

Driving the Market for Entrepreneurship Education



Making Cents International*

GLOBAL YOUTH
ENTERPRISE
CONFERENCE 2008

The Consortium for
Entrepreneurship Education
&
Nebraska 4-H



Glad to serve as resources for you!

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The Consortium For Entrepreneurship Education



Consortium for Entrepreneurship Education

www.entre-ed.org

National Organization bringing Educational
Agencies and Leaders Together To Build the
Field of Entrepreneurship Education

The Consortium for Entrepreneurship Education

Mission: Accelerating Entrepreneurship Everywhere!

- Website to provide resources for teachers www.entre-ed.org
 - Newsletter and Magazine – Future CEO Stars featuring programs of members
- National FORUM/Conference to provide professional development for teachers/program designers – November- Austin
 - National Content Standards released June 2004
- National Standards of Practice released in June 2006
 - Leading education partner of annual National Entrepreneurship Week February 21 – February 28, 2009 www.nationaleweek.com
- Entrepreneurship Ambassador E-Group that encourages information sharing through educator networks

The Consortium for Entrepreneurship Education

Mission: Accelerating Entrepreneurship Everywhere!

- **Is an umbrella Organization of Entrepreneurship Education Provider groups**
- **Has over half of the State Education Agencies as members**
- **Has many community based organizations such as JA, 4-H and NFTE as members**
- **Has community colleges, universities, public school entrepreneurship academies and charter schools as members**
- **Has Career & Technical Student Organizations such as DECA, FBLA and BPA as members**
- **Has entrepreneurship focused organizations and foundations such as The Council on Economic Education & NFIB Youth Entrepreneurs Foundation as member groups.**

The Consortium for Entrepreneurship Education

- Emerged as an organized effort of the National CTE leadership center with the support of the Career and technical education state directors who wanted help with implementing entrepreneurship preparation.
- Provided a vehicle for jointly developing materials and training teachers to use them in their regular CTE classrooms.
- Evolved into a 501 C3 organization to advocate for and work with education organizations and community based organizations delivering entrepreneurship preparation or developing materials for entrepreneurship education and training.
- Focuses on providing services to member groups or orchestrating activities/events that the member groups desire for the benefit of the field.

Does not compete with its member groups.



entrepreneurship education

Home

- Entrepreneurship Ed
- Teaching Materials
- Network Resources
- Contacts & Membership

Consortium for Entrepreneurship Education

Teaching Materials

NEW LEARNING ACTIVITIES

FREE ON-LINE TEACHER TACTICS

The Consortium is proud to introduce a Monthly Schedule of FREE opportunities for teachers to interact with the experts....members of the Consortium for Entrepreneurship Education, to find new ideas for the classroom. Check here for the schedule and how to sign up! [Continue...](#)

ENTREPRENEURSHIP CASES AND SUCCESS STORIES

Use these interesting examples in the classroom to bring entrepreneurship alive! [Continue...](#)

BUSINESS ACTIVITIES AND PROJECTS

Try these hands-on activities to liven up the classroom. [Continue...](#)

TRANSPARENCY MASTERS FOR THE CLASSROOM

Copy these transparency masters to organize your classroom discussions or for helping others understand the concepts of entrepreneurship education. [Continue...](#)

WWW.entre-ed.org

- **Website is your first link to resource to connect you with things Entrepreneurial!**
- **Main Sections include:**
- **About Entrepreneurship Education**
- **Network Resources**
- **Teaching materials**
- **Contacts and Memberships**
- **Content Standards**

National Entrepreneurship Week

- U. S. House of Representatives passed Resolution 699 in June 2006.
- CEE orchestrated the celebration of the first National Entrepreneurship Week in February of 2007
 - 50 State Leadership teams
 - Thousands of celebration events/activities
 - Lots of publicity regarding the value of Entrepreneurship Education!

National Entrepreneurship Week 2009

- Preparing now for the Third National Entrepreneurship Week in February 2009
- Website: www.NationalEweek.com



**National
Entrepreneurship
Week**

Create your future!



**National
Entrepreneurship
Week**

Create your future!

www.nationalEweek.com

February 21-28, 2009

Has 2 Saturdays for events

Global Entrepreneurship Week 2008

- International Entrepreneurship Week is scheduled for November 2008 (November 17-23)
- Website: <http://www.unleashingideas.org/>
- Some of the organizations we work with like JA Worldwide and the Kauffman Foundation are involved with creating events worldwide

Future CEO Stars Magazine

- Member groups desired way to share success stories.
- Young people need to visualize being an entrepreneur now or in the future to understand it as a career option.
- Organizations can provide the magazines for classes, summer programs, or after school organizations.
- www.futureceostars.com has details of subscriptions & prices etc. for the magazine.

Entrepreneurship Defined

“ Entrepreneurship is the transformation of an idea into an opportunity.”

Jeff Timmons, Babson College

“...any attempt to create a new business enterprise or to expand an established business.”

Jay Kayne, Miami University

“Essential agents of change who accelerate the generation, application and spread of innovative ideas and in doing so...not only ensure efficient use of resources, but also expand the boundaries of economic activity.”

Global Entrepreneurship Monitor

Entrepreneurs

- “Change agents that use innovation to exploit opportunity, evaluate risks and create a valuable service, product or system”
- “Assume risks to transform ideas into sustainable enterprises that create value”
- Their efforts account for the majority of job growth in the US economy.
- According to Jeffrey Timmons, small entrepreneurs are responsible for more than half of all innovations.
 - 67% of inventions and 95% of radical innovations since World War II

Motivation = Passion

- Entrepreneurs *see value in new ideas and creatively take innovation to a commercial plane.*
- Ray Smilor, in *Daring Visionaries*, challenges the idea that entrepreneurs are in it for the money. He does believe that all entrepreneurs have some kind of passion:
 - To live the life they want
 - To create a service that meets a critical need
 - To grow a company that employs thousands
 - To prove their worth
 - To make a better life for themselves and their families

2,300+ Become Independent Entrepreneurs Daily in the USA

- These 20 million self employed individuals make up more than 75% of the nation's 26 million plus business firms
- \$951 Billion in receipts in 2005

Source US Census – Dept of Commerce release June 2007

The Changing Economy

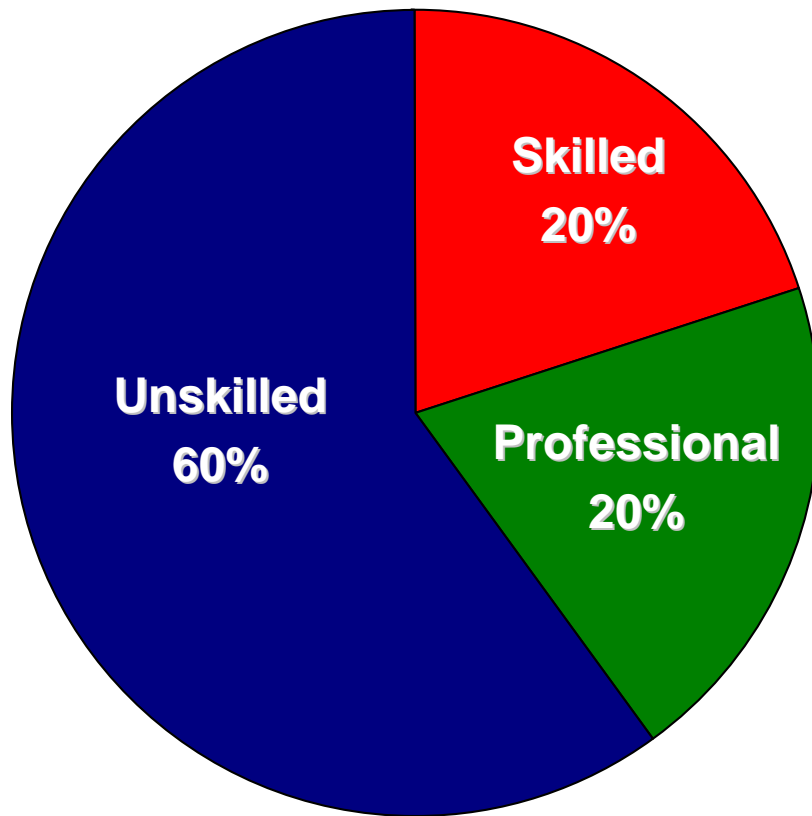
- 800,000+ new USA businesses annually
- 1996 SBA Survey of 5.6 million new business owners
 - 40% were age 26 or under
- From 1990 to 1997 small companies created 76% of net new jobs – 10 million
- From 1994-1998 largest U.S. firms “cut or lost” - 2 million jobs

Entrepreneurship - Central Competitive Advantage

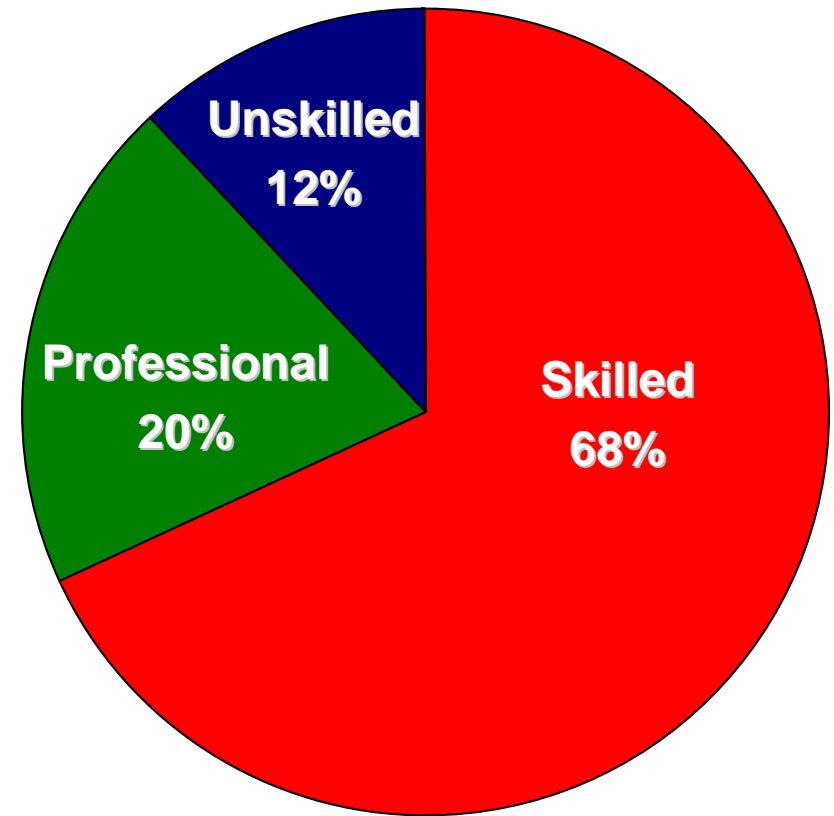
- **“For the United States to survive and continue its economic and political leadership in the world, we must see entrepreneurship as our *central competitive advantage*. Nothing else can give us the necessary leverage to remain an economic superpower. “**

Carl Schramm, Economist & President of the Kauffman Foundation, Kansas City

Changes in Workforce Skills Needs Across Fifty Years



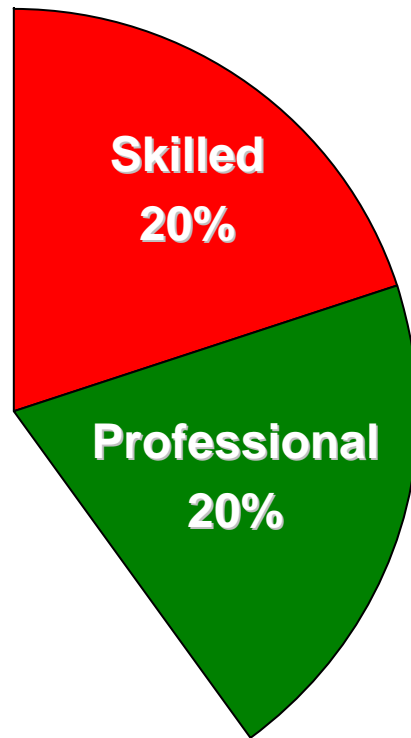
1955



2005

Challenges for Secondary Education Across Fifty Years

Prepare 40%
for college or
skilled
careers



1955

Prepare 88%
for college or
skilled careers



2005

The Changing Economy

- **Occupational Distribution of USA small businesses employees**
 - **18.4% Manufacturing**
 - **14.1% Sales**
 - **13.6% Management**
 - **13.6% Administrative support**
 - **12.6% Service**
 - **11.2% Professional Specialty**
 - **2.1% Farming, Forestry, Fishing**
 - **14.1% Other**

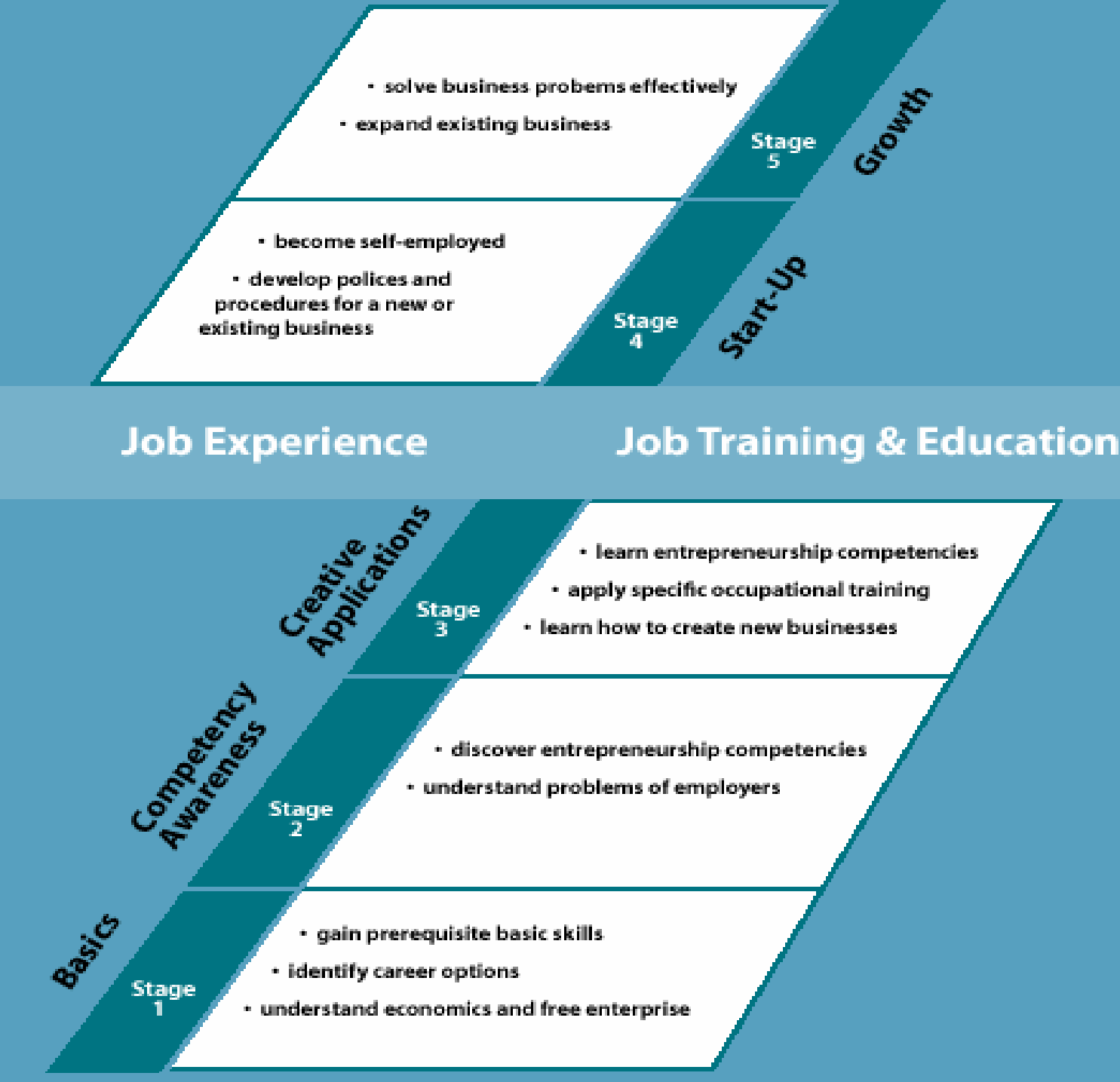
The Changing Economy

- **Women represent 34% of the entrepreneurs in the USA**
- **Women own 38% of all US businesses**
- **14.7% of recent immigrants are entrepreneurs**
- **Entrepreneurs as a percentage of employment by location**
 - **44 % in Suburban areas**
 - **22 % in rural areas**
 - **19% in central cities**
 - **2% more entrepreneurs in Western USA than other regions**

The Changing Economy

- **Entrepreneurs changing ethnic structure in the USA**
- **Percentage of entrepreneurs who were Caucasians**
 - 1979 - 91.5
 - 2003 – 74.8%
- **5.2.% are African-American**
- **7% are Latino**
- **13% are Asian**
- **74.8% are Caucasians (SBA – 2003)**

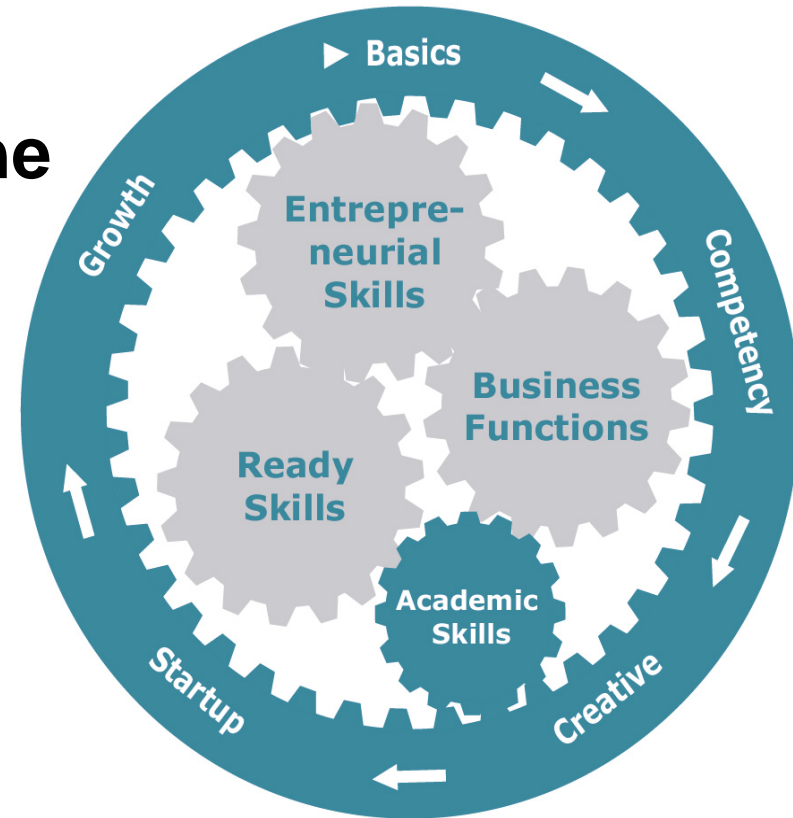
Lifelong Learning Model



The Consortium for Entrepreneurship Education's business advisory council working with a contractor developed 15 Content Standards

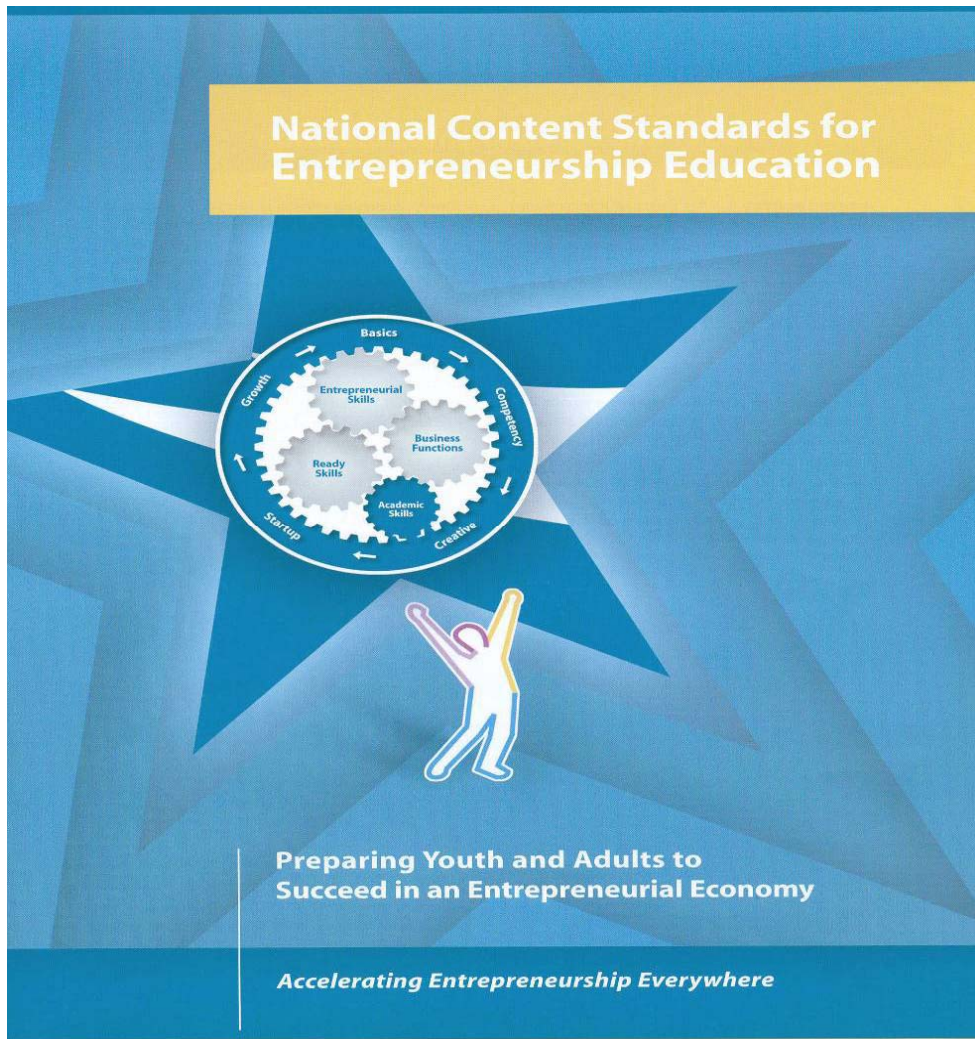
- Three major categories of the content standards emerged:

- Entrepreneurial Skills
- Ready Skills
- Business Functions



- 403 Performance Indicators define what students need to know & be able to do if they are to succeed in an entrepreneurial world.

National Content Standards



Entrepreneurial
Process &
Characteristics

Ready Skills

Foundation Skills

Communication Skills

Business Functions

Economics

Partnership for 21st Century Skills

Education and business leaders identified four significant emerging content areas that are critical to success in communities and workplaces:

- **Global awareness**
- **Financial, economic and business literacy, and developing entrepreneurial skills to enhance workplace productivity and career options**
- **Civic literacy**
- **Health and Wellness Awareness**

Partnership for 21st Century **Life Skills**

- Leadership*
- Ethics*
- Accountability*
- Adaptability*
- Personal Productivity*
- Personal Responsibility*
- People Skills*
- Self Direction*
- Social Responsibility*

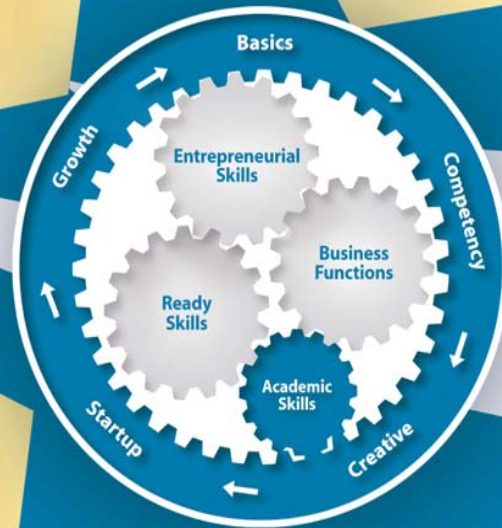
* = **Ideal for developing in entrepreneurial context**

Partnership for 21st Century Thinking and Learning Skills

- Critical Thinking and Problem-Solving Skills*
- Creativity and Innovation Skills*
- Communication and Information Skills*
- Collaboration Skills*
- Contextual Learning Skills*
- Information and Media Literacy Skills*

* = **Ideal for developing in entrepreneurial context**

National Standards of Practice for Entrepreneurship Education



NEW from the Consortium Members ...

- **A definition**
- **Outcomes**
- **Concepts**
- **Methods**
- **Accountability**
- **Resources**



They do learn what we teach – Don't They ?

FUTUREFORCE

NEBRASKA



**Supporting Nebraska's
21st Century Workforce**

Entrepreneurship Investigation (ESI)

Nebraska
Lincoln
EXTENSION

UNIT 1
ESI: Discover the E-Scene
ENTREPRENEURSHIP INVESTIGATION

Nebraska
Lincoln
EXTENSION

UNIT 1
ESI: Discover the E-Scene
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EXTENSION

UNIT 1
ESI: Discover the E-Scene
ENTREPRENEURSHIP INVESTIGATION

Nebraska
Lincoln
EXTENSION

UNIT 2
ESI: The Case of ME
ENTREPRENEURSHIP INVESTIGATION

Nebraska
Lincoln
EXTENSION

UNIT 2
ESI: The Case of ME
ENTREPRENEURSHIP INVESTIGATION

Nebraska
Lincoln
EXTENSION

UNIT 2
ESI: The Case of ME
ENTREPRENEURSHIP INVESTIGATION

Nebraska
Lincoln
EXTENSION

UNIT 3
ESI: Your Business Inspection
ENTREPRENEURSHIP INVESTIGATION

Nebraska
Lincoln
EXTENSION

UNIT 3
ESI: Your Business Inspection
ENTREPRENEURSHIP INVESTIGATION

Nebraska
Lincoln
EXTENSION

UNIT 3
ESI: Your Business Inspection
ENTREPRENEURSHIP INVESTIGATION

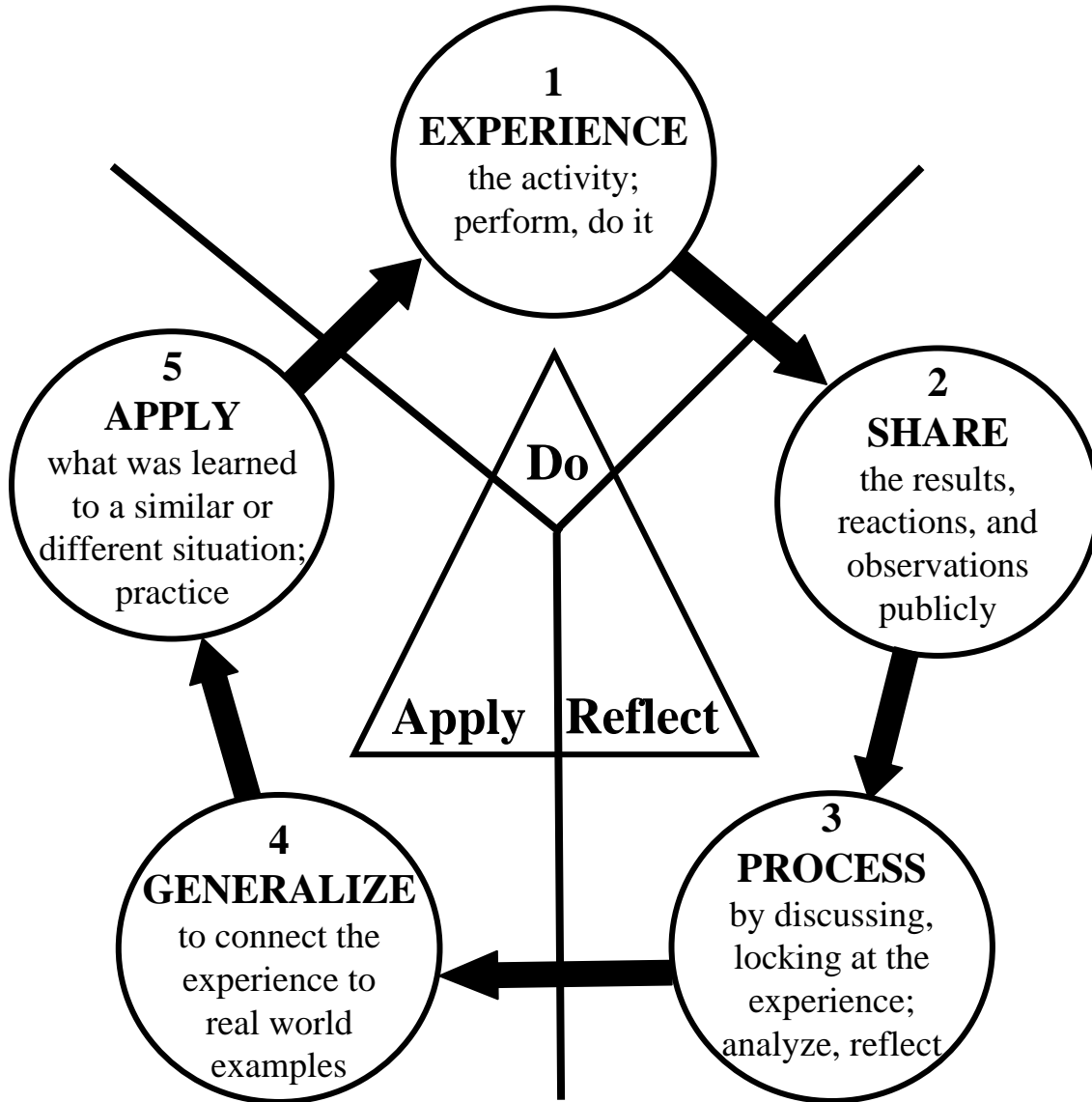
**“Experiential learning takes place
when a person involved in an activity
looks back and evaluates it,
determines what was useful or important to remember,
and uses this information to perform another activity.”**

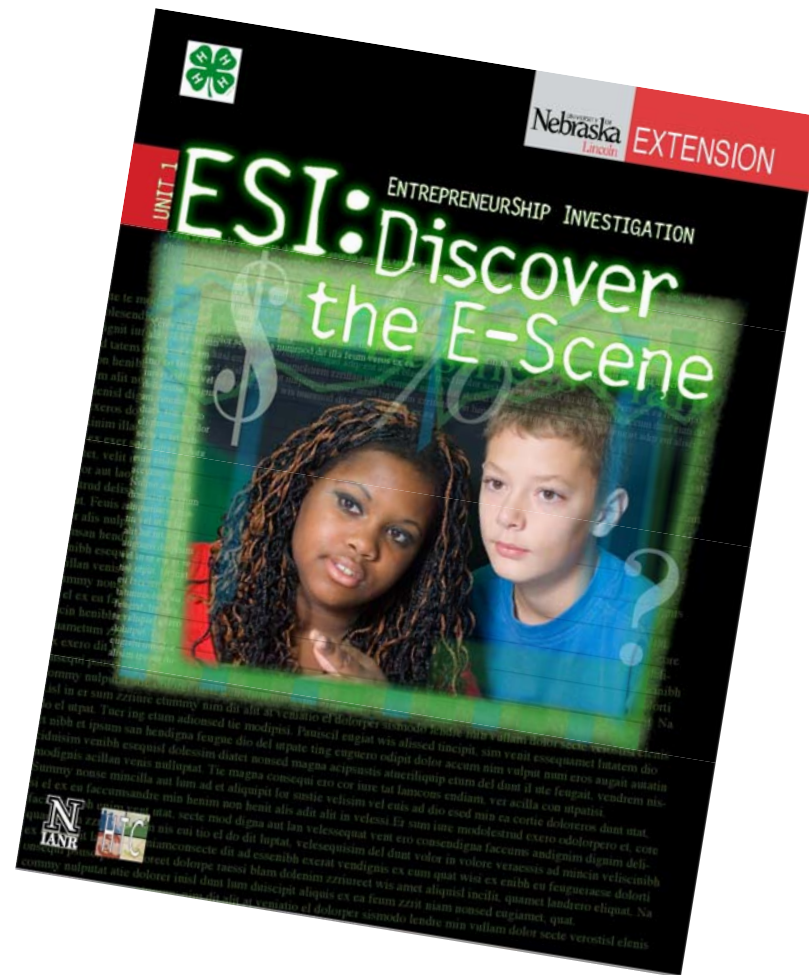
John Dewey

The 4-H program promotes the Experiential Model of Learning as the primary format for educating Youth.

Several key processing steps take Youth beyond “simply doing” the activity or participating in the experience.

Experiential Learning Model





Visit us online at
<http://www.4h.unl.edu/esi>



Are there things about which we have talked that need clarification?

www.entre-ed.org



Are there things about which we have talked that need clarification?

4-H

Assessment

- Please complete a Plus – Delta sheet and provide me ideas for improving this type of presentations for future participants
- Divide a sheet into two columns

Plus/What Was Useful

Delta/Needs Improvement





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The world economy is driving entrepreneurship to be an important education need, as well as a key economic development need and tool

Organizations can be drivers of entrepreneurship initiatives if they apply entrepreneurial thinking to their work