

**Developing Entrepreneurs and Their Communities**  
**with Rural Entrepreneurship Support Network (RESN) Curriculum**

Implementation or Program Plan

Originator: Barry Stephens

Title: City Manager/EDC Executive Director

Type of activity: Board Training

Target audience: EDC Board & EDC Director

Schedule of events: 1 meeting

Format: dinner/informational/training event

Type of credit awarded: attaboy!

Instructional methods: Presentation & hand out material based on RESN training

Justification (why needed; data references): EDC Board is lacking in knowledge on what they can do and how to do it. Currently, I am doing it all and I am overwhelmed!

Operations plan (what will be done and when): I will use course materials to train/inform our EDC Board and Director

Marketing plan (advertising; publicity; printed materials; etc.): none required

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
Basic inclusion into 2007-08 budget...one training including a meal for Board to introduce materials and resources from RESN course

Evaluation plan (methods; baselines; indicators of success): I hope that by supplying these tools to our EDC, they will become more active on a daily basis within our community using this knowledge to help individuals

Management team (names and duties of leaders, cooperators, support staff, etc.) not applicable

## Implementation or Program Plan

Originator: Eric S. Turner; et al (South Plains College, PV; TexHist. City of Plainview Depts, PV COC, Select Downtown Merchants)

Title: Support for the budding entrepreneurs in Plainview

Type of activity: Creating a first step t those interested in building a business in Plainview through presentations and panel discussions

Target audience: Those interested in starting business in Plainview, TX

Schedule of events: 1 day mini-seminar

Format: Lecture, discussion, impromptu panel

Type of credit awarded: NA

Instructional methods: RESN curriculum

Justification (why needed; data references): In 9 months as MS/CVB coordinator I have had numerous requests as to what is necessary to start a business and have not had a clue until now how to proceed

Operations plan (what will be done and when):

Marketing plan (advertising; publicity; printed materials; etc.): Plainview media (TV, radio, SPC resources, city resources

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): CVB resources, main street budget and SPC, resources

Evaluation plan (methods; baselines; indicators of success): Attendance, 3 mos. and 6 month follow up.

Management team (names and duties of leaders, cooperators, support staff, etc.) Paul Henderson, Eric Turner; John Anderson, Banker RE/Manager; Dee Blevins, PV COC

## Implementation or Program Plan

Originator: Dick Walsh

Title: Provost/Grant Manager

Type of activity: Multi-community meeting with Champions & Nay Sayers

Target audience: Champions & Nay Sayers – advertise – you want 6 from each community

Schedule of events: Middle October

Format: Town Hall – SWOT Analysis

Type of credit awarded: CEU

Instructional methods: RESN

Justification (why needed; data references): Initiate processes that will let all have input and recommend solutions. The process will center around “capturing entrepreneurs in their counties and how they will be able to - -

Operations plan (what will be done and when): Due to retirement plans of my own I will work with Stephen John and Stephanie Jones to follow through.

Marketing plan (advertising; publicity; printed materials; etc.): Find 3 Champions in each community to 5-6 others.

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
THECB Grant Assistance for TRCCN

Evaluation plan (methods; baselines; indicators of success): Establish plan – What is it we want to accomplish, Why we want to do it, How and Evaluate

Management team (names and duties of leaders, cooperators, support staff, etc.) Stephen John, Stephanie Jones & Rafael Aguilar & Dick Wall.

## Implementation or Program Plan

Originator: Joan Chandler

Title: Family & Consumer Sciences North Region Program Director

Type of activity: Presentation about training to North Region Extension Team. Hold October training for agents in North Region and community champions

Target audience: Extension (North Region Adm) and North Regent agents w/their community champions

Schedule of events: North Region Team – Aug 7-9; Agents – Oct. 2-4

Format: North Region Team – planning discussion; Agents' training similar to this training

Type of credit awarded:

Instructional methods: Lecture, discussion, hands-on

Justification (why needed; data references): CRED needs identified through county forums

Operations plan (what will be done and when): Major plan – agent/leader/champion training in Plainview in October

Marketing plan (advertising; publicity; printed materials; etc.): Already – email sent to all agents to determine interest;  
Next – email North Region agents the course agenda/topics, get commitment from potential participants

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
Resources to be utilized – City of Plainview, business owners, South Plains College, Extension

Evaluation plan (methods; baselines; indicators of success): Have participants to write plans for implementation.

Management team (names and duties of leaders, cooperators, support staff, etc.) Plainview South Plains College Campus – provide site, serve as a training collaborator; City of Plainview – collaborator – make hotel arrangements, secure panel members; Extension – provide audience, provide training

## Implementation or Program Plan

Originator: Paul Henderson

Title: Coordinator, Workforce Development

Type of activity: Short courses (maybe) – more likely selling the idea of RESN to the community

Target audience: 1<sup>st</sup> community leaders, 2<sup>nd</sup> potential entrepreneurs

Schedule of events: Anytime enough interest is there

Format:

Type of credit awarded: CEU's or merit awards

Instructional methods:

Justification (why needed; data references): We need organizations (and champions) to create an atmosphere of encouragement for potential entrepreneurs (intake points, etc)

Operations plan (what will be done and when):

Marketing plan (advertising; publicity; printed materials; etc.):

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
Tuition or cost of seminar

Evaluation plan (methods; baselines; indicators of success): Evaluation form

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: Tina Baker

Title: Coordinator of Business & Industry Services – Vernon College - WF

Type of activity: Workshop/Class

Target audience: Key players in community – civic leaders (city/county), Chamber, BDC, TAMU, Workforce Acps

Schedule of events: Offer in classes in several areas of VC service area, take program to them to get them thinking about how they can help their particular communities

Format: Classroom

Type of credit awarded: CEU's

Instructional methods: Classroom

Justification (why needed; data references):

Operations plan (what will be done and when): I would love to be able to have class or classes this fall, but would also like to send instructor or instructors to training

Marketing plan (advertising; publicity; printed materials; etc.): Limited on marketing funds – will do emails and probably postcards or fliers with course info to be mailed to specific members identified as target audiences.

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Instructor cost will be the main expense.

Evaluation plan (methods; baselines; indicators of success):

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: Stephanie Jones – South Plains College

Title: Certificate in Business Admin curriculum

Type of activity: Camp Entrepreneur – Summer camp; Continuing ed/Workforce – community development

Target audience: Varies

Schedule of events:

Format: Face-to-face/online

Type of credit awarded: CEU/college credit

Instructional methods: Face-to-face/ITV/online

Justification (why needed; data references):

Operations plan (what will be done and when): Not sure

Marketing plan (advertising; publicity; printed materials; etc.): Not sure

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
Not sure

Evaluation plan (methods; baselines; indicators of success): Not sure

Management team (names and duties of leaders, cooperators, support staff, etc.) Various personnel at SPC  
and Levelland Community

## Implementation or Program Plan

Originator: Julie Demaree Dill

Title: President-elect Blanco COC

Type of activity: Work with City on forming EDC becoming E-Ready; Facilitate courses 2 & 3 as Chamber member services; develop ELS method for city

Target audience: City officials, chamber board, other city/biz leaders; youth and chamber members, general public, non-profits; LCRA, PEC, service providers, bankers, etc

Schedule of events: This fall – one-on-one – mayor, council members, present @ annual board retreat Oct 07. offer previews 2x/yr for each audience – startups, existing 2008 – do one-on-one consults or further classes based on interest, present @ board retreat, dialogue present one-on-one during fall 2007-08, convene a group of those interested, present RESN curr. to all providers

Format:

Type of credit awarded: NA

Instructional methods:

Justification (why needed; data references): Take Blanco to next level of Eco Dev; nothing formally being done @ this time. On verge of major growth – we want to plan for smart growth and support new and existing biz.

Operations plan (what will be done and when):

Marketing plan (advertising; publicity; printed materials; etc.): Phone calls, emails to Chamber members, local newspaper, announce @ mixers, chamber email, website, posters around town

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
Volunteer @ first

Evaluation plan (methods; baselines; indicators of success):

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: Patti Sayers

Title: Main Street Promotions Director

Type of activity: In addition to promotional activities, I'm involved in economic development also

Target audience: Initially, our city council and COC

Schedule of events: I would use this program designed by Greg Clary as a model, but would have to find an abbreviated way to do this.

Format:

Type of credit awarded: Print out certificate of participation & some kind of public notice (local paper) listing those who've successfully completed the course.

Instructional methods: PowerPoint, printed media, group discussions . . .

Justification (why needed; data references): Need to draw in the city council & Chamber to hopefully encourage a vision of economic growth to our area.

Operations plan (what will be done and when): Take what I've gained from this training and introduce an outline of it to our city council and ED board.

Marketing plan (advertising; publicity; printed materials; etc.): Encourage to participate in a local presentation of this program for their own understanding and they may be motivated to encourage more participation in future.

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
Search for \$ from city budget and private donations to more formally develop the program and resource possibilities.

Evaluation plan (methods; baselines; indicators of success): Given a 1 year, 3 yr and 5 yr plan, record new businesses that have developed or expanded as a result of this program and the economic impact to our community.

Management team (names and duties of leaders, cooperators, support staff, etc.) I have an idea of specific people to fill these roles, but would rather not list them here.

## Implementation or Program Plan

Originator: Clark Self

Title: Facilitator

Type of activity: Community involvement plan

Target audience: Representatives from high school, civic clubs, churches, assns and business, sr citizens

Schedule of events: Pre-planning meeting – 8/10/07, full planning meeting – 1 week, begin contacts, advertisement, personal calls – 2 weeks

Format: Formal meeting, introductions, full meeting, break into rd tables, return to full meeting with results

Type of credit awarded: Full recognition in local media

Instructional methods: Printed agenda and information, PowerPoint

Justification (why needed; data references): To show visuals of areas of opportunities and costs and benefits

Operations plan (what will be done and when) (3 areas) Improvement possibilities in local businesses, improvement of municipal responsibilities, educational areas

Marketing plan (advertising; publicity; printed materials; etc.): Local media advertisement and news stories, printed material for making meetings with civic clubs, etc.

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Solicit funds from city, businesses, individuals, civic clubs and fund raisers

Evaluation plan (methods; baselines; indicators of success): Benchmark reports (feature successes and note failures); recognize people

Management team (names and duties of leaders, cooperators, support staff, etc.) Representation from county, city, schools, churches, civic groups and general public

## Implementation or Program Plan

Originator: Joyce Howze

Title: Spur Main Street Manager

Type of activity: Organization, design, promotion and economic restructuring of the Main Street Community

Target audience: Economic Development Coop, City, County and Local Businesses

Schedule of events: Monthly workshop starting in November 2007

Format: Interaction using RESN outline

Type of credit awarded: Recognition in Spur newspaper and certificate signed by Mayor of Spur

Instructional methods: Interactive following RESN curriculum

Justification (why needed; data references): To educate all parties of the community in how to support and provide Entrepreneurial Ready Environment

Operations plan (what will be done and when): A series of workshops will be offered to Spur and the surrounding communities starting this fall – approx Nov 2007

Marketing plan (advertising; publicity; printed materials; etc.): The Spur newspaper, special printed invitations will be mailed to all members of Spur Area Chamber and edc boards and local businesses

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Private funding via donations, city of Spur general fund and Spur Area Chamber of Commerce Spur Main Street program

Evaluation plan (methods; baselines; indicators of success): Number in attendance, follow up on how the attending entrepreneurs distribute the program in their respective communities.

Management team (names and duties of leaders, cooperators, support staff, etc.) Patti Sayers, Joyce Howze, coordinators and facilitators for the initial start up of the program.

## Implementation or Program Plan

Originator: Karen Heffelfinger

Title: Developing Entrepreneurs and their Communities

Type of activity: Program presentation, workshop, 2-session class

Target audience: Present information at Leadership Advisory Board, present information to chamber and community members, send letter to community organizations about the program and present information, include entrepreneurship information in newsletter & newspaper, include entrepreneurship in my POW, classes at Community College Training Center

Schedule of events: Fall 2007 – 2008

Format: One shot programs, workshop classes

Type of credit awarded: Certificate

Instructional methods: Information instructor – PowerPoint, hands-on activities, group interactions & discussions, panel presentations

Justification (why needed; data references): Why needed – reference article in Odessa America 7/16/07 “Fort Stockton Faces Hurdles from Booming Economy”; Speaking with Doug May – Fort Stockton EDC

Operations plan (what will be done and when): What will be done – let individuals get involved by informing the community of the program – networking, forming focus group; When – will start fall 2007

Marketing plan (advertising; publicity; printed materials; etc.): Advertising – newspaper article, letters to service groups, personal contact, newsletter, web; Publicity – radio, signs, chamber, library, printed material - brochures

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Use the Texas A&M resources for printing material, marketing on the WED sign & program development

Evaluation plan (methods; baselines; indicators of success): Evaluation form distributed at programs, meetings and presentation – send back for analysis

Management team (names and duties of leaders, cooperators, support staff, etc.) Start with Extension agents in the county; Leadership Advisory Board, Fort Stockton COC, Fort Stockton EDC, Service organizations, Rotary, Kiwanis, Lions, support staff, secretaries, Extension, etc.

## Implementation or Program Plan

Originator: Mary Siders

Title: President, Levelland COC & Main Street Program

Type of activity:

Target audience: Varied, as needed

Schedule of events: As needed

Format: Consulting

Type of credit awarded: NA – Will want to assist SPC at implementing in curriculum

Instructional methods:

Justification (why needed; data references):

Operations plan (what will be done and when): Will go through a consulting session with SBDC; will survey small businesses, chamber members to see what needs they have; will ask our CPA (Sham) to make presentation to businesses

Marketing plan (advertising; publicity; printed materials; etc.): Press release?? A more informative tool kit

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Possible part-timer to facilitate, possibly SPC student who is business degree intent, has interest and will benefit both him and representing agency.

Evaluation plan (methods; baselines; indicators of success): Successes; conversion – those we directed & opened and remain profitable

Management team (names and duties of leaders, cooperators, support staff, etc.) Ec Dev, Chamber board, Main Street Small Bus owners, retired business people

## Implementation or Program Plan

Originator: Carolyn Motl

Title: Team City Manager; Economic Development

Type of activity: Awareness and Entrepreneur Resource Team Training

Target audience: Community leaders i.e. ED, chamber, elected officials, business owners/managers

Schedule of events:

Format: Training/meeting/workshop

Type of credit awarded: certificate/CEU

Instructional methods: Presentation & discussion

Justification (why needed; data references): Integrate into Team City community development program to educate leaders about benefits of entrepreneurs as related to economic development of community

Operations plan (what will be done and when):

Marketing plan (advertising; publicity; printed materials; etc.): Press releases, email mailing list, flyers, brochures

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):  
Entergy ED department

Evaluation plan (methods; baselines; indicators of success):  
Evaluation sheets; attendance (type of people and number)

Management team (names and duties of leaders, cooperators, support staff, etc.)  
Carolyn Motl – leader, coordinator, presenter

## Implementation or Program Plan

Originator: Amanda Nobles

Title: Director of ED, Kilgore EDC

Type of activity: Gather experienced entrepreneurs into resource group to use as advisors, screeners, mentors for entrepreneurs

Target audience: Retirees or currently employed individuals with startup experience

Schedule of events: Send out inquiry/survey to know targets asking for feedback on idea, other individuals to add/include & how to best use their expertise

Format: mail/email/personal contact then short targeted meeting to plan action and complete some RESN courses

Type of credit awarded: Thanks; recognition; certification

Instructional methods: use of RESN instructional materials

Justification (why needed; data references):to find, identify unknown entrepreneurs and potential entrepreneurs to grow local economy

Operations plan (what will be done and when): meet with KEDC and KC in Aug to begin process, determine timeline and set first contact

Marketing plan (advertising; publicity; printed materials; etc.): KCWF, KEDC, and K C of C web sites, client email lists; local media

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Primarily funds from KEDC plus in kind from KC, K C of C, SBDC

Evaluation plan (methods; baselines; indicators of success): 1. entrepreneur guide team through operational & trained FY 07-08 2. Four entrepreneurs assessed and provided with guide services in 07-08 (EGA completed)

Management team (names and duties of leaders, cooperators, support staff, etc.)

Bill Mishkind, Charles Whiteside, Gore Kemp, Edwin Slater, KCCWFD – Martha Woodruff & staff, K CofC-Mike Coston; SBDC-Brad Bunt & staff

## Implementation or Program Plan

Originator: Ken Becker

Title: AVP TSTC West Texas Brownwood Campus

Type of activity: Use in existing certificate programs/community development project

Target audience: current students/community at large

Schedule of events:

Format: capstone course/workshop

Type of credit awarded: credit/CEU

Instructional methods: capstone course/lecture

Justification (why needed; data references):to assist people/students with specific talent; the need for business skills

Operations plan (what will be done and when): proposed to our VP student learning/community ED

Marketing plan (advertising; publicity; printed materials; etc.): internal/flyers/chamber of commerce

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):

Evaluation plan (methods; baselines; indicators of success):

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: Kate Silvas/Seguin EDC/City of Seguin

Title: Entrepreneurship – Regional Economic Development Summit

Type of activity: seminar/series/community development

Target audience: economic developers, youth, entrepreneurs

Schedule of events: TBD

Format: certificate programs, workshop, seminar

Type of credit awarded: CEU through Central Texas Technology Center/Alamo Community College District

Instructional methods: lecture/exercises

Justification (why needed; data references): Diversification of job opportunities in the community, startup companies needing assistance with business functions

Operations plan (what will be done and when): Brief SEDC Board Director, mayor, city manager, GVEC Alliance & create groundswell of support for entrepreneurial activities

Marketing plan (advertising; publicity; printed materials; etc.): radio, chamber of commerce committees, newspaper

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Discuss with potential sponsors in community

Evaluation plan (methods; baselines; indicators of success): Solicit feedback from participants & sponsors

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: David Summers

Title: Do You Want an Entrepreneurial Friendly Community?

Type of activity: community assessment for entrepreneurship capacity

Target audience: community leaders

Schedule of events: 1. research community interest in assessment (one night) 2. conduct assessment

Format: discussion meetings

Type of credit awarded:

Instructional methods: varied

Justification (why needed; data references): entrepreneurship is critical to community growth

Operations plan (what will be done and when): 1. assessment of interest 2. assessment of community's current situation 3. on-going community development plan

Marketing plan (advertising; publicity; printed materials; etc.):  
Personal contact with community leaders

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):

Evaluation plan (methods; baselines; indicators of success):  
Community certification as entrepreneur ready

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: Lance Bohannon

Title:

Type of activity: Leadership development (discernment; critical thinking)

Target audience: entrepreneurs/community leaders

Schedule of events: 8 one day workshops (weekly)

Format:

Type of credit awarded:

Instructional methods: self-discovery questioning

Justification (why needed; data references): Anecdotal data supports the concern for the quality of leadership demonstrated by current leaders and would be leaders

Operations plan (what will be done and when): schedule the event and do it

Marketing plan (advertising; publicity; printed materials; etc.): word of mouth through local community leadership with assist from local newspaper (already committed)

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Personally covered; venue, refreshments, pads, pens, etc

Evaluation plan (methods; baselines; indicators of success): results/outcomes from weekly homework and final assessment from participants

Management team (names and duties of leaders, cooperators, support staff, etc.) Lance Bohannon (facilitator/guide); Sean Stockard, Vernon Business Development Director; Sherri Morriss, Chamber Director, Larry Crabtree, Editor, Vernon Daily Record

## Implementation or Program Plan

Originator: Melvin Hall

Title: Enterprise Facilitator, North Texas Enterprise Project

Type of activity: Business Management Smarts

Target audience: Future business owners

Schedule of events: build cohort of individuals at a starting point

Format: JIT training conducted in groups in conjunction with SBDC/Paris Jr College

Type of credit awarded:

Instructional methods:

Justification (why needed; data references):

Operations plan (what will be done and when):

Marketing plan (advertising; publicity; printed materials; etc.):  
Partner with SBDC Paris Jr College

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):

Evaluation plan (methods; baselines; indicators of success):

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: Christine Grubbs, NTXRCIC, local EDC

Title: Developing Entrepreneurs and their Communities

Type of activity: half seminar/presentation or full day

Target audience: EDC professionals in our 64 county region excluding 12 counties around DFW metroplex

Schedule of events: breakfast, presentation, lunch, presentation, wrap-up

Format: workshop/seminar

Type of credit awarded: Entrepreneur Guide Certification step one; work with local college for CEU;

Instructional methods: Instructor training DEC; RESN cd material, real life situations for assessment

Justification (why needed; data references): EDCs who need help identifying entrepreneurs in their community and how to deal with them

Operations plan (what will be done and when): Identify EDCs that are interested; pick convenient location for maximum attendance

Marketing plan (advertising; publicity; printed materials; etc.): work with local EDCs to bring appropriate people; email out invites & all info

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): Get location hosted, lunch/breakfast sponsored by local industry; all printed materials sponsored as well or use jump drives to hold info

Evaluation plan (methods; baselines; indicators of success):  
Evaluate presentations the day of and then follow-up a month or two to see progress

Management team (names and duties of leaders, cooperators, support staff, etc.)  
Christine Grubbs – leader  
Jeremy Vickers – support staff  
Local EDCs and other local people – support staff

## Implementation or Program Plan

Originator: RESN – Laurie O'Neal

Title: Use of internet as business practice

Type of activity: business development training "tool"

Target audience: small business owners, directors, entrepreneurs anyone interested in online business efficiency or e-commerce

Schedule of events: One business day

Format: classroom (interactive; wireless)

Type of credit awarded: SBDA CEUs or certificate of completion

Instructional methods: discussion, individual & group exercise

Justification (why needed; data references): to increase the effective use of the internet as a business tool & good business communication for employees and customers

Operations plan (what will be done and when):

1 hr - Definition & discussion of e-business

1 hr – E communicating

1 hr – Internet marketing to generate business results

1 hr – web sites & integration to company's "branding" (integrating into business plan)

2 hr – eCommerce payments, checkouts, security, fulfillment (nuts and bolts)

Marketing plan (advertising; publicity; printed materials; etc.):

Work with Chamber and/or EDC to advertise or elicit announcement to business owners and public at large; should include newspaper announcement

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):

Need to develop extensive list of resources to expand on line resources

Evaluation plan (methods; baselines; indicators of success):

At the conclusion of course, class will have developed a business plan that includes an eCommerce/internet use component as an example

Management team (names and duties of leaders, cooperators, support staff, etc.)

Web hosting experts; facilitator; support staff; SBDC/SBA

## Implementation or Program Plan

Originator: Margot Hardin and Amy Baugh

Title: Youth Entrepreneurship

Type of activity: youth education, leadership, life skills

Target audience: youth ages 14-18

Schedule of events:

Format: group and individual summer day camp

Type of credit awarded: graduated youth entrepreneurs

Instructional methods: group activities

Justification (why needed; data references): youth development, leadership, alternative teaching/learning

Operations plan (what will be done and when): activities for group of youth interested in learning more about entrepreneurship/managing a business

Marketing plan (advertising; publicity; printed materials; etc.): through schools, newspaper, limited participation based on application process

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation): needed for supplies, workbooks (if necessary), operations/meals

Evaluation plan (methods; baselines; indicators of success): pre and post survey; retrospective post survey; examples from curriculum

Management team (names and duties of leaders, cooperators, support staff, etc.): organizers, LAB members, community volunteers

## Implementation or Program Plan

Originator: Calley Runnels

Title: CEA FCS

Type of activity: Help youth put together business plans

Target audience: youth entrepreneurs

Schedule of events: periodic times at county computer lab to use available resources

Format:

Type of credit awarded:

Instructional methods: one on one assistance

Justification (why needed; data references):

Operations plan (what will be done and when): provide curriculum to schools

Marketing plan (advertising; publicity; printed materials; etc.):

Newspaper, Swisher Currents, school announcements, one-on-one meetings with school staff

Financial/resources plan (all resources needed for development, marketing, the program, and evaluation):

Evaluation plan (methods; baselines; indicators of success):

Management team (names and duties of leaders, cooperators, support staff, etc.)

## Implementation or Program Plan

Originator: Paul Henderson and Eric Turner with Plainview work group

1. Develop Handout to be distributed through Intake points.
2. Develop 2 phone lists:
  - a. One for those who went through training to be primary contact points.
  - b. One for volunteer coaches who are willing to do peer to peer teaching and mentoring.
3. Put some information on the TV (free) stations with the core phone list on it.
4. Talk to the Siroli Project people in Littlefield and let them come make a presentation at one of our Business Success Series meetings with key people of the community invited.
5. Evaluate what we are doing at this point.
6. Develop "What to do List" as a tool for potential entrepreneurs.
7. Talk to locally owned banks about the possibility of having capital resources for potential entrepreneurs who are local.
8. Get organizations involved: Plainview First, Chamber of Commerce, Industrial Foundation, Lions Club, and get added to the resource network handout.