globe.
- Expected outcomes include:
 - Policy briefs
 - Development of potential funding streams
 - Discovery of new methods
 - Cross-collaboration across sites

Discussion

- Community Interaction Field Theory and Embedded Entrepreneurialism represent viable bases for examining youth entrepreneurship.

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- Opportunities to promote entrepreneurial development exist for agencies at all levels, be they public or private, for-profit or non-profit.

Discussion

Lessons Learned

- People/entities want to help

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- People/entities want to help
- Involvement of regional partners

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- Networks matter

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Discussion

Lessons Learned

- People/entities want to help
- Involvement of regional partners
- Networks matter
- Involvement of mentors
- Economic development organizations
- First generation college students
 - Seniors dually enrolled in community college
 - Higher educational expectations

Discussion

Lessons Learned

- Successful entrepreneurship programs are started with the belief that regional economic development is possible through the utilization of existing assets, namely its best and brightest.

Conclusion

Lessons Learned

- Successful entrepreneurship programs are started with the belief that regional economic development is possible through the utilization of existing assets, namely its best and brightest.
- These programs demonstrate the potential for collaborative partnerships across government, business, and civic organizations.

Conclusion

Lessons Learned

- The skills taught, networks created, and opportunities shared will live long after the program participants have exited the programs.

Conclusion

Lessons Learned

- The skills taught, networks created, and opportunities shared will live long after the program participants have exited the programs.
- Additionally, for much of the rural US, entrepreneurial development remains one of the bastions of hope for struggling communities.

Conclusion

- Now is the time...

Questions?

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