

## Summary California Community College Faculty Entrepreneurship

The purpose of this program is to improve and increase entrepreneurship courses and expand entrepreneurship curriculum across Career technical Education disciplines. Funding was from the California Community College System through Economic and Workforce Development -- Small Business Programs. Assistance and direction provided by Mary Wollesen, state-wide director (and architect of the program); Mike Roessler, director; Teresa Parkinson, CCCCO specialist; and Rock Pfothenauer, Cabrillo College Dean. Initial funding for was 2007-08 only, but was renewed for 2008-09 and 2009-10.

### Major Activities of Project

- Established cooperative relationships with state and national organizations and foundations.
- Maintained database of all colleges with contact information for occupational deans, CIOs, and presidents with information regarding their current small business/entrepreneurship offerings.
- Created a web site <http://cccentrepreneurship.wetpaint.com/> to enable faculty champions and other interested individuals to communicate and exchange ideas regarding entrepreneurship education.
- Researched best national entrepreneurship post-secondary programs/practices and best resources. Posted information on wiki and keep it updated
- Communicated, primarily through occupational deans, with every California community college (110 then, 112 now) inviting participation in the project.
- Identified 60 full-time faculty who agreed to serve as “Entrepreneurship Champions” on their campus.
- The two trainings were presented for the Entrepreneurship Champions. The first as part of the Economic and Workforce Development Conference and the second with the Governor’s Small Business Conference. The primary presenters were Tina Sterling, an entrepreneurship instructor/trainer and Kauffman Foundation consultant; and Donna Duffey, Professor and Career Program Facilitator – Marketing and Management/Business Entrepreneurship at Johnson County Community College, Kansas. The faculty champions learned more about the procedures necessary to start an entrepreneurship program using Tina and Donna’s book, Developing Entrepreneurship Initiatives in Community Colleges: the Nine Steps.
- Thirty-seven faculty received this training.
- A state-wide advisory group was established and worked to build a sustainable network for further development of entrepreneurship teaching and learning.
- At the suggestion of the state-wide advisory committee and the support of the Chancellor’s Office, in late spring of 2009, the sixty colleges with a champion were invited to submit proposals to develop entrepreneurship courses and or cross-discipline low-unit certificate Career Technical Education programs (such as combining welding with entrepreneurship). These “mini-grants” provided minimal financial
- Sixteen proposals were submitted and thirteen were funded. Nine colleges were to receive \$3,500 and four were funded at \$5,000 – a total of \$51,500. Activities were to be completed in 2009-10 and courses and or programs offered in their catalog and or class schedule in fall 2010.
- Eleven of the thirteen colleges completed their requirements (or are expected to in the next few weeks). Many were hindered by the state budget. Two colleges had cooperating CTE disciplines

drop out at the last minute. A few colleges are reducing their fall offerings and will not schedule new courses.

- Faculty indicate they are likely to expand partnerships on their campus to create more low-unit certificate programs and to increase the number of entrepreneurship courses developed.
- Sixteen new entrepreneurship courses and 30 low-unit certificate programs were established in the last six months of this project (they are listed below).

## **Some of the Unique and Noteworthy Aspects of the Project**

### **Chabot College, Jan Novak**

Four courses and three low-unit certificate programs were created by Ms. Novak. Of the new courses, three are offered online, and two meet associate degree general education requirements. The courses are under a new “Entrepreneurship” discipline – Columbia College also did this. These are the only colleges in the state using the Entrepreneurship discipline and title for courses.

### **Columbia College, Ida Ponder**

Columbia leveraged funding from multiple sources and in fact, declined the funding from this project even though they completed all requirements. They created several low-unit certificate programs and also created a new Entrepreneurship discipline. Ms. Ponder served as a resource to other colleges initiating entrepreneurship programs.

### **Irvine Valley College, Daniel Scott**

Daniel, as a first year faculty member with limited community college experience, navigated his college’s internal procedures to create a new entrepreneurship low-unit certificate program and create or revise course outlines on six courses.

### **Napa Valley, Walt Unti**

Mr. Unti created numerous low-unit certificate programs – all following a simple format that could easily be replicated for additional Career Technical Education/Entrepreneurship programs at their campus or by other colleges.

### **Riverside College, Dr. Ron Pardee**

Dr. Pardee has created several low-unit certificates. Although not part of this grant, Riverside has demonstrated a commitment to Entrepreneurship in a number of ways – notably with their virtual incubator. <http://www.rccvbi.com/> The site includes videos, documents, forms, and workshop handouts.

## **Conclusions Reached by Consultant Managing the Project**

- ✓ To succeed, the project has to be faculty driven. Administrative support is important, but faculty leadership is imperative.
- ✓ A tremendous amount can be accomplished with limited resources. (Less than \$250,000 over three years with most of the money going to training.)
- ✓ The strategies used for this project are transferable to large or small colleges, districts, or regions. The strategies would also work with other disciplines.

## **Summary of New Classes and Programs Created for the Faculty Entrepreneurship Project, 2009-10**

### **College of the Canyons, Kevin Anthony and Russell Walden**

**Programs: Restaurant Entrepreneurship, 15 units;**

BUS 211 Business Law, BUS 117 Business Entrepreneurship, HRMGT 220 Restaurant Operations, HRMGT 235 Hospitality Marketing, HRMGT 225 Sanitation Management

### **Chabot College, Jan Novak**

**Programs: Entrepreneurship – General, 13-14 units;**

ENTR-1, 20, 30; BUS-7 (Accounting for Small Businesses); ENTR-10 *or* PSYC-45 (The Psychology of Innovation and Creativity)

**Administrative Assistant Entrepreneur, 17 units;**

ENTR-1; BUS-50F (Developing a Business Plan); CAS-54A (Intro to Excel), 58 (Intro to Access), 72F (Intro to PowerPoint), 88A (Word), and 82 (Designing Web Pages)

**Automotive Technology Entrepreneur, 15-16.5 units;**

ENTR-1, 30; ATEC-50 (Automotive Fundamentals), 60 (Automotive Electronics); choice of one additional ATEC course

**Real Estate Entrepreneur, 13-14 units;**

ENTR-1; BUS-50F; RE-80 (Real Estate Principles), 84 (Real Estate Practice); choice of one additional BUS or RE course

**Courses: ENTR-1: Introduction to Entrepreneurship, 3 units (Fulfills AA/AS GE Area D**

**Offered online and on-campus); ENTR-10: Identifying New Business Opportunities, 2 units (Offered online); ENTR-20: Marketing for Entrepreneurs, 2 units (Offered online); ENTR-30: The Business Plan, 3 units (Fulfills AA Area A.2 and AS Area A.3 GE, Offered online)**

### **Columbia College, Ida Ponder**

**Programs: Automotive Technology for Entrepreneurs, 12 units;**

Select any Automotive Technology courses from \*AT1-AT199..... (8 units) \*Maximum 1 unit AT97, ENTRE104 Preparing Effective Business Plans, ENTRE102 Entrepreneurial Marketing or ENTRE103 Financial Management for Entrepreneurs

**Welding Technology for Entrepreneurs, 13 units;**

WT100 Introduction to Welding, WT110 Metallic and Tungsten Inert Gas Welding (M.I.G./T.I.G.), WT111 Advanced Arc Welding Techniques, ENTRE104 Preparing Effective Business Plans, ENTRE102 Entrepreneurial Marketing or ENTRE103 Financial Management for Entrepreneurs

**Baking for Entrepreneurs, 12.5 units;**

HPMGT120 Safety Baking for Entrepreneurs and Sanitation, HPMGT122 Restaurant Math, HPMGT134 Commercial Baking: Beginning, HPMGT135 Commercial Baking: Advanced, HPMGT141 Restaurant Desserts, ENTRE104 Preparing Effective Business Plans, ENTRE102 Entrepreneurial Marketing or ENTRE103 Financial Management for Entrepreneurs

**Chef for Entrepreneurs, 12 units;**

Select any Hospitality Management courses from .....HPMGT 97, 102, 104, 120, 122, 126, 128, 133A, 133B, 134, 140, 141, or 142, (\*8 units)\*Maximum 2 unit HPMGT97, ENTRE104 Preparing Effective Business Plans 2, ENTRE102 Entrepreneurial Marketing 2 or ENTRE103 Financial Management for Entrepreneurs 2

### **Feather River, Amy Schulz**

**Programs: Entrepreneurial Planning, 6 units;**

BUS 121, BUS 122, BUS 123, BUS 124

**Baking Entrepreneurship, 16 units;**

BUS 121, BUS 122, BUS 123, BUS 124, NCA 001, NCA 004, NCA 021, NCA 025

**Catering Entrepreneurship, 16.5 units;**

BUS 121, BUS 122, BUS 123, BUS 124, NCA 001, NCA 002, NCA 004, NCA 012, NCA 015

**Restaurant Management, 17.5 units;**

BUS 121, BUS 122, BUS 123, BUS 124, NCA 001, NCA 002, NCA 004, NCA 011

**Courses: BUS 121: Introduction to Entrepreneurship, 1 unit; BUS 122: Entrepreneurial Marketing, 1.5 units; BUS 123: Financial Management for Entrepreneurs, 2 units; BUS 124: Preparing Effective Business Plans, 1.5 units**

### **Irvine Valley, Daniel Scott**

**Programs: Entrepreneurship, 13 units;**

MGT 160 Entrepreneurship: Managing Your Business (3 units), MGT 125 Human Relations in Business (3 units), MGT 261 Entrepreneurship: Managing your Team (1 unit), MGT 262 Entrepreneurship: Legal Foundations for your Business (1.5 units), MGT 263 Entrepreneurship: Accounting and Financial Frameworks for Success (1.5 units), MGT 264 Venture Creation for Entrepreneurs (3 units)

**Courses: MGT 160 Entrepreneurship: Managing Your Business (3 units), MGT 125 Human Relations in Business (3 units), MGT 261 Entrepreneurship: Managing your Team (1 unit), MGT 262 Entrepreneurship: Legal Foundations for your Business (1.5 units), MGT 263 Entrepreneurship: Accounting and Financial Frameworks for Success (1.5 units), MGT 264 Venture Creation for Entrepreneurs (3 units)**

### **MiraCosta College, Joe Molina**

**Programs: Entrepreneurship Fundamentals, 13 units;**

ACCT 101 - Practical Accounting (4 units), BUS 136 - Human Relations in Business (3 units), BUS 132 - Marketing (3 units), BUS 130 - Small Business Management (3 units), BUS 170 and BUS 171 – Entrepreneur 1 and II (1.5 units) Articulated with High School

### **Mt. San Jacinto, Larry Barraza**

**Programs: Business Administration Certificate in Entrepreneurship, 16 units;**

Required Courses (12 units)

BADM-103	Introduction to Business	3 units
BADM-150	Small Business Entrepreneurship	3 units
BADM-215	Business and Marketing Planning	3 units
MGT-205	Principles of Marketing	3 units

Elective Courses (4 units)

ACCT-124	Financial Accounting	3 units
BADM-098A	Developing Time Management Techniques	.5 units
BADM-098B	Reducing Stress and Improving Performance	.5 units
BADM-098C	Developing Leadership in Organizations	.5 units
BADM-098D	Dynamics of Successful Teamwork	.5 units
BADM-098E	Raising Performance Levels Through Motivation	.5 units
BADM-098F	Developing Customer Relations and Rapport	.5 units
BADM-098G	Business Ethics	3 units
BADM-157	Principles of Salesmanship	3 units
BADM-201	Legal Environment of Business	3 units
CAPP-120C	Using Office 2003 – Level 1	3 units
MGT-138	Personnel Management	3 units

**Courses: BADM 215 Business and Marketing Plan, 3 units**

## **Napa Valley, Walt Unti**

**Programs: Entrepreneurship Certificate, 12-15 units;**

This Entrepreneurship Certificate will consist of **12 hours of study and is expected to be offered with many of Napa Valley College's degree programs. The certificate will include two entrepreneurial courses that will be combined with classes from a degree program.** For example, the college has several Viticulture and Winery Technology Certificates and Degrees. A student with a Viticulture Degree could add our two entrepreneurial classes and be ready to start their own vineyard or winery. So our Entrepreneurial Certificate would require our two entrepreneurial classes and two of the viticulture degree classes for a total of 12 hours. Similar combinations of classes would be set up with our Business, Hospitality, Health Occupations, Digital Design and other degree programs.

The following courses would be in addition to the Entrepreneurial Opportunity Analysis (Busi 141) and the Entrepreneurial Business Plan (Busi 143) courses.

**Management & Business**

Acct 125

Econ 101

**Business & Commerce**

Acct 125

Econ 101

**General Viticulture**

VWT 130

VWT 232

**Fundamentals of Enology**

VWT 180

VWT 271

**Wine Marketing/Sales**

VWT 241

VWT 136 or 137 or 173

**Hospitality**

HOSP 120

HOSP 124

BUSI 251

**Digital/Arts**

DART 120  
DART 130

Other programs will be added to this certificate  
in the future.

**Courses:** Busi 141 – **Entrepreneurship Opportunity Analysis, 3units;** Busi 143 – **Entrepreneurship Business Plan, 3 units**

### **Riverside, Dr. Ron Pardee**

**Programs:** CIS E-Commerce Certificate, *16.5 units;*

Introduction to Business, Entrepreneurship and Small Business Management, Principles of E-Commerce, Introduction to Dreamweaver, Introduction to Photoshop *or* Adobe Photoshop *or* Dreamweaver for Graphic Designers, Introduction to the Internet

**Virtual Assistant, 16.5 units;**

Entrepreneurship and Small Business Management, Business English, Applied Accounting/Bookkeeping, Creating and Managing the Virtual Office, Marketing the Virtual Office, Introduction to Excel

**Photography Entrepreneurship, 12 units;**

Intro to Photographic Principles: Camera Handling and Composition, Intro to Photographic Principles: Natural and Artificial Lighting, Business Practices for Photographers, Wedding and Special Event Photography

### **Sierra College, Susan Wheeler**

**Programs:** Welding Entrepreneurship Skills Certificate, *13 units*

BUS B, Accounting and Finance for Small Business Owners; BUS 140, Small Business Management; WELD 10, Exploring Metals/Introduction to Welding; WELD 20, Introduction to Welding Technology; WELD 70 Principles of Fabrication

### **Southwestern, Yvonne Lucas**

**Programs:** Automotive Technology Emphasis, *15 units;*

Introduction to Basic Automotive Service, Automotive Science and Basic Mechanics, Plus the Common Core Courses for Entrepreneur Education: BUS 143 eStrategic Business Planning (*2 units*), BUS 145 Financial Management for Small Business (*1 unit*), BUS 148 Developing and Starting a New Business (*3 units*), BUS 149 Entrepreneurship Operating and Managing a Small Business (*3 units*)

Event and Convention Planning Emphasis, *15 units;*

EVNT 154 Introduction to Event and Convention Planning (*3 units*), EVNT 155 Event Marketing (*3 units*) or EVNT 157 Corporate Event Project Management (*3 units*) plus the Common Core courses for Entrepreneur Education

**Landscape Construction Emphasis, 15 units;**

LNT 91 Sprinkler System Maintenance: Sprinklers, Pipes, and Backflow Devices (*1 unit*), LNT 92 Sprinkler System Maintenance: Valves and Wiring (*1 unit*), LNT 125 Landscape Construction: Concrete and Masonry Skills (*1 unit*), LNT 126 Landscape Construction: Fence, Deck, and Lumber Skills (*1 unit*),

LNT 127 Landscape Construction: Sprinkler Installation (*1 unit*), LNT 131 Landscape Contracting and Estimating (*1 unit*) plus the Common Core courses for Entrepreneur Education

**Recording Arts Emphasis, 17 units;**

Music Business/Career Overview (*3 units*), Recording Techniques (*3 units*), Advanced Recording Techniques (*3 units*) plus the Common Core courses for Entrepreneur Education

**Web Designer Emphasis, 17 units;**

CIS 123 Web Publishing with Dreamweaver (*6 units*), CIS 162 Web Site Universal Design (*2 units*) plus the Common Core courses for Entrepreneur Education