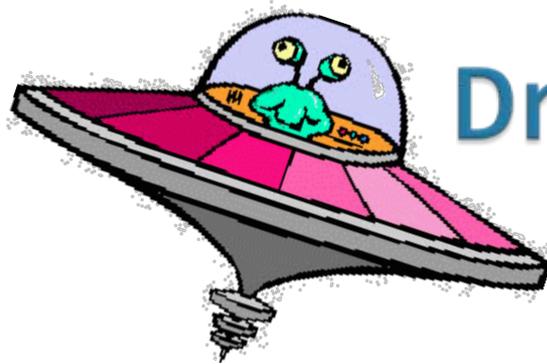


# Heartland Conference 2010

Reemployment Strategies for the Midwest Recovery

April 7-9, 2010

Hyatt Regency Chicago, IL



## Driving the E-ship

### *Preparing Targeted Populations for Self-Employment*

Gina Harper, Training Coordinator  
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# What we will cover today

## Foundations for an Entrepreneurship Training Program

- ▶ Workforce Development and Micro-Enterprise Creation
- ▶ Economic Impact of Self-Employment
- ▶ Motivational Model of Entrepreneurship

## How to Build a Successful Entrepreneurship Training Program

- ▶ Components of a successful entrepreneurship training program
- ▶ Economic impact of our program
- ▶ The real impact of our program

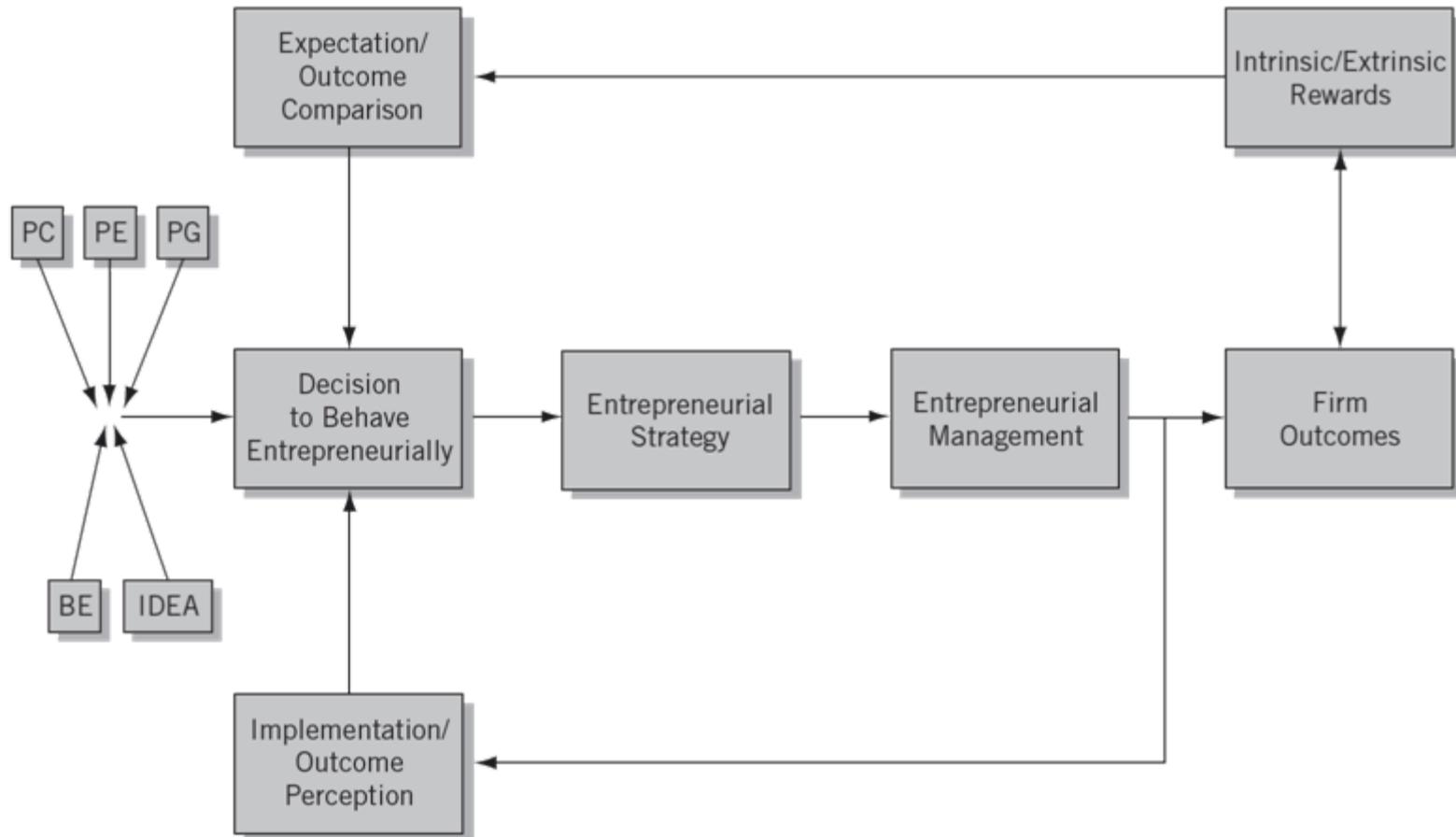
# Workforce Development and Micro-Enterprise Creation

- ▶ This we believe about entrepreneurship:
  - It is a specific job that takes place in all industries
  - It is a process—we can train people to do it
  - It provides an opportunity for dislocated and unemployed workers with SELF-EMPLOYABLE skills
  - It leads to nearly 100% of the net new job creation in the US
  - Regional economic impact of self-employment (creation of a business) exceeds impact of reemployment

# Economic Impact of Self-Employment

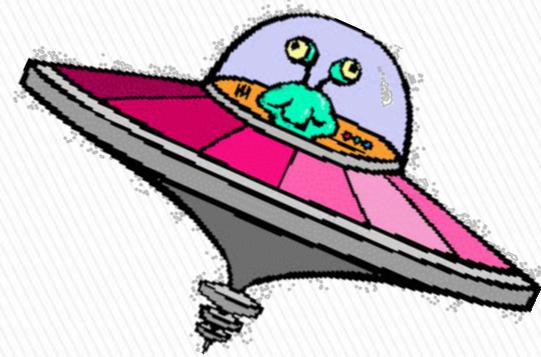
- ▶ Minnesota IMPLAN Group Input-Output Model
- ▶ Three major impacts from the establishment of a new business:
  1. Direct effect – known change in local economy from business activity
    - Bonus – many businesses employ more than 1 person
  2. Indirect effect – business to business transactions required to satisfy the direct effect
    - Bonus – not realized in reemployment
  3. Induced effect – derived from local spending on goods and services by people working to satisfy

# Model of Entrepreneurial Motivation



*Source:* Douglas W. Naffziger, Jeffrey S. Hornsby, and Donald F. Kuratko, "A Proposed Research Model of Entrepreneurial Motivation," *Entrepreneurship Theory and Practice* (spring 1994): 33.

# The Components of E-ship *The Instrument Panel*



A Star-Map (CURRICULUM)



**Launch Pad  
(HOST  
INSTITUTION)**

**Passengers  
(PARTICIPANTS)**

**Fuel  
(FUNDING)**

**Captain and Crew  
(CERTIFIED  
INSTRUCTOR and  
PROJECT MGR)**

**Asteroid-Free Atmosphere  
(E-SHIP FRIENDLY COMMUNITY)**

# Your Launch Pad – Host Institution's Investment

\$ 500 Newspaper Advertising\*

6000 Payroll for Project Coordinator/Admin Asst.\*

2200 Instructor Salary\*

600 Instructor Mileage\*

200 Project Coordinator Mileage\*

600 Room Rental\*

2000 Student and Instructor Books (20)

500 Office Supplies, Certificates, Printing/Copying, Fax/Phone Bill

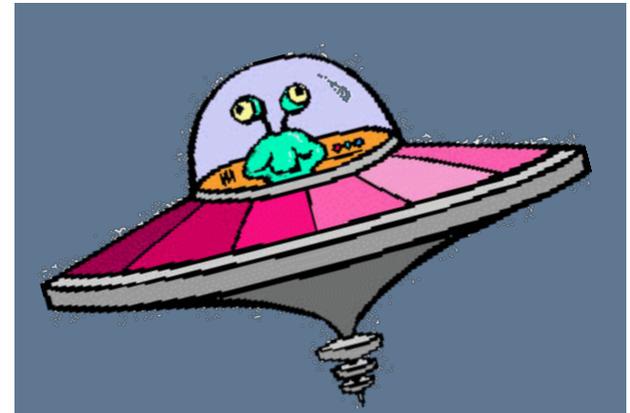
150 Graduation Activities

1000 Fast Trac Certification / Travel / Hotel\*

**\$ 13,750.00**



\* This amount shrinks year after year, because basics are already paid for and communities are becoming E-ship friendly (IE: They WANT to give you free STUFF!)



# The Star-Map and “Planet Orange” Destination

- **Kauffman Curriculum**

- First Step FastTrac (low to moderate income, displaced/dislocated workers)
- New Venture

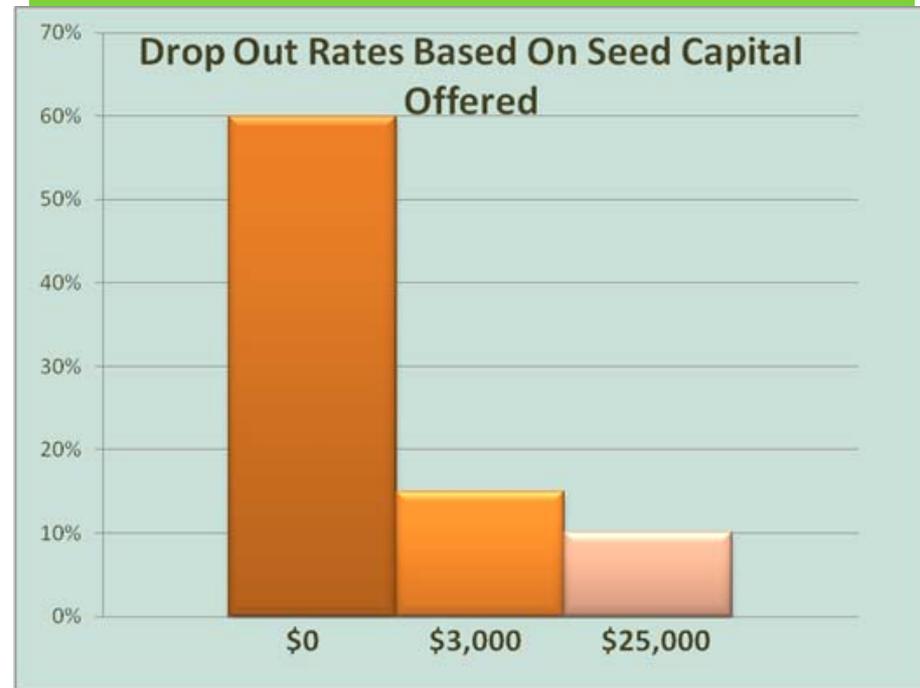


- ▶ **Flight to Planet Orange**

- Micro-Loans (AKA: Seed Capital, Mini-Grant)
- **A CARROT**

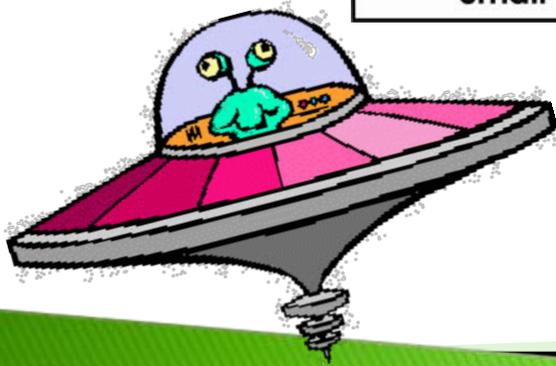


## Planet Orange – Does it Matter? YES!



# E-ship..The Next Generation of Passengers

Always look for new passengers  
or emerging interests in your region!



Food Specialty  
Horticulture/Alternative Ag  
Retail-Specific  
Veterans  
Cosmetology  
H.S. Agriculture  
College Students

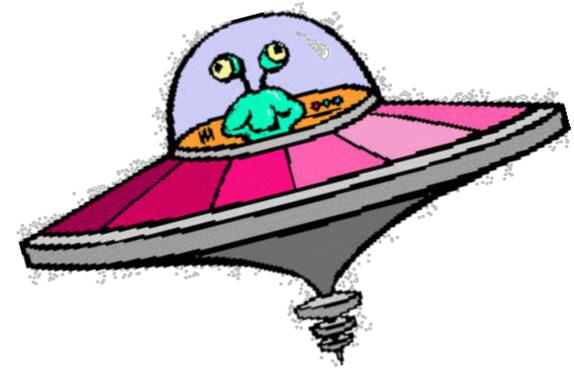


“The SE Innovation Center is the number one presenter of First Step FastTrac in Rural America,” according to Dorothy Browning, Kauffman Consultant.

# No matter how shiny and new your E-ship is, it won't fly without FUEL!

- ▶ US Dept of Labor
- ▶ US Dept of Agriculture
- ▶ Delta Regional Authority
- ▶ Department of Economic Development
- ▶ Division of Workforce Development
- ▶ WIRED
- ▶ Ameren UE
- ▶ US Small Business Administration
- ▶ Workforce Investment Board of SE MO
- ▶ American Recovery and Reinvestment Act
  - (or partners receiving these funds)

• TOTAL FUEL since 2006 - **\$3,350,000**



# The Captain and Crew.....



## ▶ Instructor

- Kauffman-Certified
- Business Owner
- Training Background
- 6-wk Availability
- Understands Small Business Struggles

## ▶ Project Coordinator

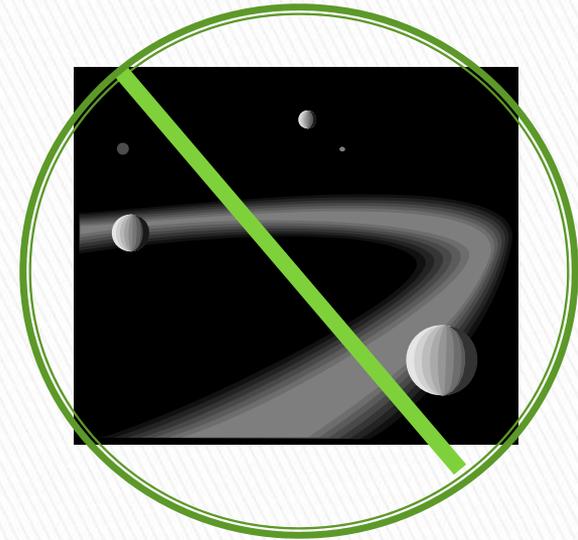
- Economic Development Liaison
- “Face” of the Program
- Community Organizer
- Media/Marketing Person
- Purchasing Agent for Seed Grants
- Graduation Planner
- Leads Plan Review Committee
- Yearly Follow-up/Survey Reporter
- Friend/Confidant



**\*\* Do NOT forget to add an administrative assistant for this project!!!!**

# Prolonged Exposure to E-Ship is OK - It's "Asteroid-Free"

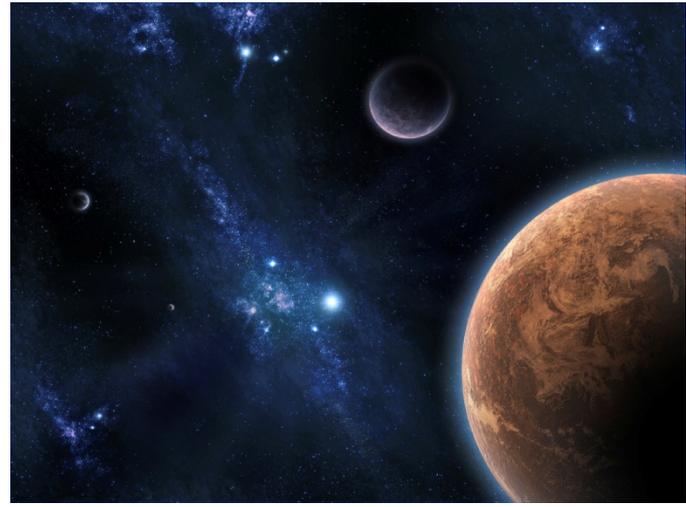
- ▶ Partner with regional chambers of commerce
- ▶ Partner w/any organization serving the underserved
- ▶ Use testimonials
- ▶ Ask for buy-in from local successful business owners and banks
- ▶ Promote local businesses by utilizing their expertise during the training course
- ▶ Always make purchases from local or regional businesses
- ▶ Create a Business Network / Alumni Group
- ▶ Create a small business award



"Asteroid - Free" =

E-Ship Friendly Community

# “Grab Your Seat and Prepare for Impact!”



Service Area to Date:

SE and SC MO, St. Louis

Area,

Northern TN, Southern IL

**32**

**25**

Courses Held

Counties Served

**457**

Participants Completed

**197**

New Businesses Started or Expanded

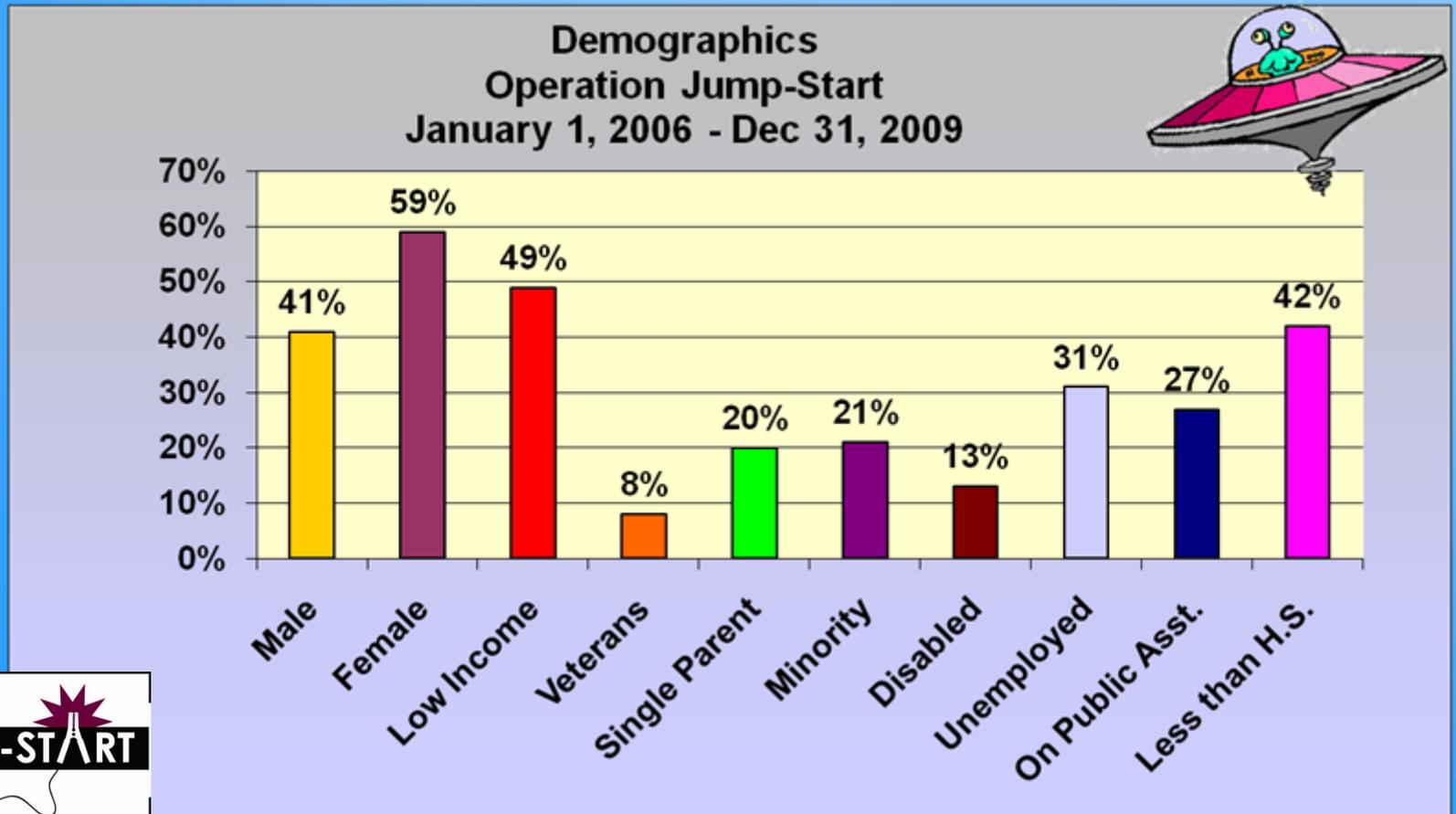
**387**



80% overall participant completion rate.  
95% business success rate after 2 years!

oprietor

# Passenger Demographic Impact...

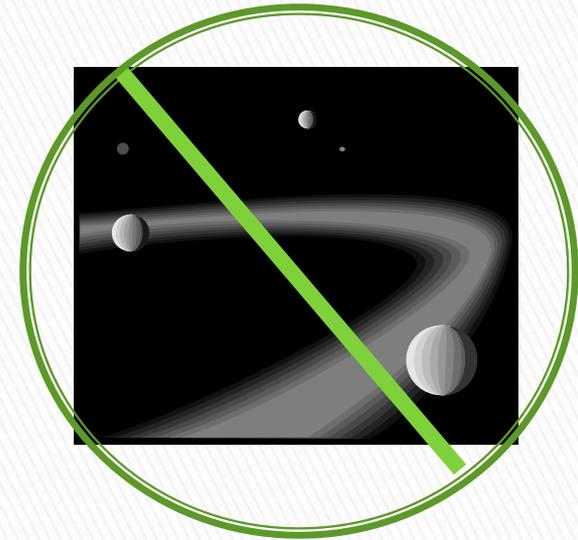


Targeted Populations: Those with barriers to employment. We are preparing those individuals for their own jobs, not some else's job.

# “Asteroid-Free” Impact

*Regional impact*

TBA – April 5



“Asteroid – Free” =

E-Ship Friendly Community

Operation

# JUMP-START



Small Business Training

The REAL Impact!