NET Force Strategic Planning Meeting

July 14, 2009

Facilitator: Lisa Darlington-Johnson

Tim opened the meeting and introduced Lisa Darlington-Johnson. Tim, Gregg, and Melissa Garcia created a survey prior to the meeting. Meeting attendees were provided a copy of the survey results and the group's goals and mission.

Present: Tim Mittan, Kathy Eitzmann, Kathy Thornton, Lisa Tschauner, Marilyn Schlake, Beth Deinert, Susan Pallas, Doris Lux, Gregg Christensen, Melissa Garcia, Nancy Eberle, Stephanie Fritz, Dennis Headrick, Glennis McClure, and Daryl Hansen, and Sue Shaner.

Meeting attendees introduced themselves to the facilitator.

Survey Results Discussion

NET Force Role

1. Research and identify scholarship and grant programs to enhance opportunities.
   Result: 68.2% agree
   Discussion:
   a. No discussion
   Outcome:
   Group agreed with results

2. Provide assistance and training for faculty to enhance E-Education.
   Result: 61.9% agree
   Discussion:
   a. The term faculty in this question was misleading because it indicates it may not include secondary educators, outreach, or continuing education.
   Outcome:
   This question refers to NET Force offering training and Question 9 refers to connecting educators to training. Group agreed with both question's outcomes. Group thought both questions referred to providing training.

3. Create an entrepreneurship clearinghouse center.
   Result: 55% agree
   Discussion:
   a. A clearinghouse in this question means providing information for students, faculty, and entrepreneurs.

Outcome:

The group discussed a type of medium for the clearinghouse. It was asked if the CC were going to fill this role with their centers. Originally this was the idea with each community college providing some sort of hub. It was decided the group would tap into existing resources (Future Force, UNL, or existing websites).

4. Find a model developed by other states for a K-20 career pathway.

   Result: 47.6% disagree

   Discussion:

   a. The group also discussed Question 7: Develop a plan/model to infuse entrepreneurship into all Nebraska career fields/pathways/programs of study.

   b. There are no models already available for the group to adapt, it would be better to develop one but time is a major issue.

   c. When NET Force started, the 16 career clusters were still developing. At that time the group thought creating an entrepreneurship cluster would be possible. After the clusters developed, it was easier to integrate entrepreneurship into the other clusters than to create a separate cluster.

   Outcome:

   - **The preference of the group is to a leader model for the nation.**
   - **The question should have said we would be advocates for developing a model for a pathway, not actually creating one.**
   - **The group is okay being split on this question.**

5. Provide print or verbal reports to Future Force.

   Results: 52.4% agree

   Discussion:

   a. No discussion

   Outcome:

   Future Force is undergoing structural changes and this might not be a concern after the changes are implemented.

6. Determine connection points where secondary, two-year, and four-year levels can best articulate.

   Results: 52.4% agree

   Discussion:

   a. Group members asked if this question should be K-20 and post secondary.

   b. If the question is referring to "articulate" for credit, then it will stay secondary and post-secondary.

Outcome:
The terminology will remain secondary and post-secondary

7. See comments in Question 4.
   Results: 52.4% strongly agree

8. Encourage Nebraska CC to join the National Consortium for Entrepreneurship Education (NCEE)
   Results: 55% agree
   Discussion:
   a. The group discussed the cost and benefits of having a statewide verses individual membership.
   b. The group discussed buying a statewide membership
   c. The Department of Education's membership lapsed as of July 1 and we do not have information regarding renewal.
   d. It was suggested the group release a statement regarding joining to the Dept of Ed.

9. Provide outreach assistance and training for faculty to enhance entrepreneurship education.
   Results: 63.6% agree
   Discussion:
   a. The website www.nexbizsuccess.com is in its testing stages, but might also be a useful tool for uploading the group's content.
   b. This question is similar to Question 2 but is referring to connecting those needing training with the right training resources.
   Outcome:
   The group will create a repository of all the things we are doing. The clearinghouse website might be an appropriate tool to use for a repository as it is open to everyone.

10. Create an ongoing dialogue with guidance counselors to establish value of entrepreneurship education as a viable career option.
    Results: 50% agree
    Discussion and Outcome:
    The group should research a guidance counselor organization to help us provide outreach and create a communication link.

11. Develop model Personal Learning Plan (PLP) focusing on entrepreneurship.
    Results: 59.1% agree
    Discussion:
    a. Group members asked if colleges are involved or affected by PLPs or if this is a Grade 7 through 12 issue. If it does not include the colleges, many group members had an issue with focusing time and energy on this endeavor.

Outcome:

It was established that it does actually include colleges, and that this would be another strategy to work on within finding pathway models or integrating entrepreneurship into pathway models.

12. Create a process for HS teachers and college instructors to work together to create curriculum and projects to teach entrepreneurship.

    Results: 54.5% agree

    Discussion:

    a. The group discussed the meaning of the term process. It is training for instructors on how to use the PLP, for example, but mostly how to be an entrepreneurship educator. The process is for all educators to be teaching the same thing about entrepreneurs – using the same verbiage, etc.

    b. This question is different from Question 2 in that if entrepreneurship education is going to grow at the college level, it has to grow at the HS level. College instructors can work with HS teachers creating quality entrepreneurship education by sharing resources.

    Outcome:

    The group discussed that the question could have been worded differently to cover creating a communication process as opposed to creating curriculum.

13. Changing the structure of the group from a committee to an organization that can take on funding.

    Results: 50% disagree

    Discussion:

    a. There is a process the group would have to go through to restructure including having formal officers and a finance committee.

    b. Nebraska Enterprise Fund could help if group wanted to do grant projects.

    c. Since the community colleges are 501(c)(3), the group might not have to restructure to pursue funding opportunities ad hoc.

    Outcome:

    Future Force is already incorporated so there is a structure in place the group may be able to use. Matt Hastings can clarify this.

(Moved to Questions 1 & 2 under the Future Structure of NET Force section).

(1)Stay as a committee that is information based and a resource to all organization interested in the entrepreneurial spirit. (2) Formally become a legally recognized organization that can directly obtain funding.

Results: 1. 90% answered yes / 2. 80% answered no

Discussion:
    a. Some members did not see Question 1 as meaning information exclusive.
    b. Resource in Question 1 could have meant monetary as well.

Outcome:
These two questions indicate group members wish the committee to remain information based which negates Question 13 regarding obtaining funding.

(Moved back to NET Force Role section)

14. Creating two educational structures within the committee; one to focus on primary and one to secondary education.

    Results: 45.5% agree

    Discussion:
    a. Members asked if the group needs to focus on primary education.
    b. It was suggested the group could form a primary sub-committee ad hoc

    Outcome:
    It was suggested the group could remain flexible by saying it supports educational initiatives at all levels instead of forming formal sub-committees at this time.

Goals

1. Has NET force effectively met needs of entrepreneurs?

    Results: 61.9% agree

    Discussion:
    a. The group has been so focused on education that we have not focused on entrepreneurs.

    Outcome:
    Members would be like to have entrepreneurs apart of the meeting.

2. NET Force should network with more organizations that help entrepreneurs.

    Results: 57.1% agree

    Discussion:
    a. Some members wonder what their role is in the group if they are not in the education field.

    Outcome:
    The group purposefully became very focused on education but is now at a point where we can broaden because we have accomplished the curriculum goal.

3. Entrepreneurs should be invited to attend the meetings.

    Results: 42.9% agree

    Discussion:
    a. Members asked if the entrepreneurs would come as guests or become members
    b. Members discussed whether portions of the group's discussions should be kept private.

Outcome:
- **It was suggested to meet over lunch hours and host in different locations. The host would arrange the entrepreneurs for that meeting.**
- **If our goal is to get entrepreneurs' input, we could use different methods of gathering the information and would not have to invite guests to the meetings.**

4. A segment should be created that is dedicated to entrepreneurial outreach.
   Results: 45% agree
   Discussion:
   a. Members feel outreach is important and that the group is already involved in outreach activities but there is a disconnect between education and adult outreach.
   Outcome:
   It was decided this issue needs to be addressed during the planning portion of the meeting.

5. NET Force should stay focused on education and creating resource linkages.
   Results: 59.1% agree
   Discussion and Outcome:
   Members decided resource linkages needs to be defined during the planning portion of meeting.

Other Questions
1. How often should we meet?
   Discussion and Outcome:
   Group agreed to meet three times per year.

2. How often should we change leadership?
   Discussion:
   a. Members agreed to change leadership bi-annually.
   Outcome:
   - **Members discussed creating a succession process.**
   - **Members agreed to having a chair, co-chair, and secretary. An education representative and an organizational representative should serve as leader and co-leader so that leadership is well rounded.**
   - **Group members agreed with the survey results to change leadership bi-annually.**

Structure planning

Officers

A Chair, Chair-elect, and Secretary will be nominated with a 2-year term. The term year will be an academic year July – June. The Secretary will be responsible for meeting minutes. The host of each meeting will be responsible for duties such as buying lunch, finding guest entrepreneurs, etc.

Action = Chair, Tim Mittan until June 30, 2010. Chair-elect, Glennis McClure is interested – has to check with her boss. Secretary, Stephanie Fritz. Executive Member at Large, Nancy Eberle.

Committees

Discussion:

1. The composition of the group should be similar to the members' advisory boards
2. State officers from DECA and FBLA and the President of the State Board of Chamber of Commerce could be invited to join.
3. An email should be sent to all members asking for names of potential new members to invite to join.

Executive committee – Chair, Chair-elect, Secretary, and Executive member at Large (committee has nominating, vision function)

Education - Heather, Angie, Beth, Susan, Doris, Lisa, Gregg, Tim, and Kathy T.

Marketing/Outreach (membership recruitment) – Jennifer, Doris, Daryl, Melissa, Glennis, and Sue

Data/Information/Research – (composed of one or two members from each committee) Marilyn (potential chair), Lisa, Heather, Kathy T., and Melissa

Finance – Rose and Doris

Action= Strategic planning meetings will be held annually

Goals

1. **Be Nebraska's "go-to" organization for information on entrepreneurship education and best practices for current and potential entrepreneurs**
   a. Identify, coordinate, and leverage resources for ongoing support of Nebraska entrepreneurs
      i. (Could include scholarship opportunities)
   b. Develop ethics framework for entrepreneurship
2. **Promote increased access to and utilization of high-quality entrepreneurship education (Lifelong learning)**
   a. Assess coverage of current programs and resources
      i. Identify gaps in programs and resources
   b. Interface to current entrepreneurial education outreach mechanisms

    c.   Determine connection points/articulation between education levels

    d.   Advocate infusion of entrepreneurship education into all Nebraska career fields/pathways/programs of study

        i.   PLP

    e.   Expand education and training opportunities at all levels and across all disciplines

        i.   Current entrepreneurs

        ii.   Faculty (all levels and disciplines)

        iii.   Counselors

    f.   Provide assistance and training for faculty to enhance E-Education

    g.   Guidance counselors

    h.   Webinars

3. **Locate and secure funding to further the mission**

    a.   Establish NET Force Finance committee

    b.   Identify and access funding sources on an "as needed" basis

        i.   (FutureForce, Perkins, other grant programs, etc.)

    c.   Partner with organizations ($$ or in-kind) to fund programs/efforts

4. **Increase the marketing and outreach of entrepreneurial programs and services in the state**

    a.   Develop NET Force newsletter, news release (e.g. E-News)

        i.   Webinars

    b.   Developing entrepreneurship recognition processes/awards

        i.   Faculty, student, business person and/or service provider

        ii.   Potential college tuition waiver?

    c.   Develop internal "network" (e.g. Facebook, Blackboard) to share proprietary information to inform public promotion process

    d.   Establish communication process between middle/high school teachers, postsecondary faculty and service providers

        i.   (Annual "best practice" conference, blog, etc.)

Action Plan

It was agreed action plans and annual assessment will be discussed at the next meeting. All action plans will contain measurable components. A Google document (or a similar document sharing medium) will be created prior to the meeting so everyone can add comments about the action plan.

1. Create a K-20 career pathway with emphasis on entrepreneurship
2. Coordinate educational activities with FutureForce Nebraska (Career Pathways)
3. Partner with higher education on articulation opportunities and entrepreneurship programs
4. Infuse entrepreneurship education throughout all K-20 career pathways
5. Develop an inventory of entrepreneurship educational opportunities for targeted populations in Nebraska
6. Seek federal, foundation and other sources of funding to provide entrepreneurship educational opportunities

7. Develop resource centers at each of the community colleges that will provide information and assistance for those interested in entrepreneurship

It was also decided that each member consider serving on one of the committees. These committees will be set at the September meeting. Committees will meet the day of the whole group meeting or individually as needed.

Next meeting: Sept. 11 or 18 per results of Doodle survey.