The Urban Center for Entrepreneurship and Innovation Proposal

COLLEGE OF ALAMEA
Entrepreneurial activity is a pillar of economic growth. For evidence of the economic power of entrepreneurship, we need look no further than the United States, where young firms have been shown to be a more important source of net job creation than incumbent firms.

Entrepreneurs are positive agents of social change, wealth creation, transparency, sustainability, and innovation. “The fight-for-your-life attitude caused by extremely uncertain times, along with the explosive growth of the Internet, has leveled the playing field and emancipated the entrepreneurial and small business process. There is no end in sight, but instead, a beginning to realizing the world is your market.”

Laurel Delaney

Six years ago the Think Tank Forum, recommended 9 objectives aimed at enabling and fostering the development of various forms of entrepreneurship. Of the nine listed, two recommendations embraces the vision of the COA Entrepreneurship and Innovation Center.

1. Promote Lifelong Entrepreneurial Education.
2. Empower entrepreneurial women, minorities and the disadvantaged.

Dr. Raj Shea, Technology Transfer Manager at NASA Ames Research Center, presented some interesting research facts that support the need to have a center which collaborates with industry partners and connect students to these partners, business ventures/opportunities.
Why develop an Entrepreneur and Innovation center at COA?

- Fees for classes, seminars, workshops are reasonable
- Provide flexible class, seminars, workshops schedules
- Recruitment of talented practitioners can be hired to teach/share current practices
- Cost for professional development for business owners and their employees are reasonable
- Certifications and degrees align perfectly with goals/vision of small business owners
- Provide unique cohorts for women, minorities, and the disadvantage
- Madeline A. Grant, Department Chair & Professor of Global Business & Entrepreneurship, @ Santa Ana College, presented good research that supports the need for The Urban Entrepreneur and Innovation Center. The Center will collaborate and connect students to global job and entrepreneur business opportunities.

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### We Are Global

- 95% of the World’s Consumer live Outside of the US
- Trade between Mexico & the US total $1 billion per day
- California is the 9th Largest Economy in the World
- 4.4 million jobs in California are related to Global Trade
  - That’s 1 out of every 5 jobs in CA
  - Salary ranges are $37,000 - $225,000

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### CA Community College Students are Global

<table>
<thead>
<tr>
<th>California Community Colleges Student Enrollment Status Summary</th>
<th>Fall 2013</th>
<th>Fall 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of California Total</td>
<td>1,573,696</td>
<td>1,503,000</td>
</tr>
<tr>
<td>African-American</td>
<td>108,947</td>
<td>9.52%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>6,711</td>
<td>0.43%</td>
</tr>
<tr>
<td>Asian</td>
<td>172,790</td>
<td>10.58%</td>
</tr>
<tr>
<td>Filipino</td>
<td>45,982</td>
<td>2.92%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>642,009</td>
<td>41.80%</td>
</tr>
<tr>
<td>Multi-Ethnicity</td>
<td>58,843</td>
<td>3.55%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>7,468</td>
<td>0.47%</td>
</tr>
<tr>
<td>Unknown</td>
<td>76,638</td>
<td>4.87%</td>
</tr>
<tr>
<td>White Non-Hispanic</td>
<td>457,288</td>
<td>29.06%</td>
</tr>
</tbody>
</table>

66.1% of our students are Multicultural
The Urban Center for Entrepreneurship and Innovation Center

The Vision:
Create, collaborate and support the development of an entrepreneur Success Zone for women, minorities, disadvantage, and community small business owners. The Success Zone’s credo is to assure success (persistence and completion) by:

- Developing educational programs that inspire entrepreneurship and innovation
- Building internal and external networks which connects students and community business owners to business resources
- Connecting women, minorities, disadvantage with industry partners via robust seminars, speaker series, and associations throughout the greater bay area, state, nationwide and internationally
- Collaborate with local, state, and national community colleges on the development and support of an Education Alliance which allows students to take courses at any college

The Mission:
To collaborate and coordinate cutting edge academic and career pathways that transform students (women, minorities and the disadvantage) to strategic business thinkers, innovators and leaders.
The Urban Center for Entrepreneurship and Innovation Center

PHASE I—PLANNING PROCESS

- Establish a cross campus task force (tenured faculty, adjunct faculty, classified professional staff, center coordinator, counselors and administrators)
- Develop a comprehensive business plan with input from: Business Management Advisory Committee, key constituents in the community and the cross campus task force
- Identify industry partners
- Develop entrepreneur course offerings with our current CTE programs
- Modify current courses offerings to include entrepreneurial skill sets
- Develop a curriculum pathway for high school students, students of color, veterans and women
- Designate a dedicated classroom for entrepreneur awareness seminars, hands-on application and continual research of entrepreneur opportunities
PHASE II—CERTIFICATES AND PROGRAMS

- Offer several certificate and degree programs. These programs will be offered in several formats, face-to-face, online and hybrid, and with the option for self-paced study and co-operative/experiential education classes.

- Develop forty-five (45-hours) courses using nine five-hour modules.

- Student Centered Approach
  - Create Student Success Zone Cohorts
  - Offer (thru collaboration) several sections of Business Math and Business English
  - Create 3-week Success Zone classes in: Business History, Financial Literacy, Essential Soft Skills and Health and Welfare
  - Create business portfolio to present to transfer schools during the admissions process
  - Seminars will be incorporated into learning process
  - Jumpstart (Business Concept Competition for aspiring and early stage entrepreneurs)
  - Shark Tank (Business Plan Competition)
PHASE III—THE URBAN CENTER

- Identify permanent Center site
- Identify sponsors for the center
- Develop sustainable programs, seminars, workshops
- Build a formal cross campus task force
- Build a network of entrepreneurs, intrapreneurs, and vetpreneurs
- Develop a business incubation program which will house a select group of businesses that hold the promise of industry and business innovation.
- Host ongoing series of business and entrepreneurial seminars and conferences on entrepreneurship and innovation topics for students and community members.
- Feature presentations from authors and writers presenting their influential bodies of work in the field of learning, innovation and leadership, i.e. Frans Johansson, Malcolm Gladwell, and others
PHASE IV - THE BOARDROOM

The Boardroom will consist of several collaborative and consultative groups established to support students, aspiring entrepreneurs, small business managers and owners. Real world case studies will be used to facilitate discussion and learning at Boardroom events. For students, cohorts will be established, under the umbrella of a Business Student Organization, to support achievement of educational, career and entrepreneurial goals. For community members, collaborative groups will be organized as support networks for its members.

To assist cohort members to develop their concepts and innovation, brainstorming will be an integral aspect of all of the Boardroom group activity. An ongoing series of networking events will be designed to give students and members access to business development opportunities, strategic collaborations and resources.

Goals:

- Create several Cohorts to facilitate persistence, learning and innovation
  - Student Cohorts
  - Explorers (DECA)
  - Industry Cohort(s):
    - Creators (Early and Emerging Stage)
    - CEO Club (Mature and Re-Invention Stage)
  - Vetpreneurs Cohort
  - WISE Women Entrepreneurs Cohort
  - Gate Keeper Cohort

PHASE V - Sustainability

- Establish long-term grants/funding to sustain the programs and Center
## Work Plan

**Urban Entrepreneurship and Career Technical Education Development**

<table>
<thead>
<tr>
<th>MEASURABLE OUTCOMES</th>
<th>INSTITUTIONAL LEARNING OUTCOMES</th>
</tr>
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<tbody>
<tr>
<td>Research and summarize entrepreneurship curriculum offer at other educational institutions (Community colleges, 4-year college/university)</td>
<td>Use technology and written/oral communication to discover, develop and relate critical ideas in multiple environments</td>
</tr>
<tr>
<td>Develop a business plan with input from existing advisory board, key constituents in Bay Area community, and a cross campus task force</td>
<td>Solve problems and make decisions in life and work using critical thinking, quantitative reasoning, community resources and civil engagement</td>
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<tr>
<td>Modify two course offerings to include entrepreneurial skill sets</td>
<td>Use technology and written/oral communication to discover, develop and relate critical ideas in multiple environments</td>
</tr>
<tr>
<td>Convene business faculty to review business plan and modified courses; Research and incorporate industry specific case studies, assignments and visiting lecturers</td>
<td>Engage in respectful interpersonal communications, acknowledging ideas and values of diverse individuals that represent different ethnic, racial, cultural and gender expressions</td>
</tr>
<tr>
<td>Convene business faculty to develop program learning outcomes for entrepreneurship courses</td>
<td>Exhibit aesthetic reflection to promote, participate and contribute to human development, expression, creativity and curiosity</td>
</tr>
<tr>
<td>Designate and design a dedicated room for entrepreneur awareness seminars, focus group discussions, research entrepreneurial opportunities</td>
<td>Solve problems and make decisions in life and work using critical thinking, quantitative reasoning, community resources and civil engagement</td>
</tr>
<tr>
<td>Develop 5-hr module business courses, offer more hybrid courses—develop other class formats that inspire/create entrepreneurial opportunities</td>
<td>Use technology and written/oral communication to discover, develop and relate critical ideas in multiple environments</td>
</tr>
<tr>
<td>Host ongoing business and entrepreneur seminars/mini conferences</td>
<td>Accept personal, civic, social and environmental responsibility in order to be a productive local and global community member</td>
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<tr>
<td>Develop a student centered entrepreneur club and develop plans for cohorts</td>
<td>Engage in respectful interpersonal communications, acknowledging ideas and values of diverse individuals that represent different ethnic, racial, cultural and gender expressions</td>
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**PROPOSAL PREPARED BY ROCHELLE OLIVE & CAROLYN JOHNSON 8**
## PROPOSED BUDGET

### ENTREPRENEUR DEVELOPMENT PROGRAM AND CENTER

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Faculty Stipends—Curriculum development, program planning, research and review related programs $75 per hour/per faculty</td>
<td>$15,000.00</td>
</tr>
<tr>
<td>Technical Consultations (Program and Curriculum Development)</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Advisory Board, Industry Partners, Community Meetings Materials, supplies, refreshments</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Technology related expenses (develop interactive website)</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Entrepreneur Center equipment and supplies (create a prototype center to conduct seminars/meetings)</td>
<td>2,000.00</td>
</tr>
<tr>
<td>Marketing and Recruitment (Logo creation, brochures, postcards, newsletters)</td>
<td>2,500.00</td>
</tr>
<tr>
<td>Other indirect miscellaneous expense</td>
<td>500.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$25,000.00</strong></td>
</tr>
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