Hot Dog Carts, College T-Shirts and Marketing Services: How to Start Student-Run Microenterprises

Facilitated by
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NACCE Fellow, Curriculum & Training
Goal of the Workshop

This interactive session will you with an overview of different ways to run student businesses.

You will learn about program options for your campuses and understand different ways to remove hurdles to program implementation.
Panel Participants

- **Tony Fontes**, M.S., Associate Professor & Department Chair, Business Administration, Bunker Hill Community College
- **Mindy S. Kole**, Assistant Professor of Business, Director, Darlene L. Pfeiffer Center for Entrepreneurial Studies, SUNY Ulster
- **Jay Matlack**, Workforce Development Coordinator, Kansas City Kansas Community College
- **Richard Warner**, Professor of Business, Lehigh Carbon Community College, Project Director for the Business Enterprise Center
- **Rifaat Foufa** (Rfoufa@thegazellegroup.com) Executive Director Social Enterprise Gazelle Colleges
Student Microenterprise Option Discussion – Led by Tony Fontes

Overview of ideas for student-run businesses

Brainstorming:
- Come up with at least two additional ideas for student-run enterprises
- Discuss with your table

Debrief:
- Share with the group
Overcoming Hurdles Discussion – Led by Mindy Kole

Identify possible hurdles and approaches for overcoming them

Examples:
- Club vs. curriculum
- Student engagement
- Campus cooperation

Scenarios:
- Read through the scenario at your table
- Determine how to overcome
- Discuss with your table
- Share with the group
Action Planning – Led by Jay Matlack

Introduction to the Action Plan

Examples

Round Tables – work on your individual Action Plans for your college
Resources – Panel

Useful resources from NACCE and other sources

How To Do It Online course overview
**Goal:** Provide community college educators, administrators and other stakeholders with information and ideas to create successful entrepreneurship programs at their community colleges.

**Outcome:** Each participant will create an Action Plan catered to your college that explains how you will implement Entrepreneurship education on your campus.

**Objectives:** Participants are expected to accomplish the following:
- Consider how to implement the entrepreneurial activity on their campus
- Develop an plan of action based on their community college’s goals

**Learning Activities:**
- Six learning modules which are each one week long.
- Readings, videos, audio, interactive discussions, activities, check on learning, and written assignments.
Highlights of the How To Do It Online Course

Module 1: Introduction to the Entrepreneurial College

Module 2: Entrepreneurship Education Unveiled

Module 3: Supporting Entrepreneurship Students (such as Phi Beta Lambda)

Module 4: Entrepreneurship: Myths & Challenges

Module 5: Funding the Entrepreneurial Agenda & Marketing Your Efforts

Module 6: Building Community Support & Staying Relevant
What is the Online Experience Like?
Module 1 Overview

Overview:
This module introduces students to the entrepreneurial college.

Learning Objectives:
1) Provide background information and discuss the role in community college entrepreneurship education.
2) Describe entrepreneurship and characteristics of the entrepreneurial college.

Assignments:
1. Read Lesson Materials (Sections 1a, 1b, 1c, 1d)
2. Read Full Text
3. Participate in discussion area by posting your response to the discussion topic and responding to at least one other person
4. Submit Module 1 Check-on-learning Quiz
5. Update Part 1 of the Action plan and submit it

Evaluation/Assessment:
The successful completion of all activities in this module is required.
Asking Questions
How To Do It Course - Action Plan

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<tr>
<th>Name</th>
<th>College</th>
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**Part 1**

**Current Situation**

[In 1-2 paragraphs, provide a description of your college’s current approach as an entrepreneurial college.]

**Opportunities**

[Consider the 10 qualities of an entrepreneurial college. In 1-2 paragraphs, provide suggestions on how your college can become more entrepreneurial.]
Feedback from Course Participants

"The 'How To Do It' course was the best experience I've had with a comprehensive course. I learned so much in this course. I have infused many of my lessons in my teachings and have gotten positive feedback, I have emails to prove it. I have begun my Entrepreneur campaign on campus. I have launched our Entrepreneur club for the students, I have begun dialogue with the foundation, all because of this great 'Take action' course. The ideas and strategies used simply pulls what you already have in you 'Out' and take you to the next level. Thank you for this much needed course." - Laura H. Manyweather, Los Angeles Southwest College

This course is amazing! This is just what I needed. - Kourt D. Williams, Ph.D., LACC

Thank you for a cool course and all your effort. I learned a lot and I am better prepared for working on further development of our program at HCC. - Andy Gold, HCCFL
How Do I Get Involved? Register on the NACCE website for the next available online course.
Panel Questions & Answers
Your Vision and Commitment

What is the vision for your college?

How will you get there?

Write down three next steps that you will take to get you closer!