EFFECTUATION: DECODING THE ENTREPRENEURIAL METHOD FOR AN UNCERTAIN WORLD
STUDENT-RUN BUSINESSES

Success in Infusing Entrepreneurship in Telecommunication Programs

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Back in 2009, we shared that Cayuga Community College had embarked on two new student-run enterprises in our Telecommunications Department: Cayuga Records and C3 Video. Since then, the programs have blossomed into highly successful entrepreneurial student-run businesses with over 50 students involved in the programs.

Cayuga Records is a student-run organization focused on the production, distribution and sales of records. Students learn how to run a recording company throughout the entire process. Through coursework, students take responsibility for identifying and selecting talent, project development, working through legal issues (copyright/contracts), mastering, duplication, graphic design, promotion and distribution of the records.

According to the program director, Division Chair and Professor Steve Keeler, the goal has always been to produce one to three albums per year while focusing on regional artists. Cayuga Records is on track to release one album this fall and two albums in the spring. The catalog currently contains 10 albums, which are sold on Amazon.com and also played on our college-run FM Radio station. As far as we know, we may be the only community college with a record label, which is very exciting!

C3 Video is a student-run video and film production and distribution company. Students produce original works and learn how to run projects for a media business. In 2009, C3 Video won a Classic Gold Telly Award, which are given for local, regional and cable productions, for the video “A Tale of Two Lakes.” C3 Video has won a total of three Telly awards, plus several other awards, and plans to have three new videos released this year.

This operation currently has five DVDs for sale in its catalog (www.c3video.com).

According to Keeler, the success of these two student-run businesses can be attributed to an entrepreneurial spirit on campus, dedicated faculty and funding (both seed and ongoing). It is also important to create a structural framework that carries over from year to year. CCC’s student enterprises often consist of student managers and a paid staff manager. Students can participate either for course credit or as an extracurricular activity; even alumni can play a role. Keeping the structure is vital due to the community college’s two-year turnover. Keeler says “By working with Cayuga Records and C3 Video, our media students learn to apply their hands-on media skills to businesses they can operate on their own after graduation.”

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Is your president involved?

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