



COMMUNITY COLLEGES LEAD THE WAY IN ENTREPRENEURSHIP ED

Chief Instructional Officers Approve Common Course Titles and Syllabi

The NET-Force entrepreneurship task force members have focused much of their energy over the last year on creating a set of standardized entrepreneurship course syllabi that will be common across all six of the area community colleges in the state.

Through the hard work and dedication of the curriculum subcommittees, best practices of other state community colleges were reviewed, current course offerings and titles were inventoried, and discussions took place on what should form the

foundation of an Entrepreneurship Certificate or Diploma program.

Throughout the discussions, articulation between the secondary and two-year level and between two-year and four-year institutions was carefully considered. The intent of the curriculum committee was to create the best possible program and course content to meet the needs of young people, as well as adult learners.

Six courses were identified, titles chosen, course descriptions written, and course

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ON-LINE TEACHER TACTICS—GREAT WAY TO LEARN

The Consortium for Entrepreneurship Education has successfully launched On-Line Teacher Tactics, a professional development site for entrepreneurship educators at all levels of education. Register now at <http://entre-ed.webex.com>

For a limited time, On-Line Teacher Tactics is being offered FREE to members and friends of The Consortium for Entrepreneurship Education! Space in each session is limited, register today!

Advantages of WebEX Professional Development:

- Learning how to incorporate entrepreneurship standards into your curriculum planning
- Enhancing your skills in teaching about becoming an entrepreneur
- Adding tools, strategies, and lesson plans to your teaching “arsenal”

- Enjoying an easy, no cost way to accumulate professional development hours

Space is limited for sessions, so register early to save your spot!

The schedule of On-Line Teacher Tactics is updated frequently so check <http://entre-ed.webex.com> often.

How to Register for On-Line Teacher Tactics

- To view future training sessions visit www.entre-ed.org and click on the On-Line Teacher Tactics link.
- To navigate directly to the Consortium for Entrepreneurship Education's On-Line Teacher Tactics site, visit <http://entre-ed.webex.com>.

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We're on the web!

www.nde.state.ne.us/entreped/

COMMUNITY COLLEGES LEAD THE WAY

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syllabi developed. These were then presented to the Chief Instructional

Officers (CIOs) of the six community colleges at a regularly scheduled meeting in February. The result—SUCCESS! The courses and syllabi received approval and the signal to proceed from the CIOs.

The courses that make up the Certificate/Diploma program include:

- Introduction to Entrepreneurship
- Entrepreneurship Opportunity Analysis
- Entrepreneurship Business Plan
- Marketing for the Entrepreneur
- Entrepreneurship Legal Issues
- Entrepreneurship Taxes and Financial Topics

NET-Force has been active on other fronts as well. Major

outcomes of the meetings have been the sharing of information about programs offered across the state, looking at successful programs in other states, and developing connections between secondary, two-year and four-year postsecondary institutions.

An example of the ongoing sharing taking place, Odee Ingersoll of the University of Nebraska-Kearney's presented information about the BizFind project. BizFind is a new project designed to address the needs of communities and businesses alike. Its mission is to provide an affordable, easy to use and powerful tool to actively assist with business attraction, development, retention, and transition throughout the state. BizFind is located at www.bizfind.org.



ON-LINE TEACHER TACTICS—GREAT WAY TO LEARN

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Registration Tips

- To select a program you must register with WebEX
- Once on the On-Line Teacher Tactics site, select the chosen session from the calendar of available sessions. All training sessions are listed in *Eastern Time*.
- Once you have clicked on the session of interest, you will need to register by entering basic contact information.
- You will receive an e-mail confirmation once your registration for the session is received by WebEX. This e-mail will include a web link to join the session.
- On the day of the session, you will receive a reminder e-mail. In this e-mail you will receive the web link to access the session, or join the session by visiting <http://entre-ed.webex.com>

Participating in a WebEx On-Line Teacher Tactics Session

- You will join the session via the internet first, followed by the teleconference.
- Do not join the teleconference before joining via the internet.
- Once you have joined the session via the internet follow the prompts.
- For the teleconference, be prepared to enter your telephone number to receive a call-back.

- Relax and be prepared for a great professional development experience.

Quick Keys to Successful Participation

- Use a computer that has a high speed internet connection
- Have a clear telephone connection
- Secure a quiet space
- Try not to have any interruptions or other telephone calls
- Do not place your telephone on "hold" during the training
- Join the session alone with your own, dedicated telephone

What does it cost to participate?

For a limited time, On-Line Teacher Tactics sessions will be provided at no cost to interested participants. The Consortium is in the testing phase of this initiative. We appreciate your support and feedback of On-Line Teacher Tactics to make the initiative viable.

What are the equipment requirements?

To participate in the Internet Roundtable sessions, participants must have a computer with Internet access (high speed connections are preferred) and a telephone.



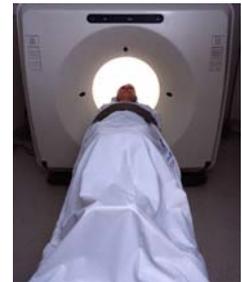
INVENTORS, INVENTIONS, AND INNOVATIVE SMALL BUSINESS

The current interest in American inventors has the country talking about inventors, inventions, and innovative small business. Here are some things the Small Business Administration, Office of Advocacy thought you would like to know about them:

- ☑ **Many inventor-entrepreneurs are legends**, people like Eli Whitney, James Watt, Elias Singer, Thomas Edison, the Wright brothers, Bill Gates, Steve Jobs, and others. They provided the world with radical, *breakthrough* innovations that revolutionized the way that we do things.
- ☑ Given the nature of entrepreneurial invention, it is no surprise that, according to Office of Advocacy research, small “patenting firms” produce **13 to 14 times** more patents per employee than their larger counterparts do. Moreover, these patents are more likely to be cited in other patent applications, meaning that they are more technologically and scientifically significant.
- ☑ Overall, **small firms are more innovative than large businesses**. In fact, small firms produce twice as many product innovations per employee, according to an Office of Advocacy study.
- ☑ Even with a great idea and patent, it is not enough to be just an inventor. **In order to succeed in the marketplace inventors need entrepreneurial skills**. Research by the Office of Advocacy shows that regional economic growth is the result not only of innovation but of entrepreneurship, as well.
- ☑ **Invention, innovation, and job creation go hand-in-hand**. Firms in their first two years of operation create most of the new jobs. Over the last 12 years, small firms created 65 percent of the net new jobs, according to analysis by the Bureau of Labor Statistics.
- ☑ **Many high-growth, innovative new firms are clustered around universities** with large research and development expenditures. Office of Advocacy research shows that inventions and breakthroughs from university research drive economic growth in the surrounding areas.

Some Important Innovations by U.S. Small Firms in the 20th Century

Air Conditioning
 Airplane
 Artificial Skin
 Assembly Line
 Audio Tape Recorder
 Biomagnetic Imaging
 Biosynthetic Insulin
 Catalytic Petroleum
 Defibrillator
 DNA Fingerprinting
 Electronic Spreadsheet
 FM Radio
 Gyrocompass
 Heart Valve
 Heat Sensor
 High Resolution CAT Scanner
 High Resolution Digital X-Ray
 Human Growth Hormone
 Integrated Circuit
 Microprocessor
 Nuclear Magnetic Resonance Scanner
 Optical Scanner
 Overnight National Delivery
 Pacemaker
 Personal Computer
 Portable Computer
 Prefabricated Housing
 Pressure Sensitive Cellophane Tape
 Quick-Frozen Food
 Reading Machine
 Safety Razor
 Six-Axis Robot Arm
 Soft Contact Lens
 Solid Fuel Rocket Engine
 Supercomputer
 Two-Armed Mobile Robot
 Xerography
 X-Ray Telescope
 Zipper



List taken from “Innovation by Small Firms.” *The State of Small Business: A Report of the President, 1994*. Washington, DC: Office of Advocacy, U.S. Small Business Administration. 1995, p. 114. Rev. 3-16-2006

LIFE IN THE COUNTRY IS GOOD!

Business Beyond the Farm

The totally rethought, revamped, redesigned and better-than-ever www.businessbeyondthefarm.com is now ready to help people get back to that sweet country life.

What's New?

- **Colorful profiles** of livable small towns in South Central and Southwest Nebraska
- **Interesting articles** about successful rural entrepreneurs
- **"Best-of"** databases for housing, jobs and commercial opportunities

- **How-to help** for rural entrepreneurs
- **"Contact Your Classmates"** feature for graduates of South Central and Southwest Nebraska high schools

Business Beyond the Farm is out to change the way people think about working and living in rural Nebraska.



NEW ENTREPRENEURSHIP BOARD GAME

A "unique" board game designed specifically for gaining business ownership skills in a fun, educational context is now available.

The GoVenture Entrepreneur Board Game combines the best of your favorite board games into a business context where you run your own business and compete, collaborate, and negotiate with other players.

Game play is designed to recreate the real-life thrills and challenges of entrepreneurship in a fun and educational social learning experience.



Activities are expertly designed to enable you to experience the true challenges of entrepreneurship, while at the same time, provide an engaging and experiential group learning opportunity.

Unlike books, courses, seminars, or common "opoly" style business games, GoVenture brings learning to life. The board game format enables a type of group learning which may be difficult to capture using role-playing exercises or software-based business simulations. For ages 12 to adult, middle school to post-secondary. Home and educational versions available.

Activities include:

- Buying, Pricing, and Selling Products (called "Gwidgets")
- Managing Employees
- Paying Expenses
- Managing Cash Flow
- Investing in Product Quality and Marketing (Brand)
- Negotiating with other players
- Interacting with other players through question and answer, drawing, charades, trivia, word puzzles, and more!
- Balancing work and life
- Evaluating Success by Calculating Equity
- Preparation of Balance Sheet and Profit and Loss statements (optional)
- Accounting General Journal and General Ledger (optional)
- and much more!

For ages 12 to adult, middle school to post-secondary.

For details, visit http://goventure.net/home.cfm?GO=site/products/lle_boardgame.



ENTREPRENEURSHIP CURRICULUM WRITING OPPORTUNITY

The University of Nebraska-Lincoln Extension 4-H Program is seeking highly qualified writers to provide Phase 1 curriculum content for a new 4-H entrepreneurship curriculum. Content will focus on middle school and high school aged youth, with delivery in schools, career student organizations, after-school, camps, 4-H clubs, school enrichment, and community organizations.



Ideal candidates will have taught entrepreneurship or creative learning courses and/or will have business experience. Writers will be required to research and write the assigned curriculum content. Contract obligations will vary depending on scope of work, anticipated time commitments and travel expenses.

Preference will be given to middle-school instructors. Candidates must have computer and Internet access and be comfortable working with electronic files; a working template will be provided of the 4-H experiential learning model. Successful candidates will attend a one-day orientation meeting.

This is a national curriculum that is being developed in collaboration with the Nebraska Department of Education, Center for Rural Entrepreneurship, University of Nebraska Rural Initiative and the University of Nebraska-Lincoln Departments of Agricultural Economics and Textiles, Clothing & Design.

4-H is a **community**
 of **young**
people
across America
 who are learning
leadership,
citizenship and
life skills.

By becoming a part of the writing team your opportunities will include:

- Materials that can be used in your classroom
- Work with other entrepreneurial writers and teachers
- Developing a national curriculum
- Professional development
- Summer contract work, June – August, 2006
- Ability to work from home

By **April 14, 2006**, prospective writers are asked to forward responses to the following questions, plus a letter indicating interest and availability to Dr. Patricia Fairchild.

Application Information Requested

1. Identify and describe entrepreneur-related courses you have taught. Include grade level.
2. Describe your small business experience.
3. Describe your curriculum writing experience(s).
4. Describe your work with entrepreneurial student projects.
5. Describe other work/experiences you would bring to this project.

Your application responses and cover letter should be mailed to:

Dr. Patricia Fairchild,
 4-H Curriculum Design Specialist
 114 Agricultural Hall
 University of Nebraska
 Lincoln, NE 68583-0700;
pfairchild2@unl.edu
 402.472.9024



For additional information, please call Dr. Patricia Fairchild at 402.472.4067.

UNL EXTENSION BIT MOBILE TO HIT THE ROAD

What is the BIT Mobile?

The BIT mobile is a self-contained mobile technology classroom that includes notebook computers and other emerging technology. University of Nebraska-Lincoln Extension IT educators can offer classes to students of all ages to build skills and confidence in using computers and technology.

This cost-effective educational tool will bring high-speed computing and technology training to Nebraska's rural youth, families and communities. Participants will learn contemporary business and technology skills through classes provided by UNL Extension.



BIT Mobile is scheduled to be in service beginning in early 2006.

Capabilities of the BIT Mobile

- Can be transported to various remote sites
- Comfortably houses notebook computers, printers and file server
- Provides for multi-media instructional capability
- Has a gentle-sloped ramp for easy entry and visual access of the interior

- Uses cables for electrical power via shore side or its own generator as needed
- Is self-contained with a furnace, air conditioning, interior and exterior lighting
- Provides online access by utilizing existing network connections or wireless bridging technology
- Has the potential for technology equipment aboard for hands-on training: GPS, GIS, digital photography, etc.



For more information:

Connie Hancock
UNL Extension
920 Jackson St.
Sidney, NE 69162
402.254.4455
308.254.6055 (fax)
chancock1@unl.edu

The BIT Mobile may be coming to your community and will be a great resource for rural Nebraska. This is a great tool for education for our state!

AMERICAN IDOL TURNS AMERICAN INVENTOR

Simon Cowell, the famous (or infamous) judge on American Idol has now turned his attention to a new reality show. The show, American Inventor, is intended to spotlight inventions, both good and bad.

The show will seek to uncover the next big invention, with twelve finalists each receiving \$50,000 to develop their idea. Weekly demonstrations of a product's development are critiqued by a panel of judges, just like on American Idol. The judges include a professional inventor and people in the marketing industry.

The winner announced at the finale will receive \$1 million, but the rights to the product will be shared by the inventor, Walt Disney's ABC, and the show's production companies, FreeMantle Media NA and

Psycho Television. Not a bad payoff, all things considered.

According to an article from Wall Street Journal Online by Robert J. Hughes, some of the inventions have included a wand to ward off mountain lions from hikers, a beetle farm, and a special "suit" to spruce up your car before special occasions.

The series could prove to be a nice teaching tool for entrepreneurship educators. Tune in to see for yourself, though. "American Inventor" is on ABC, Thursdays, at 8:00 p.m. CST.

Source: An 'Idol'-Like Series For Edison Wannabes, by Robert J. Hughes, Wall Street Journal Online (wsj.com), March 13, 2006.

Targeted Teaching Topic



ENTREPRENEURSHIP: FOLLOWING YOUR HEART AND USING YOUR SKILLS AND KNOWLEDGE RYAN JOHNSTON—ACTOR, FREE LANCE WRITER, HEADHUNTER



Entrepreneurs become entrepreneurs through a variety of pathways; some planned, some fortuitous (positive forces converging at just the right time). A perfect example of someone who did not become an entrepreneur through a traditional “business” path is Ryan Johnston, a graduate of Gretna schools and the University of Nebraska.

Ryan loved being involved in the performing arts while in high school. He participated in one-act plays, speech, and theater. This led him to pursue music education and theater arts while at the University.

His ultimate goal was to become an actor, so in 1999 he decided that to pursue that dream, Los Angeles was the place he needed to be. His first shocking discovery was the high cost of living in the L.A. area. Trying to live on an hourly wage is next to impossible, and it required him to take on a variety of jobs including telemarketing and serving as a waiter, as he pursued acting opportunities. Ryan found himself focusing on refining his hospitality skills when he joined the staff at an L.A. Ritz Carlton. By immersing himself in a self-education program of learning everything he could about fine food and wine, he was able to increase his income and build a special rapport with Ritz Carlton guests. His goal however, was and still is, to be self-employed and involved in the acting profession.

Through a friend he met in L.A. (networking skills), Ryan found that he could put his communication skills to use by free-lance writing in the area of non-profit grant writing. Because he wanted more freedom and income, Ryan started to pursue grant writing about a year and a half ago. He is obviously putting his communications skills and training to work because he has added three new clients in just the last few months. He has steadily built this into a solid income stream over the last five years.

Ryan continues to sharpen his writing skills through on-line classes, and continually drafting proposals, refining them to be winners. But, this has not been his only entrepreneurial venture; he also free lances as a head hunter (finding and matching people with specific skills to companies that have need of those skills). Again, his writing skills have come into play. He loves working with candidates on their resumes to help them “sell” their skills and knowledge to prospective employers.

Ryan’s long-term goal is to make movies and theatre productions. Short term, he hopes to grow his grant-writing business to the point where he can employ other people as free-lance writers. He is working to achieve that dream through networking, building his client base, and continually refining his skills.

When asked about the skills he has used the most from his educational background, Ryan included such skills as computer skills (keyboarding, Internet research), creative writing, and communications (verbal, nonverbal, and written).

When asked for his measures of success, Ryan stated “I now have more freedom of schedule and more income than I’ve ever had. And although I’m very busy, I maintain control over what I do when. As “day jobs” go, or jobs that people do while they are making other things work, I have one of the very best.”

As with any entrepreneur, ideas for new endeavors continue to flow. Ryan is finalizing an option agreement with an author for a favorite book from his childhood that he plans to write and turn into a feature film. And, he has taken the initiative to “pitch” a play he did in Los Angeles over the summer to some theatres in New York and hopes to be producing and starring in his first off-Broadway play within a year.

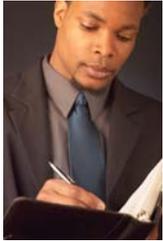
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ENTREPRENEURSHIP: FOLLOWING YOUR HEART AND USING YOUR SKILLS AND KNOWLEDGE

RYAN JOHNSTON—ACTOR, FREE LANCE WRITER, HEADHUNTER

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Success Story Interviews



The best way to gain perspectives about entrepreneurship, and to build your own “arsenal” of knowledge as well as gain potential mentors, is to talk with successful entrepreneurs. Using the Success Interview form provided by your instructor, or developing your own set of questions, your assignment is to identify, contact, and set up an interview with at least one successful entrepreneur in your own community, a neighboring community or within the State.

Then, as an additional step, develop a public relations news release that features your success story. If it’s newsworthy, and your interviewee agrees, submit it to Nebraska E-News Monthly and your local newspaper so that the entrepreneurs that make your community strong can receive the recognition they deserve.



Nebraska Department of Education

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Skills for Lifelong Learning, Earning, and Living.

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