

Tuskegee University Cooperative Extension Program (TUCEP)

Title: Alabama Entrepreneurial Initiative (AEI) ETP 33B: A Strategy for Work force Development

Authors:

Rory L. Stephens, County Agent (Barbour & Bullock)

Gwendolyn Johnson, County Agent (Greene & Hale)

Nickey Jefferson (State Program Leader)

Description of the Topic: Mrs. Connie Harper, Director, “Occupational and Industrialization Center (OIC) of Montgomery”, requested the assistance of TUCEP in the OIC “Youth Entrepreneurship Initiative.” OIC targeted at risk youth enrolled in the general education program (GED). The purpose of the training was to create an awareness of entrepreneurial opportunities as an alternative to workforce preparation.

Utilizing the National Foundation for Teaching Entrepreneurship curriculum, county agents, Rory L. Stephens and Gwendolyn Johnson, conducted the third six-week workshop with the GED students. The class met twice a week for four hours exposing youths and adults to an on-going program and curricula that emphasizes entrepreneurial education.

The NFTE curriculum consisted of basic personal finance, business legal structures, and financial statements, tracking cash flow, market research and use of the Wall Street Journal. The students thought of a business idea to be implemented in their local community, conducted market research and developed a business plan. The “Business Plan Presentation” consisted of the business idea, economics per one unit, fliers/coupons, and a jingle.

Substantive Results: The hands on activities and guest entrepreneurs expanded the student’s knowledge of entrepreneurial career options and entrepreneurship leadership skills. The instructors at OIC report that the NFTE students have benefited from their training and have used their skills in the day to day schedule. Much to everyone surprise these students are exhibiting increased attendance at school, assuming leadership roles, and students participating in the training have a better graduation rate than non-participants. The instructors at OIC have started to discuss entrepreneurship and relate it to other subjects, such as, math, social studies, and government.

The social and economic value of the program is that the students understand the economic system (local, national and global). The majority of economic development within the community is focused on training to become an employee and not an employer. We want our young people to have the knowledge and pride to become employers. Some may realize entrepreneurship is not for them and others may do it on a part-time basis. It is important to know that they have the knowledge to become their own boss. TUCEP and OIC will continue to implement the youth entrepreneurial initiative.

Alabama Entrepreneurial Initiative (AEI): A Strategy for Workforce Development

Nickey L. Jefferson Ph.D.
Tuskegee University Cooperative Extension Program
nljefferson@tuskskegee.edu

June 4-6, 2008

Land Grant Youth
Entrepreneurship Conference

State College, PA

Name of Program: Alabama Entrepreneurial Initiative (AEI): A Strategy for Workforce Development

Situational Statement: Alabama's Black Belt Region is the targeted twelve counties programming area for Tuskegee University Cooperative Extension Program. Persistent poverty in this region is being perpetuated by financial distressed schools systems, lack of economic development, unskilled labor forces, high unemployment rates, high school drop out rates, and excessive number of social services participants. The Alabama Entrepreneurial Initiative is an effort to provide informational community-based experiential educational opportunities to rural youths and adults interested in exploring entrepreneurial endeavors.

Assumptions: The future economic development of the Black Belt will depend on establishing future entrepreneurs. Shifts in the Black Belt's economy point to the need to prepare youths and adults for employable futures and small business development.

External/Environmental Factors: Alabama ranks high in income disparity-the gap between rich and poor. There are inadequate school systems, lack of job opportunities in industry, out migration, and lack of available financial resources to support minority businesses.

Target Audience: The targeted audiences are the rural-urban population-youths, adults, community leaders and public officials

INPUTS	OUTPUTS	OUTCOMES-IMPACTS			
	Activities	Participation	Short	Medium	Long Term
<i>What do we need to achieve our goals?</i>	<i>What do we need to do to ensure our goals are met?</i>	<i>Who need to participate, to be involved and reached?</i>	<i>What will the short term results be?</i>	<i>What will the medium term be?</i>	<i>What will the ultimate impact(s) be?</i>
<p>Curriculum</p> <p>Trained personnel, teachers, volunteer leaders</p> <p>6-8 Weeks bi-weekly training sessions</p> <p>Funding in support of entrepreneurial materials</p>	<p>Implement entrepreneurial training in schools, community setting, camp</p> <p>Conduct pre- and post evaluation of participants knowledge of entrepreneurship</p>	<p>Schools community center faith-based organizations, summer-camps, extension personnel and youth service agencies</p>	<p>Youth and adults will explore entrepreneurship, economics, law, government and business ethnics</p> <p>KA801 Resource management, and human capital</p> <p>Debt management</p> <p>Development financial management skills</p> <p>KA 601 Sustainable agriculture</p> <p>Agricultural profitability KA502 Business Skills for entrepreneurs</p> <p>Human resource management</p>	<p>Expand participant's knowledge math, public speaking, marketing, decision-making, business leadership</p> <p>Improved social skills</p> <p>KA801 Supplement income strategies</p> <p>Saving and investment</p> <p>KA604 Local marketing of local produce</p> <p>Basic occupational skill</p>	<p>Participants will have improved work ethic, increase small business development</p> <p>Increase community economic development</p> <p>Acquire workforce development skills</p> <p>KA801 Improvement of basic occupational skills</p> <p>Development of financial management skills</p> <p>KA602 Improvement in the marketing and distribution of products, goods and services</p>