

Skills for Lifelong Learning, Earning, and Living






Gregg Christensen –
Nebraska Dept of Ed

Nancy Eberle –
UNL/Nebraska 4-H

Diane Vigna –
UNL/Nebraska 4-H


Educate-Engage-Empower
Entrepreneurs of the future.

Skills for Lifelong Learning, Earning, and Living



What's in Store for
You Today...

- Intros
- Challenges & Opportunities
- Building Entrepreneurial Communities
- Just the Facts (Real Research about Real NE Challenges)
- KWL about ESI
- Resources & Ideas




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Challenges Faced by Nebraska Entrepreneurs

- Geographic location
- Fewer local support structures
- Distance to market
- Financial resources
- Poor access to supportive infrastructure
- Isolation from other entrepreneurs




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Opportunities for Nebraska Entrepreneurs

- Availability of natural resources
- Geographic location
- Lower cost of living
- Availability of technology
- Supportive community structures
- Lower cost of employment
- Availability of workforce



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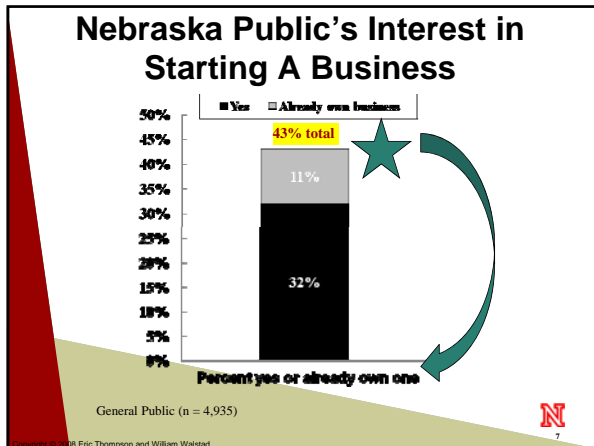
Setting the Stage

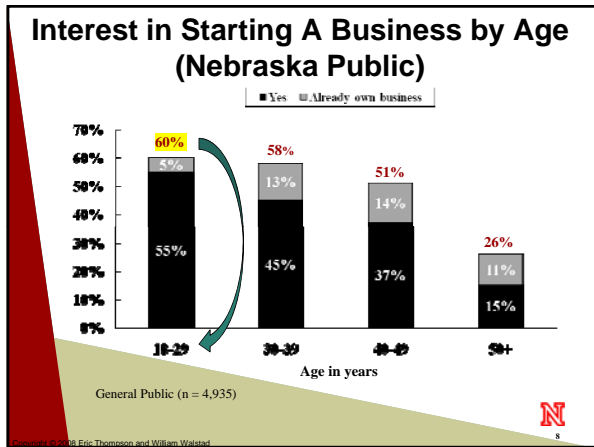
Entrepreneurship in Nebraska Conditions, Attitudes, and Actions

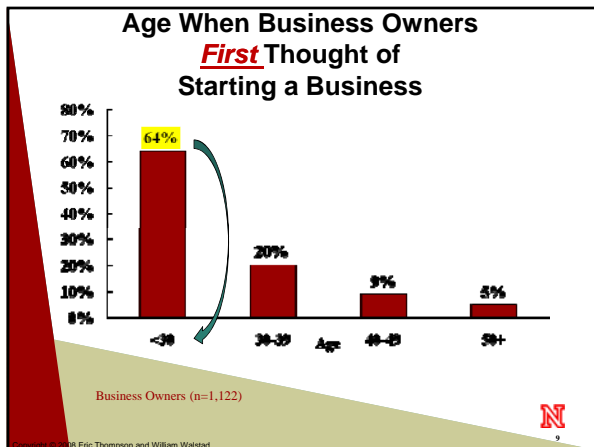
Eric C. Thompson
*Associate Professor of Economics
 Director, Bureau of Business Research
 University of Nebraska-Lincoln*

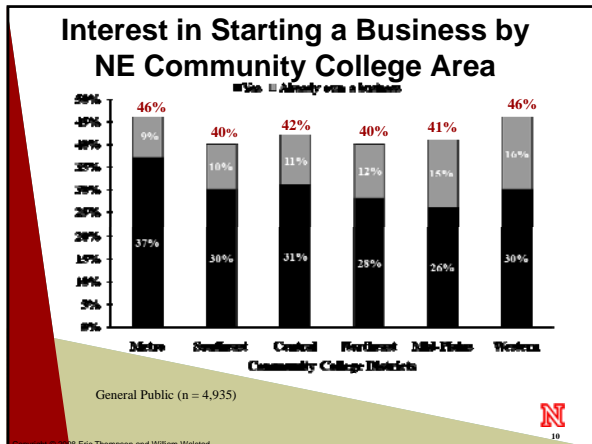
William B. Walstad
*John T. and Mable M. Hay
 Professor of Economics
 University of Nebraska-Lincoln*











Interest Findings

- **Over half** of Nebraskans ages 18-29 are interested in starting a business. And, **over half** of this group say they are **very likely** or **likely to do so**.
- Among the ~ 300,000 Nebraskans (age18-29) there are about 84,000 with genuine interest in starting a business.
- There is a **large untapped pool of potential entrepreneurs among young adults** in Nebraska!

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Our challenge...creating entrepreneur-friendly communities

- **Reality...**
Not all businesses are owned by entrepreneurs, and not all entrepreneurs own businesses

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Insights? Thoughts?



What is *Your* Community's Entrepreneurial Climate?

- Entrepreneurs exist in every community
- Who are they?
- How do you support them?
- How do *you/we* **f**OSTER **o**r **s**UPPRESS entrepreneurial attitudes?



So what *is* an entrepreneur-friendly community?



- A community that understands the importance of developing and encouraging entrepreneurs
- A community that sees youth as "seeds for the future" of their community
- A community that is willing to make a commitment to help entrepreneurs thrive within the community

Steps we can take to create entrepreneur-friendly Nebraska communities



- Recognize the community's entrepreneurial talent
 - Know who they are
 - Recognize them formally
- Provide and support entrepreneurship education
- Develop and identify sources of funding for entrepreneurs

Steps we can take to create entrepreneur-friendly Nebraska communities



- Provide networking opportunities for local entrepreneurs to interact with other entrepreneurs.
- Provide a well-educated/trained workforce
- Provide and maintain adequate infrastructure to support new businesses

Middle School Curriculum 4-H Initiative



- Create a new 4-H Youth Entrepreneurship curriculum
 - Level One – Ages 5-10
 - Level Two – Ages 11-14 (Middle School)
 - Level Three – Ages 15-19

4-H Curriculum Scope



- **Level One –**
For elementary age youth (5-10)
 - Elementary awareness of entrepreneurship
 - Lemonade stand-type businesses

4-H Curriculum Scope

- **Level Two –**
Designed for age 11-14 (middle school range)
 - Entrepreneurial Discovery
 - Concept Development
 - Resourcing (generalized)
 - Start-up (generalized)



KWL about ESI



 What I K now about ESI	 What I W ant to know about ESI	 What I've L earned about ESI

4-H Curriculum Scope



- **Level Three –**
Advanced, for youth who are “budding” entrepreneurs (age 15-19)
 - Concept refinement (specific business)
 - Resourcing (specific to the business)
 - Start up (specific to the business)
 - Future planning for the business

4-H Curriculum – What makes it unique?



- **Integrated Technology**
 - Used as a tool for entrepreneurs
 - As a delivery method
- **Case Studies**
 - Youth entrepreneurs
 - Adult entrepreneurs

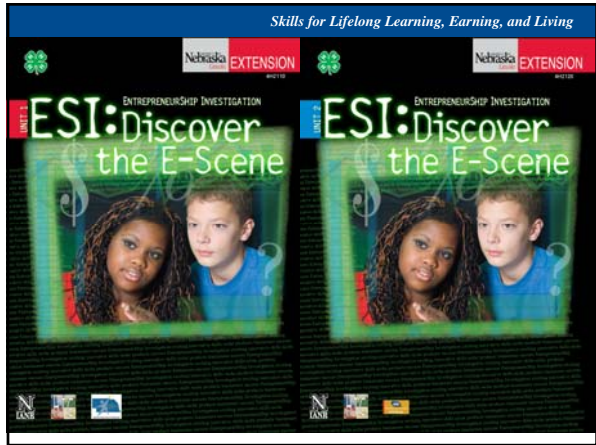


4-H Curriculum – What makes it unique?



- **The 4-H Connection**
 - Accessible to all youth no matter where they live or go to school
 - Tied to all 4-H project/curriculum areas
 - Horizontal and vertical integration with the existing 4-H curriculum







Looking Closer

- Introductory Case File Tabs
- Activity
- E-Ship Clue
- Community Connections
- Case Summary Tabs: Sum It Up!
- Investigator's Notebook
- Additional Information
- The ESI Leader's Guide
- CD-Rom cross-reference



Investigating Who Is Down the Block

Success Indicator
You will be able to identify entrepreneurs in your community and understand how the entrepreneurs have made an economic contribution to your community.

Life Skills Practiced
Acquiring and Forgetting Information, Communicating, Work Values

Project Skills Practiced
Identify entrepreneurs in your local community and how they contribute to the community.

Introduction
In communities everywhere, people often do business informally by selling up backyards for produce or produce or services that are needed for the people in their community. Most of these businesses are relatively small and primarily serve the local neighborhood, community or city.

Activity 2: Entrepreneurs in Your Community

Using the Entrepreneurs in Your Community form, research businesses in your community. You can use the address pages of the phone book, the Internet, journals, other reference and personal contacts to get the information. You personally interview at least one person. These forms help you answer the questions that follow.

Entrepreneurs in Your Community

Entrepreneur Name	Address	Business Name	Address	Phone Number	Business Hours

Answer the following questions:

1. What businesses did the entrepreneurs in your community start?
2. Why do you think these entrepreneurs started their businesses?
3. What community needs did the businesses fulfill?
4. How do the businesses benefit the community?
5. Did you find any businesses that helped you find the answer to your question?



Activity 2: Social Entrepreneurs

Read entrepreneurs like those on nonprofit organizations. They are the social entrepreneurs who are making a difference in the world. They are not just making money and then donating it. They are using their business to solve social problems. This is called social entrepreneurship. They are using their business to solve social problems. They are using their business to solve social problems. They are using their business to solve social problems.

Identify social entrepreneurs in your community.
Name of person: _____
Address: _____
Phone: _____
Business: _____

What is their goal?

2x3 Grid

1. How did you find information about your own community's entrepreneurs?
 2. How did you determine that this person is an entrepreneur? What information did you use?
 3. How do you think being the entrepreneur helped your community?
- Phonics Word's Paper Trail**
1. What word is your challenging word of the week? Why? How did you solve it?
 2. What is your best strategy of pronunciation in your paper?
- Sum It Up for Your City**
1. How would it be you use in your community?
 2. How would you improve if you could be the best with your products?
- Apply What You Learned**
1. What did you learn about yourself while doing this activity?
 2. How did you use the skills of acquiring and communicating information in other situations?
- Additional Resources**
The Ohio State University Center for Entrepreneurship and Small Business.
- More Challenges**
Using the Entrepreneurs in Your Community form, you can use the skills of acquiring and communicating information in other situations. You can use the following questions about the businesses you interviewed.
1. Why do you think the entrepreneurs started their businesses?
 2. What needs did they fulfill?
 3. How do you think the entrepreneurs helped their community?



Looking Closer

- **Introductory Case File Tabs**
 - Success Indicator –What you will accomplish in the chapter
- **Activity – Always comes first**
 - Do an activity
 - Reflect on the activity
 - Relate it to real life
- **E-Ship Clue**
 - Tips to understand the chapter
- **Community Connections**
 - An activity that helps get you involved in your community



Looking Closer

- **Case Summary Tabs: Sum It Up!**
 - Makes the activity **meaningful**
 - Reflection & writing
 - Share what you did
 - Process what's important
 - Generalize to your life
 - Apply what you have learned (hands-on, minds-on)
- **Investigator's Notebook**
 - Personal journal entries
 - Developing your business plan



Looking Closer

- **Additional Information**
 - References (many online)
- **The ESI Leader's Guide**
 - Written for leader or teacher
 - Includes school standards, enrichment materials, answers to exercises
- **CD-Rom/Web Site Symbol**
 - More information that is not in the printed books



<http://4h.unl.edu/esi/> Skills for Lifelong Learning, Earning, and Living

ESI: What is it?

- Project Partners
 - Krieger Family Foundation
 - University of Nebraska - Lincoln
 - Nebraska Competitiveness Initiative
 - Forrest Congerman
 - Tom Osborne
 - NE Department of Education
 - Other Contributors to ESI
- There is No Place Like Nebraska!
 - Cost of Living Calculator
 - Purchase ESI Curriculum
 - Entrepreneur Success Stories
 - Recent Events & News Releases
 - ESI Pilots
 - Sights & Sounds from the ESI Experience
 - Cool Games & Websites
 - Donate to the ESI Project
 - Sign Up for Updates
 - Additional ESI Resources

ESI: EntrepreneurShip Investigation

What is ESI? About ESI

What makes ESI unique?

ES: What is it?

What makes ESI unique?


ES: What is it?

What makes ESI unique?

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Looking Even Closer


- Groups of 2 or 3
- Scan Unit 1, 2 **or** 3 for 5 to 7 minutes
- Select **one** to look at closely and discuss together
- Select a "report-out" person to share your insights with the whole group



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Key Questions to Ponder

- Why did you like this unit?
- What "grabbed" your attention
- How would you incorporate it into your instruction?
- Additional insights...



Feedback Time

- Reflections?
- Insights?
- Suggestions?
- Next steps?



How you order makes a difference!

- | | |
|---|--|
| <ul style="list-style-type: none"> ■ Ordering through Extension: <ul style="list-style-type: none"> • Unit 1 - \$5.50 • Unit 2 - \$5.50 • Unit 3 - \$7.50 • Leader's Guide - \$7.50 | <ul style="list-style-type: none"> ■ Ordering online through UNL 4-H: <ul style="list-style-type: none"> • Unit 1 - \$7.50 • Unit 2 - \$7.50 • Unit 3 - \$10.50 • Leader's Guide - \$10.50 |
|---|--|



How you order makes a difference!

Discover ESI: Entrepreneurship Investigation

Ordering Information

Copyright Information



Competitive Events Capture the Innovation and Creative Spark

DECA

- E-Commerce Business Plan
- Entrepreneurship Participating
- Entrepreneurship Promotion Project
- Entrepreneurship Written Event
- International Business Plan

FBLA

- Business Plan Event
- Entrepreneurship

FCCLA

- Entrepreneurship STAR Event

FFA

- Agri-Entrepreneurship Student Awards

SkillsUSA Events

- Entrepreneurship

Statewide Curriculum for Nebraska Community Colleges



- Developed after intensive review; best practice site visits
- Based on Content Standards for Entrepreneurship Education
- Common course titles, syllabi
- Approved by Chief Instructional Officers of all 6 Community Colleges, Spring 2006
- Campuses are building degree and certificate programs around these courses

Gregg Christensen

Entrepreneurship & Career Education Specialist
State Coordinator-

Making Middle Grades Work
& High Schools That Work

gregg.christensen@nebraska.gov

402.471.4337

402.471.4565 (fax)

www.nde.state.ne.us/entrep/