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**The Coleman Foundation**  
**Grantee Report**

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**Grantee:** Metropolitan Community College Foundation    **Grant #:** 5033

**Program/Project:** *Entrepreneurship Champions Across the Curriculum!*

**Report Date:** October 1, 2011

**Grant Amount:** \$8,800

**Type of Report:**     Progress Report

Final Report

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**Population served by program/project:** MCC faculty and students

**Number served:** 21 MCC faculty, # of students TBD (quarter in progress)

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**Program/Project Executive Summary:**

***Entrepreneurship Champions Across the Curriculum!*** supported twenty-one Metropolitan Community College (MCC) faculty to embed Entrepreneurship, Intrapreneurship and Innovation/Creativity into thirteen skill teaching areas across the MCC curriculum through partner collaboration with peer Entrepreneurship Program faculty and area entrepreneurs. The initiative also fostered engagement of 19 Omaha area entrepreneurs, including 10 who are actively contributing resources for MCC instruction through consultation, presentations, and gifts to the MCC Entrepreneurship program.

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## **Project/Program Goals:**

*List program/project goals as originally approved and describe how goals were attained. If goals were not attained, not fully attained, or were changed during the course of the program/project, describe barriers to goal attainment. Include additional goals added since the last report.*

**Goal 1: *Entrepreneurship Champions Across the Curriculum!* will provide the opportunity for 20 full time and adjunct Metropolitan Community College (MCC) faculty to bring entrepreneurship alive for their students, embedding entrepreneurship, intrapreneurship, innovation and creativity into their existing curriculum and skill teaching areas.** **ATTAINED**

**Summary of Goal 1 attainment:** Twenty-one MCC faculty from thirteen disciplines participated and completed the *Entrepreneurship Champions Across the Curriculum!* (13 individually participated, 8 comprised two “teams” working together for entire department projects). Each completed the workshop series and met the program requirements. All have created and developed curricula embedding entrepreneurship and intrapreneurship in their curriculum. The embedded curriculum is being offered in either the current MCC Fall quarter or this next Winter quarter.

### **Activity 1: Develop curriculum and coordinate workshop resources customized to faculty skill areas**

A new *Entrepreneurship Champions* curriculum was developed, designed to provide both a) common core instruction across all faculty subject areas and b) information and resources specialized to be applicable to each faculty discipline (Writing, Solar Energy, Photography, Culinary, etc.). The curriculum includes a facilitator’s guide accompanied by a handout packet for the first two workshop days. The third workshop was originally planned to be for student reporting only the same day as the planned celebration luncheon; however it was amended to be held on a day of its own as a live learning lab session for actual curriculum creation. This created an additional meeting time with the participants extending the number of contact hours with Instruction without amending stipends received. Workshop Themes Included:

- Workshop #1: Engaging Entrepreneurship – at MCC and in individual classrooms
- Workshop #2: Opportunities – within the Omaha Metro area and individual disciplines
- Workshop #3: Curriculum Design – creating tailored discussions and assignments

Participants had “homework” or expectations to be achieved between each workshop:

- By Workshop #2: Interviewed a local entrepreneur from their discipline area and created a plan to involve “real world” business happenings into their teachings.
- By Workshop #3: Completed a business coaching session with a member of the Entrepreneur Team for customized guidance on curriculum design. Identified teaching resources needed to support plans and submitted requests.
- At The End of Workshop #3: Delivered an Elevator Pitch to the class summarizing their curriculum plans.

**Activity 2: Hold three 3-day workshops for Entrepreneurship Champions Across the Curriculum (MCC faculty): 1) Introduction to Entrepreneurship Across the Curriculum, 2) Continued Training, Individual Coaching, Discussion of Interview Impact, (3) Presentation of Plans for Embedding Entrepreneurship in Curriculum**

### **Preparation and Promotion**

The entire program was recruited for and held in the Summer of 2011. The process began by scheduling the workshops, booking facilities, and promoting participation into the program. The program was promoted to all faculty and adjuncts via email, at faculty engagements and via word of mouth for program recruitment.

Twenty-three (23) faculty were originally chosen for the inaugural program via application selection, committing to participation in the workshops and the incorporation of entrepreneurship in their subject area curriculum; however only twenty-one (21) completed the program (one instructor had a personal emergency and will participate in the next year's offering to graduate and the second instructor had to move unexpectedly).



The twenty-one (21) faculty that finished the program represented thirteen subject areas, with thirteen individual participants and two faculty teams. Individual participants represented the following eleven subject areas: Solar Energy/Sustainability, Art History/Appreciation, Accounting (two faculty), Biology/Anatomy/Physiology/Genetics (two faculty), Psychology, Business (Marketing/Management), Philosophy/Ethics, History, Photography, Information Technology and Human Relations. The English Department team included three faculty representing Publishing, Creative Writing and Business Writing. The five Culinary program participants represented General Culinary, Baking and Hospitality. The team participants agreed to share the faculty stipends pro-rated accordingly: the three members of the English team filled two of the twenty seats available; while the five members of the Culinary team filled three of the twenty seats available. The remaining 15 seats were filled by 15 individual instructors; with 13 completing the program.

### **3-Day Workshop Series**

#### **Day 1**

The first day of the workshop series introduced entrepreneurship across the curriculum. Participants introduced themselves and then were familiarized with the series objectives, activities and timeline. To teach their students of opportunities for entrepreneurship, it was important that faculty understand their own entrepreneurial style. Faculty developed an understanding of their entrepreneurial mind-set: Creative Innovator, Key Employee, Entrepreneur, or Intrapreneur. They learned strategies for recognizing entrepreneurial dispositions in their students, understanding that the entrepreneur of tomorrow is in the

classroom today. Faculty began the process of identifying opportunities to incorporate entrepreneurship in their curriculum and began strategizing about customizing their curriculum. Faculty also learned about courses available for students in the MCC Entrepreneurship program. This awareness of the MCC Entrepreneurship program will enable faculty to point budding entrepreneurs to these MCC learning opportunities.



**Day 2.** The second workshop provided faculty with a framework, tools and strategies for teaching toward both workforce development and economic development. This context encouraged faculty to not only consider the instruction and development of strong employees, but also the development of new entrepreneurs. Faculty members were oriented to MCC's Career Center and various databases to gather information on industry trends, workforce demands, entrepreneurship opportunities and competition variables in the region. They were also familiarized with tools to provide students with information on earning potentials/actuals. Faculty experienced data sources such as First Research and the Reference USA Database. Through Reference USA, students were able to locate area entrepreneurs by business type, such as an owner/operator of an art gallery. This provided faculty with leads for gathering information from area entrepreneurs.

The second workshop also introduced creative teaching strategies and elevator pitches. The consideration of new, creative teaching strategies facilitated the incorporation of entrepreneurship in course curriculum. Instruction on elevator pitches introduced faculty to a strategy for communicating business ideas to potential partners, funders, or customers. One of the faculty assignments was to develop elevator pitches describing their approach to incorporating entrepreneurship in the curriculum. Five faculty would be selected to provide their pitches at the celebration luncheon with area entrepreneurs.

**Day 3.** Day three of the workshop series was reconfigured somewhat from the original plans, allowing for supported, individualized work time in an MCC technology lab. Three MCC Entrepreneurship program faculty supported workshop participants as they worked on customizing their curriculum and shaping elevator pitches. This individualized session was offered as the most effective instructional strategy for meeting unique needs across the range of subject areas. This also provided a format for students to support each other and for MCC faculty to provide additional instruction for students less familiar with entrepreneurship. Providing this individualized learning lab actually increased the instructional/learning time originally proposed, but seemed unanimously appreciated by all the workshop participants.



### **Ongoing Instruction/Coaching**

As with any other teaching endeavor, instruction did not end with the Day 3 workshop. Continued instruction and coaching was provided, particularly with the five students selected to provide elevator pitches at the program graduation/celebration “Lunch with an Entrepreneur.” One goal of this support was to ensure that participants presented content that would prompt strong interest in involvement among entrepreneurs attending the luncheon.

**Goal 2: Engagement will be fostered between MCC faculty and area entrepreneurs**

**ATTAINED**

**Goal 3: Entrepreneurs will identify MCC partnership interests (presentations, curriculum consultation, gifts), providing fertile opportunities for cultivating mutually rewarding relationships.**

**ATTAINED**

Discussion of Goal 2 and Goal 3 attainment will be integrated in the following section, as activities were planned to work simultaneously toward these two goals.

**Summary of Goal 2 and Goal 3 attainment:** Engagement with area entrepreneurs was fostered through requests for Coleman grant matching support and interviews of twenty-one entrepreneurs. These conversations led to not only the identification of partnership interests, but to actions of partnership such as follow-up consultation on individual faculty curriculum development, presentations in MCC classrooms, the launch of the Entrepreneur in Residence Speaker Series, and participation in the project celebration luncheon and advisory forum. Area entrepreneurs are also now engaged in discussion with the MCC Entrepreneurship Program and the MCC Development Office on potential partnerships to provide funding support for additional MCC ENTR program ventures.

**Activity 3: Workshop participant interviews of entrepreneurs who operate businesses in the students’ skill areas.**

Each workshop participant identified an area entrepreneur to interview. The purpose of the interviews was to build knowledge and perspective on entrepreneurship in their field of interest, to cultivate relationships with area entrepreneurs, and to identify potential opportunities for

collaboration. The entrepreneurs interviewed represented a broad business array, from long term, branded businesses to newer, very small businesses.

One example of an established, international entrepreneur who was interviewed was Paul Hogan, the founder of Home Instead Senior Care. Home Instead now has 900 franchise locations across the globe, headquartered in Omaha, NE. One outcome of this interview is that the founder will be the first area entrepreneur for the new “Entrepreneur in Residence” speaker series, slated for October 3, 2011.

Another area entrepreneur recently established Platte Renewable Energy, a wind energy consulting firm. Following his interview with MCC faculty, this entrepreneur visited MCC classes in renewable energy, visiting with students about putting forward viable, innovative energy products.

A third business founder interviewed has established a venture for social entrepreneurship, “HeArts of Omaha.” Hearts of Omaha provides a gallery for Omaha artists who have some form of challenge in their lives, or who have overcome significant challenges such as physical disability, trauma, illness or poverty. The gallery provides an outlet for income and healing. In addition to the physical gallery, Hearts of Omaha provides traveling shows and a virtual gallery, greatly expanding the market potential and the impact of each artist’s work. This entrepreneur also visited MCC classes following the interview, communicating with students about her experience with business start-up and growth; but also created a sustaining video with the Instructor narrating that is now publicly viewable on youtube.com to enable all future on campus and online students to access. (See: <http://youtu.be/EnsCzyNNIfI>)

Interviews with MCC History faculty led to a class presentation by two area entrepreneurs who have applied their knowledge of history as entrepreneurs, consulting on projects such as museum displays, and sets for television commercials, magazines, and Hollywood movies. The presentation was video recorded for use in future classes and will be loaded to the Instructor’s faculty webpage once rendered. The entrepreneurs will be returning to the same classes to discuss students’ assignment to identify entrepreneurial applications of their knowledge of history at the end of the quarter.

**Activity 4: Lunch with an Entrepreneur will immediately follow the final (3<sup>rd</sup>) class.**

A celebration “Lunch with an Entrepreneur” was held September 30<sup>th</sup>, 2011, providing a venue for networking and showcasing faculty initiatives for the incorporation of entrepreneurship in their curriculum. Thirteen entrepreneurs were confirmed to participate, including those interviewed by participants (11) and the matching grant donors (2) who were invited through the MCC Development Office. In addition to the workshop participants and thirteen entrepreneurs; subject area Deans, Development office staff, the MCC Executive Vice President and Entrepreneurial Instruction team attended. (The target number of entrepreneurs attending the luncheon was ten).

The Director of the MCC Entrepreneurship program and the MCC Executive Vice President welcomed luncheon guests. Guests were then introduced to the MCC Entrepreneurship program, providing information on enrollment (1,000 students each year) and program offerings. Lunch was served, providing an opportunity for networking and informal discussion of faculty initiatives and entrepreneur interests.



Luncheon guests were then treated to project highlights from five MCC faculty, presenting their approaches to, and experience with, the incorporation of entrepreneurship in their subject area curriculum. During and following the luncheon several, participants exchanged contact information for follow-up discussion and resource sharing.

One noteworthy change from the original luncheon plan was that it was not scheduled to immediately follow the third workshop. During the workshop series it became apparent that faculty would need additional time and support to polish their projects and presentations prior to sharing them at the luncheon. Scheduling the luncheon further out from the completion of the three workshops provided time for faculty to implement their curriculum and supported faculty confidence in effectively communicating their projects with luncheon guests.

#### **Activity 5: Entrepreneur Advisory Council immediately follows “Lunch with an Entrepreneur”**

Eight entrepreneurs participated in the advisory focus group that followed the luncheon, meeting the project target. The advisors were asked to provide input on Trends, Needs, Opportunities and the Future of entrepreneurial activity in the Omaha region. In addition to providing this input for MCC planning, one of the MCC alumni entrepreneurs spontaneously promoted MCC Entrepreneurship program offerings as effective for helping established entrepreneurs fine tune their business plans and marketing strategies.



## Focus Group Highlights

**Trends.** Entrepreneurs discussed Omaha's continuing, **positive environment** for entrepreneurship. They experience and observe general public respect and appreciation of small business and new business start-ups. This support of entrepreneurs includes **assistance from the philanthropic community**, including the provision of resources and market promotion. Entrepreneurs indicated a sense that Omaha area businesses are becoming **more progressive**, perhaps as more businesses or individuals migrate from the coasts to the Omaha area. Another trend cited was toward smaller, more accessible circles for **networking**. Entrepreneurs are seeing more options for groups that have small or no fees and no quotas. They also noted the ongoing trend toward **reduced job security**, which increases the need for entrepreneurship and for supports for business sustainability.

**Needs.** The need for several **technology-based resources** were reported, such as **business software, cloud access, and applications supportive of a mobile workforce**. Entrepreneurs stated the need for **applications scaled** to meet the needs of both large and small businesses, **operable on Web 2.0**. There was a consensus for an increased need for **virtual office tools and space**, including mobile broadband access and office space/resources available through an affordable lease fee. Entrepreneurs stated the need for **just-in-time information**, including instruction modules or tutorials to address specific, focused needs, rather than longer classes covering a range of content. They reported the need for business **funding, proper business plans, marketing plans** and business **credibility**, all of which are connected. Entrepreneurs would like ready access to contacts for business strategies, which might include business **mentors or coaches**. They also see the need for assistance with **transition plans** to move individuals from their current employment or business to their new business, as many people are ill-prepared to successfully manage this transition. The need and opportunity for **partnerships between large and small businesses** in the area was also identified, highlighting benefits to small business of holding contracts with larger businesses and benefits to large businesses of partnering with smaller businesses with the flexibility for innovation.

**Educational Opportunities.** Entrepreneurs discussed identified opportunities they would like to see implemented in the Omaha area. They expressed a preference for educational offerings in **The Future of Entrepreneurship**. When asked what is needed to stimulate entrepreneurship in the Omaha area, focus group participants indicated the need for a **climate that supports risk-taking**. They also agreed that it is important to **let others know of the supportive climate in Omaha** for entrepreneurship. The group felt that it would be helpful to continue to **expose students to entrepreneurs** and to **promote entrepreneurship** as a career option. In the Omaha area, relationships are still very important to business success, so **activities that support relationship development** are key to business success. The group reinforced the power of modeling by having **MCC faculty who are also entrepreneurs**.



## Evaluation

In addition to the incorporation of project outcomes in the previous narratives, the chart below includes metrics for proposed and actual outcomes. Overall, projections matched actuals with very little variance, indicating strong project success. The Coleman Foundation supported *Entrepreneurship Champions Across the Curriculum!* initiative has resulted in the incorporation of entrepreneurship across thirteen MCC disciplines, and developed and strengthened partnerships with area entrepreneurs, bringing new funding and instructional resources to the MCC Entrepreneurship program.

<b>Develop curriculum, coordinate workshop resources, customized to faculty skill areas</b>
<b>Activity Metrics:</b> Resource list and resource library for course - List of resources for course participants, by subject area - Database initiated of area entrepreneurs by subject area – Key potential entrepreneur donors identified
<b>Outcomes:</b> <i>Entrepreneurship Champions Across the Curriculum</i> workshop series curriculum developed - Resources available for workshop replication - MCC-friendly entrepreneurs and other area entrepreneurs now known to MCC are identified as prospective contacts
<b>Outcome Metrics:</b> Instructor manual complete - Student manual prepared (customized per subject area) - Workshop promotional materials - List available of area entrepreneurs by subject area who provided consultation on curriculum

<b>Hold three 3-day workshops for <i>Entrepreneurship Champions Across the Curriculum</i></b>
<b>Activity Metrics:</b> 23 MCC Faculty enroll, 21 complete (projection was 20 enrolled, 20 completers) - 13 Subject areas are represented (15 projected) - 18 courses include ENTR embedded activities (16 in Fall 2011 quarter with the remaining 2 beginning in Winter 2011, 20 projected) - Number of students participating in ENTR embedded courses TBD
<b>Outcomes:</b> Through embedded entrepreneurship in MCC courses, students are learning of entrepreneurship opportunities within their skill areas of focus.
<b>Outcome Metrics/Target Date:</b> % of students in ENTR embedded courses report learning of new ENTR opportunities in their skill area (TBD, quarter in progress) - % of students who follow up with enrollment in ENTR course (TBD)

<b>Workshop participant interviews of entrepreneurs</b>
<b>Activity Metrics:</b> List of 21 faculty in class and the entrepreneurs they interviewed - 21 faculty incorporated input from entrepreneurs in their curriculum – 10 planned follow-up activities with area entrepreneurs interviewed
<b>Outcomes:</b> Faculty gained knowledge of entrepreneurship opportunities/resources and developed relationships with area entrepreneurs
<b>Outcome Metrics:</b> 21 faculty embed new knowledge of entrepreneurship opportunities - 10 entrepreneurs are providing follow-up information, curriculum consultation, presentations, and other collaborative support to MCC faculty

<b>“Lunch with an Entrepreneur”</b>
<b>Activity Metrics:</b> 13 entrepreneurs committed to participate in lunch with workshop participants (10 projected)- 5 faculty presented plans for co-curricular courses (3 projected) - Donor entrepreneurs given public appreciation for their contribution to the MCC Entrepreneurship program initiative
<b>Outcomes:</b> Relationships were developed among MCC faculty, Deans, Development Office staff, and area entrepreneurs - Area entrepreneurs become engaged with MCC
<b>Outcome Metrics:</b> 13 entrepreneurs expressed interest in working relationship with MCC via lunch response cards, focus group and other informal exchanges, consistent with projections. The Development Office is working with an area entrepreneur interested in a substantial gift to support Entrepreneurship program initiatives.

<b>Entrepreneur Advisory Council (Focus Group)</b>
<b>Activity Metric:</b> 8 entrepreneurs participated in the Entrepreneurship Advisory Council session (matching projections) - Summary of focus group input available (and included in this report) - Advisors completed forms gathering their advice and inviting them to partnership with MCC
<b>Outcome:</b> Advisors strengthen engagement with MCC
<b>Outcome Metrics:</b> Advisors provided program recommendations, including partnership opportunities - Entrepreneur advisors identified ways they can support the MCC program - Entrepreneur advisors identify ways the MCC program can support their business success

## Lessons Learned:

*Describe lessons learned from this project/program and how these impact the future of this project/program or future, similar projects/programs. (e.g. changes in strategy, outreach plans, fundraising plans, etc.)*

The biggest lesson learned or reinforced was the **need and enthusiasm for the incorporation of entrepreneurship across the MCC curriculum**. Due to project success, MCC will be continuing the workshop series as an annual offering.

While MCC is committed to continuing Entrepreneurship Champions Across the Curriculum, the 2012 offering will **cap participation at ten MCC faculty**. While engaging twenty participants enabled the Entrepreneurship program to have a powerful impact across MCC departments, it necessitated additional faculty support. Reducing the number of faculty participants to ten will allow for a successful offering facilitated by only one MCC Entrepreneurship faculty member.

To support MCC faculty's ability to immediately impact their classroom instruction, workshop assignments will require faculty to summarize their workforce opportunities and projections in PowerPoint slides. They will also be asked to create a companion discussion piece for their students, such as a handout or other visual. Every effort will be made to **create assignments that are developed in a format immediately applicable to the subject area classroom**.

The plans for the **third workshop will be to continue to offer it in a technology-supported lab, providing individualized support** with elevator pitches and curriculum development. Some students required more support than anticipated, indicating a need for tutoring in addition to classroom instruction.

For 2012, the application process will be less open than the process used for the first workshop series. Particularly since the number of participants will be limited to ten, **each applicant will require approval from their area Dean**.

Offering the workshop series over the summer seemed to work effectively; however due to this next year's funding deadline the program will need to end by June 2012. Therefore, another timeframe will be tested that perhaps will entice faculty to participate that wouldn't otherwise dedicate a summer to something such as this. **A new timeframe will be identified and tested for 2012 to coordinate with funding available to support**.

## Future Plans:

*This report should explain how the project/program will be sustained programmatically and financially following completion of funding from The Coleman Foundation.*

MCC has approved **continuation of Entrepreneurship Across the Curriculum!**. The **group size will be ten (10)**. Due to interest expressed by faculty and area entrepreneurs, MCC will

also role out **four topic specific workshops** throughout the year as general professional development courses for any faculty to take as desired. Workshop speakers will be regional or national leaders on entrepreneurship, yet to be identified. In support of extended incorporation of entrepreneurship across the curriculum MCC **has dedicated \$10,000 in funding to continue to build resource library capacity and curriculum resources for classroom instruction.** Perkins grant funding totaling almost \$30,000 will support these efforts in 2012, transitioning to support from MCC and area entrepreneurs for 2013.

MCC will be adding information on *Entrepreneurship Champions* offerings on the MCC Entrepreneurship program **website to encourage students to enroll in courses** taught by Entrepreneurship Champions. Other online sites will also be identified to promote these courses within each subject area discipline. Online promotions will not require additional funding.

The MCC Entrepreneurship program is looking into opportunities to support hosting a **conference on STEM Entrepreneurship.** They would also like to identify resources to support **dissemination (such as conference presentations)** on the MCC experience with Entrepreneurship Across the Curriculum. The MCC Entrepreneurship program would like to identify ways to support others in establishing similar offerings at other institutions of higher education. External funding will be sought to support these activities.

Two MCC faculty participants will be coordinating efforts to establish a **“lunch and learn”** and a **learning community** related to the incorporation of entrepreneurship in their subject area. This activity will require no additional funding.

The MCC Foundation is offering a **mini-grant opportunity** to support faculty innovation. This opportunity will be specifically promoted to faculty participating in *Entrepreneurship Across the Curriculum* as a potential avenue for resources to support expanded avenues for the incorporation of entrepreneurship in their curriculum. This opportunity will continue to be funded annually through the MCC Foundation.

## **Budget Recap:**

*Attach the original program/project budget as was submitted/approved and, in the identical format, an expense recap of how all grant funds were expended. Attach a budget narrative to explain any significant variances between the approved budget and the final budget expenditures.*

**Impact of Coleman Funding.** Prior to providing a budget recap, it is important to note the significant impact the Coleman grant has had on the MCC Entrepreneurship program, entrepreneurship offerings at MCC, and the potential for future MCC Entrepreneurship program funding. The Coleman grant was the first grant that received by MCC to support the Entrepreneurship program. Despite MCC falling short on its ability to secure entrepreneur match, the Coleman Foundation grant opened up opportunities for the Entrepreneurship program. The matching challenge called for the involvement of MCC’s Development Office and the MCC Executive VP. This team is now much more knowledgeable of the MCC Entrepreneurship program and can more effectively champion resource development for Entrepreneurship program initiatives. During 2011, two additional grants were developed and funded, bringing in \$50,000 to the program. The Entrepreneurship program now has fund within the MCC Foundation and a section in the MCC Foundation’s “Giving Opportunities” book used to encourage donor gifts. The Coleman gift provided focus and momentum that is paying significant dividends for the MCC Entrepreneurship program.

**Budget Recap/Narrative.** Although MCC fell short in obtaining the original matching funding amounts budgeted, MCC committed to the successful completion of the program according to the proposed budget. Final grant expenditures were under budget by \$1,065.00. This variance is accounted for as follows in the bulleted list below and through narrative notes included on the budget spreadsheet:

- Two faculty were not able to complete the workshop series, resulting in a reduced amount expended for stipends. Stipend expenses were \$800 less than projected. (Refer to Cell I19 on the budget spreadsheet).
- The luncheon cost was increased by \$41, due to the inclusion of subject area Deans and matching grant donors (Cell I22).
- Participant's curriculum resource requests came in under the original \$2000 budget (I21).
- MCC's match amount did not originally include employee benefits (Cell I20).

Please refer to the attached spreadsheet for additional detail regarding the project budget, funding sources and expenditures.

***MCC Entrepreneurship Champions,  
Grant # 5033 October 1, 2011***

<b>Item</b>	<b>Approved Project Budget<sup>1</sup></b>	<b>Approved Coleman Funds<sup>1</sup></b>	<b>Amended Budget<sup>2</sup> - 09/01/11</b>	<b>Coleman through 09/30/11</b>	<b>Variance vs. Coleman Funds<sup>3</sup></b>	<b>Sources through 09/30/11</b>	<b>Actual Project Totals</b>	<b>Variance vs. Project Budget<sup>3</sup></b>
<b>Revenue</b>								
Coleman Foundation-base	7,500	7,500	7,500	7,500	-		7,500	-
Coleman Foundation - match	4,869	1,300	1,300	1,300	-		1,300	(3,569)
Matching Funders	10,000		1,300			1,300	1,300	(8,700)
Other grants/donations	-		9,434		-	9,434	9,434	9,434
MCC Institutional Support	2,400		4,170		-	4,170	4,170	1,770
<b>Total revenue</b>	<b>24,769</b>	<b>8,800</b>	<b>23,704</b>	<b>8,800</b>	<b>-</b>	<b>14,904</b>	<b>23,704</b>	<b>(1,065)</b>
<b>Expenses</b>								
<i>Personnel</i>								
Curriculum Development	2,400		2,400		-	2,400	2,400	-
Trainer Instructional Time	405		405		-	405	405	-
Coaching Time	1,200		1,200			1,200	1,200	
Participant Stipends	16,000	7,200	15,200	7,200	-	8,000	15,200	800
Benefits	-		1,445		-	1,445	1,445	(1,445)
Supplies (books and materials)	4,500	1,295	2,749	1,295	-	1,454	2,749	1,751
Celebratory Luncheon	264	305	305	305	-		305	(41)
<b>Total</b>	<b>24,769</b>	<b>8,800</b>	<b>23,704</b>	<b>8,800</b>	<b>-</b>	<b>14,904</b>	<b>23,704</b>	<b>1,065</b>

2 instructors didn't finish

didn't budget for participant's requests were under budget

under budgeted - invited Dean's and Donors

## Supplements

- A. **Workshop #1 Participant Handout**
- B. **Workshop #2 Participant Handout**
- C. **Celebration Luncheon Agenda**
- D. **Focus Group Handout**
- E. **Entrepreneurial Speaker Series: Paul Hogan**
- F. **NACCE Blog Samples**

**A. Workshop #1 Participant Handout**

**FACULTY CHAMPIONS OF ENTREPRENEURSHIP ACROSS THE CURRICULUM**

Summer 2011 Pilot Grant Program  
Workshop #2: Friday, July 22, 2011  
SOC, ITC Room 101; 9:00am – 12:00 noon

***Today's Guru's – Your Facilitators!***

**Heather Nelson, Entrepreneurship Instructor and Program Manager:**

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**Daryl Hansen, Dean of Business:**

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*This grant program is made possible by funds received from the Coleman Foundation located in Chicago, Illinois; the Carl Perkins Education fund and matching funds donated by area entrepreneurs. Thank You to all entities making this pilot program possible at Metro Community College.*

## ***Tomorrow's Guru's – The Participants!***

### ***Individual Faculty:***

Michael Shonka Applied Tech (Sustainability/Solar)

Susan Healy Arts (Art History/Appreciation)

Toni Smith Accounting

Bill Jefferson Accounting

LaDonna Erickson Science/Biology (Anatomy/Physiology)

Shy Meckna Psychology

Les Tighe Business (Management/Marketing)

Janet McCarthy Philosophy/Ethics

Amy Forss History

Gregg Pejsar Photography

Bill Beshlian Information Technology

Jackie Manna Human Relations

Samia Eltouny Science/Genetics

***English Department:*** Jennifer Lambert, Cindy Catherwood and Katie Stalnecker

***Culinary Program:*** Brian O'Malley, Jolleen Zuk, JoAnne Garvey, Janet Mar and Beth Augustyn

# **FACULTY CHAMPIONS OF ENTREPRENEURSHIP ACROSS THE CURRICULUM**

Workshop #1: Friday, June 24, 2011

## **AGENDA**

- I. Meet The Guru's!
- II. Get In The Groove With The Grant Program
  - a. Objectives, p. 4
  - b. Timeline, p. 4-5
- III. Planting The Seed
  - a. Entrepreneurs Of Tomorrow Are In Our Classroom Today!!
- IV. What's Up With The Entrepreneurship Program At MCC??
  - a. Take 1 or Take Them All! The 6-course program offering
  - b. Cross-curriculum programming
- V. Ur Mindset
  - a. The Entrepreneur, The Intrapreneur, The Creative/Innovator and The Key Employee
- VI. Look Out – It's a Wall Cloud!
  - a. Entrepreneur Traits
  - b. Identifying Entrepreneur Traits In The Classroom
  - c. Get Your IS On – Why Promote Intrapreneurship?
- VII. Reflection – Application to curriculum plans based upon today's discussion.
- VIII. Heads Up For Workshop #2 – Friday, July 22<sup>nd</sup>
  - a. Heartland-area Entrepreneur Interview
  - b. Recommend curriculum development / teaching resources request to be submitted
  - c. Coaching session – you're welcome to get started!

## FACULTY CHAMPIONS OF ENTREPRENEURSHIP ACROSS THE CURRICULUM

Summer 2011 Pilot Grant Program

*Entrepreneurship Champions Across the Curriculum!* will provide the opportunity for 20 full time and adjunct Metropolitan Community College (MCC) faculty to bring entrepreneurship alive for their students, embedding entrepreneurship and intrapreneurship into their existing curriculum and skill teaching areas. These faculty champions will work with the MCC entrepreneurship team and area entrepreneurs to create their own teaching modules to introduce entrepreneurship as a life skill, a career pathway, and a springboard for advancement within their skill areas. As a result of *Entrepreneurship Champions Across the Curriculum!* MCC faculty will expose students to the vast array of entrepreneurial opportunities across subject areas – from horticulture, to electrical, to the arts and early childhood education. Specific project activities include the development of co-curricular instructional modules, interviews of entrepreneurs, lunch with an entrepreneur along with an awards presentation honoring the entrepreneur co-sponsor of this Coleman funded initiative, and an entrepreneur advisory session for the MCC program (following the lunch). Throughout these activities, engagement will be fostered between MCC and area entrepreneurs. Entrepreneurs will identify MCC partnership interests (presentations, curriculum consultation, gifts), providing fertile opportunities for cultivating mutually rewarding relationships.

### TIMELINE

<u>Workshop #1:</u>	<b>Friday, June 24<sup>th</sup></b> 9-12 noon at SOC, ITC Room 123
<u>First Stipend Payment:</u>	<b>Thursday, June 30<sup>th</sup></b> . Individual faculty participants will receive ½ of the stipend amount or \$400 via the MCC payroll deposit process. Those faculty participating as a team (as a department or program) will receive ½ of their individual stipend portion to be paid.
<u>Entrepreneur Interviews:</u>	To be completed <b>by Friday, July 22<sup>nd</sup></b> (preferred). Please submit the “Entrepreneur Registration Form” upon completion of your interview.
<u>Workshop #2:</u>	<b>Friday, July 22<sup>nd</sup></b> 9-12 noon, Location TBD
<u>Curriculum Resources:</u>	Recommendations for participant’s curriculum resource requests to help you develop entrepreneurial-related curriculum for your teaching discipline OR facilitate an entrepreneurial-related activity in your classroom such as books, videos, subscriptions, games, etc...within the budgeted amount given (to include tax and shipping as applicable) are due <b>on or before August 1<sup>st</sup></b> .
<u>Workshop #3:</u>	<b>Date TBD; 10:30 am – 2:00pm, Location TBD</b> Elevator Pitches due! The third workshop will include a celebratory lunch to share curriculum concepts developed in a short 3 minute “Elevator Pitch” style and thank the area entrepreneurs for their time. This workshop is intended to be held during the “Back To School” week prior to the Fall Quarter starting (August 29 – September 2 <sup>nd</sup> ). As the Academic Affairs office announces its schedule of events for the week, this luncheon will then be scheduled accordingly.
<u>Participant Summary &amp; Survey:</u>	<b>On or before Friday, September 9<sup>th</sup></b> . All participants must complete a short summary of their curriculum plans (in writing) to include explanation for embedding entrepreneurship into their course or program area; collaboration plans with an area entrepreneur and provide feedback on the pilot program experience via a survey.
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**FACULTY CHAMPIONS OF ENTREPRENEURSHIP ACROSS THE CURRICULUM**

Workshop #1 Notes

**B. Workshop #2 Participant Handout**

**FACULTY CHAMPIONS OF ENTREPRENEURSHIP ACROSS THE CURRICULUM**

Summer 2011 Pilot Grant Program  
Workshop #2: Friday, July 22, 2011  
SOC, ITC Room 101; 9:00am – 12:00 noon

*Today's Guru's – Your Facilitators!*

**Heather Nelson, Entrepreneurship Instructor and Program Manager:**

[hnelson@mccneb.edu](mailto:hnelson@mccneb.edu)

W – 402-289-1376

H – 402-827-0429

C – 402-690-0957

**Dr. Liliana Cox, Entrepreneurship Instructor:**

[lcox15@mccneb.edu](mailto:lcox15@mccneb.edu)

W – 402-738-4637

**Daryl Hansen, Dean of Business:**

[dhansen@mccneb.edu](mailto:dhansen@mccneb.edu)

W – 402-738-4014

*This grant program is made possible by funds received from the Coleman Foundation located in Chicago, Illinois; the Carl Perkins Education fund and matching funds donated by area entrepreneurs. Thank You to all entities making this pilot program possible at Metro Community College.*

## ***Tomorrow's Guru's – The Participants!***

### ***Individual Faculty:***

Michael Shonka Applied Tech (Sustainability/Solar)  
Susan Healy Arts (Art History/Appreciation)

Toni Smith Accounting  
Bill Jefferson Accounting  
LaDonna Erickson Science/Biology (Anatomy/Physiology)  
Shy Meckna Psychology  
Les Tighe Business (Management/Marketing)  
Janet McCarthy Philosophy/Ethics  
Amy Forss History  
Gregg Pejsar Photography

Bill Beshlian Information Technology  
Jackie Manna Human Relations  
Samia Eltouny Science/Genetics

***English Department:*** Jennifer Lambert, Cindy Catherwood and Katie Stalnecker

***Culinary Program:*** Brian O'Malley, Jolleen Zuk, JoAnne Garvey, Janet Mar and Beth Augustyn

# **FACULTY CHAMPIONS OF ENTREPRENEURSHIP ACROSS THE CURRICULUM**

Workshop #2: Friday, July 22, 2011

## **AGENDA**

- I. Welcome Back Video: Be Fearless!
  - a. Update – Entrepreneur Interviews
  - b. Identified Any Entrepreneurial Students?
- II. Opportunity
  - a. In Omaha / Nebraska
  - b. Industry Reports (NAICS codes)
  - c. ReferenceUSA Database – for local business information
- III. Video: Entrepreneurs Can Change The World
- IV. Elevator Pitch Presentations For Next Time: 2-3 minutes
  - a. Show N Tell By Our Very Own – Susan Healy
- V. Curriculum Planning & Coaching
  - a. Reflection – Application to curriculum plans based upon today’s discussion.
- VI. Save The Dates! For Workshop #3 – either Monday August 31<sup>st</sup> or Friday, September 2<sup>nd</sup>
  - a. Finish Up Heartland-area Entrepreneur Interviews & Complete The Entrepreneur Registration Form
  - b. Recommend curriculum development / teaching resources request to be submitted
  - c. If you haven’t already – complete your Coaching session with Heather

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**FACULTY CHAMPIONS OF ENTREPRENEURSHIP ACROSS THE CURRICULUM**

Workshop #2 Notes

# Faculty Champions Of Entrepreneurship

## The Inaugural Class Of 2011

### Individual Instructors

Bill Boshlian	✦ Info Technology
LaDonna Erickson	✦ Anatomy/ Physiology
Susan Healy	✦ Art History
Samia Eltoumy	✦ Genetics
Dr. Amy Forss	✦ History
Bill Jefferson	✦ Accounting
Jackie Manna	✦ Human Relations
Shy Mackna	✦ Psychology
Janet McCarthy	✦ Ethics
Greg Pajzar	✦ Photography
Michael Shonka	✦ Solar Energy
Toni D. Smith	✦ Accounting
Les Tighe	✦ Business

### Teams

The English Department:  
Cindy Churchill ✦ Jennifer Lambert ✦  
Katie Stahlnecker

The Culinary Program:  
Beth Augustyn ✦ Jo Anne Garvey ✦ Janet  
Mar ✦ Brian O'Malley ✦ Jolleen Zuk

### The Lunch Celebration!

Welcome	✦	Jim Grotrian, Executive Vice President
Background	✦	Heather Nelson, Entrepreneurship Instructor
Lunch		
Presentations	✦	Susan Healy, Dr. Amy Forss, Jackie Manna, Michael Shonka, The English Team
Closing	✦	Daryl Hansen, Dean of Business and Heather Nelson, Entrepreneurship Instructor

### Focus Group

After a 15 minute break, all area business owners are invited to participate in a focus group session to last approximately 45 minutes to provide advise and feedback to help MCC strategically plan for the Entrepreneur Program's future education and community service offerings. We will meet in Room ITC—123.

**BE  
YOUR**



**OWN  
BOSS**

**METROPOLITAN  
COMMUNITY COLLEGE  
ENTREPRENEURSHIP PROGRAM**

Special "Thanks" to the Coleman Foundation, The Carl D. Perkins Fund and several local friends of MCC for providing financial support for this pilot program.

**D. Focus Group Handout**

**Entrepreneur Program Focus Group: Friday, September 30, 2011**

Led By: Daryl Hansen, Dean Of Business and Heather Nelson, Entrepreneurship Instructor

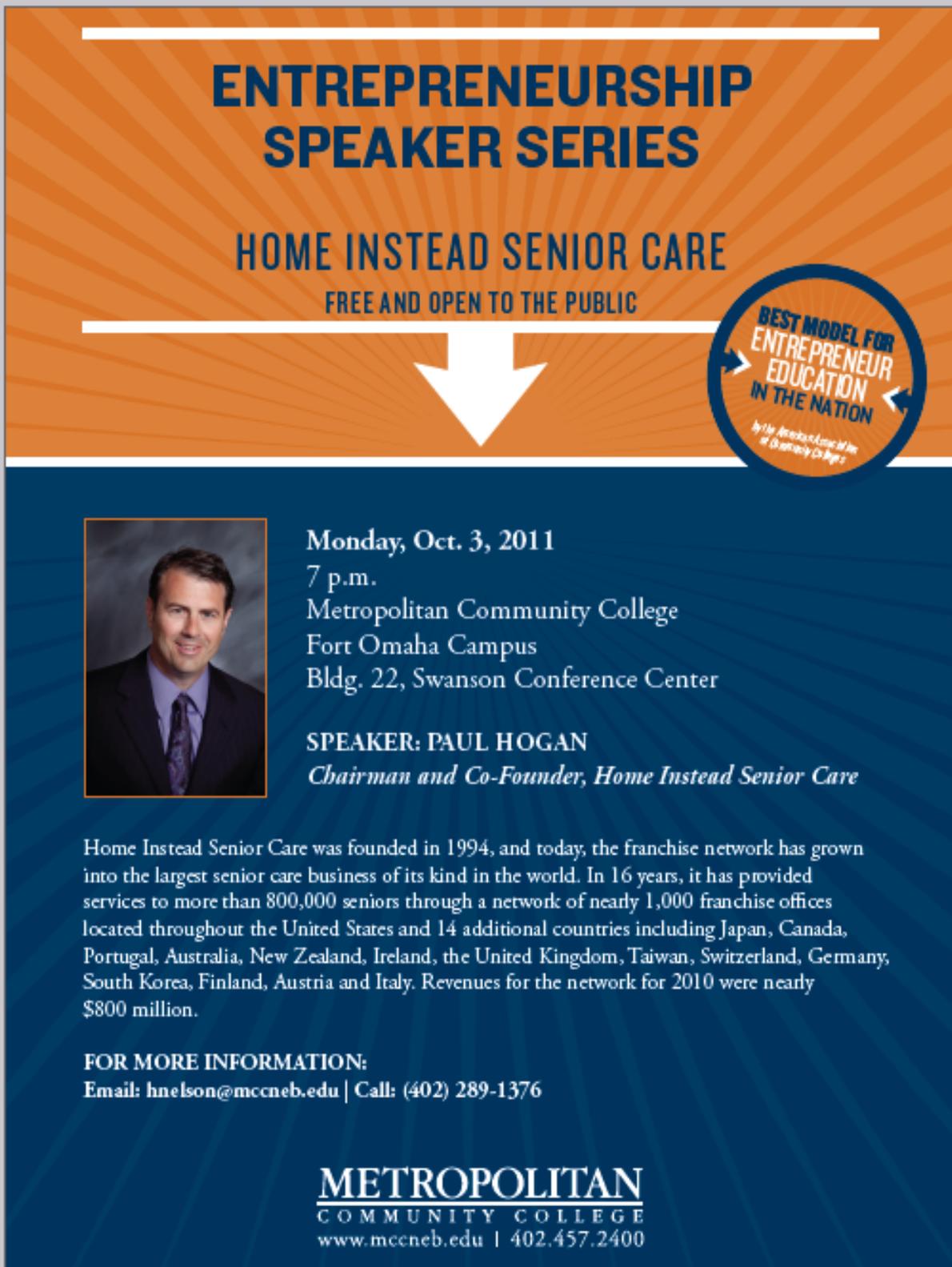
*Please consider providing the following:*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Business: \_\_\_\_\_ Email: \_\_\_\_\_

1. **TRENDS:** What entrepreneurial trends do you see impacting the local Omaha heartland area today:
  - a. Positive Trends
  - b. Challenging Trends
  
2. **NEEDS:** As an entrepreneur, what is/are your greatest needs?
  
3. **OPPORTUNITIES:** What educational opportunities do you see for yourself and your employees?
  
4. **FUTURE:** What is the single most important factor needed to stimulate Omaha's entrepreneurship environment?
  
5. **MISC:** Other last comments or feedback to share

*Thank You for taking the time to share your knowledge, advice and feedback!*

E. Entrepreneurial Speaker Series: Paul Hogan



# ENTREPRENEURSHIP SPEAKER SERIES

## HOME INSTEAD SENIOR CARE

FREE AND OPEN TO THE PUBLIC

**BEST MODEL FOR  
ENTREPRENEUR  
EDUCATION  
IN THE NATION**  
by the American Association of  
Community Colleges



**Monday, Oct. 3, 2011**  
7 p.m.  
Metropolitan Community College  
Fort Omaha Campus  
Bldg. 22, Swanson Conference Center

**SPEAKER: PAUL HOGAN**  
*Chairman and Co-Founder, Home Instead Senior Care*

Home Instead Senior Care was founded in 1994, and today, the franchise network has grown into the largest senior care business of its kind in the world. In 16 years, it has provided services to more than 800,000 seniors through a network of nearly 1,000 franchise offices located throughout the United States and 14 additional countries including Japan, Canada, Portugal, Australia, New Zealand, Ireland, the United Kingdom, Taiwan, Switzerland, Germany, South Korea, Finland, Austria and Italy. Revenues for the network for 2010 were nearly \$800 million.

**FOR MORE INFORMATION:**  
Email: [hnelson@mccneb.edu](mailto:hnelson@mccneb.edu) | Call: (402) 289-1376

**METROPOLITAN**  
COMMUNITY COLLEGE  
[www.mccneb.edu](http://www.mccneb.edu) | 402.457.2400

## F. NACCE Blog Samples

### NACCE Blog 1 – The Planning Process: Research and Application Process

Hello Fellow NACCE members!

Metro Community College's Coleman Grant timeline ran from June -September 2011 (we seriously just finished this up yesterday - whew!), for our inaugural offering of the newly created *Entrepreneur Champions Across The Curriculum!* program. And might I say....it has been an exciting endeavor to work with 21 of my peer faculty from thirteen discipline areas. I encourage every single school to implement a program such as this, as the enthusiasm for the subject of entrepreneurship has multiplied 100x since our start from our leadership down to the Dean's areas impacted and now through to our new Faculty Champion graduates.

In the planning stages of developing this program, I began to research and research everywhere I could to find what other Universities and CC's were doing in relation to this subject. To hopefully help YOU start YOUR OWN program, here's my first steps taken:

1. Visited with Dr. Tim Stearns, Coleman Foundation Chair In Entrepreneur and Executive Director of the Lyles Center for Innovation and Entrepreneurship at California University State, Fresno. He started several years a prior a similar "Champion" program from Professors across the curriculum and shared his application (which he further gave me permission to share with each of you). Tim takes only a few professors each year into his Champion Program and was exhausted for me at the thought of having to work with 20 in one setting....and I now understand his empathy. Ironically, with our second running of MCC's program next year - we are decreasing our pool size to 10 to more effectively manage the needs (I was very surprised at how 1/4 of our participants really "didn't get it" and needed several individual meetings and custom help with their assignments....but bless their hearts they had the passion and desire to "get it" and eventually did :). I'm also going to take Tim's suggestion and require in our second year's running that each applicant be pre-approved by their area Dean. Originally, MCC decided not to task the Dean's to be involved in this; nor did we want to cause more turnaround time needed in the application process. But now that we are wanting to be more selective and be sure that we are working with high level participants, we are going to implement his suggestion. Attached is Fresno's application and program outline for YOUR hopeful program development.

At MCC, we had a very simple application process that went out by email blast. It is attached. Despite only asking for a 1 paragraph summary with additional misc. information to be emailed; I was surprised at how many faculty wanted a "canned application" form. Also attached is our example of prior work that we had done with other Instructors already to motivate and guide them. THIS was very, very helpful as it proved to be the "ah-ah" moment for those that weren't quite in understanding of what the program was all about.

2. I reviewed the Coleman Foundation's new site for its "Coleman Fellow" program - a similar program for University Professors at. <http://colemanfellows.com/>. Even just in the past few months, this website has become even more robust with its Professors loading up sample syllabi, articles, discussions, etc.... good stuff!

3. But, the single best find that prepared for a mindset of working on the topic of Entrepreneurship Across The Curriculum was this book:

Handbook of University-wide Entrepreneurship Education

Edited by G. Page West III, Elizabeth J. Gatewood and Kelly G. Shaver

ISBN 978-1-84720-455-4

[www.e-elgar.com](http://www.e-elgar.com)

I purchased it via Amazon for roughly \$155. Link at: [http://www.amazon.com/Handbook-University-wide-Entrepreneurship-Education-Page/dp/1847204554/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1317507166&sr=1-1](http://www.amazon.com/Handbook-University-wide-Entrepreneurship-Education-Page/dp/1847204554/ref=sr_1_1?s=books&ie=UTF8&qid=1317507166&sr=1-1)

The first part of the book is written in chapter/book format as what to-do. The second part of the book are actual case studies from Universities all around the globe doing just this.....how they have implemented entrepreneurship into their entire schools OR specific discipline areas. Example areas covered are: science, liberal arts (generally), law, civics, etc....

4. I contacted the Academic publishers to have them hunt for books or chapters within books on the crossing of disciplines with entrepreneurship and this was not successful at all.....so if anyone wants an entrepreneurial opportunity - you can write books on this!

5. But, my own collection of finding books over the past two years as I've been thinking about this, capturing articles as they've come across my desk and finding associations that supported specific discipline areas and contacting them for help proved a success! I was able to have books on the following subjects ready for my new 20 (it actually turned out to be 23) recruits on the subjects of:

- technology entrepreneurship
- ethics and entrepreneurship
- corporate entrepreneurship (intrapreneurship)
- arts entrepreneurship
- science entrepreneurship
- engineering entrepreneurship
- etc.....the list goes on ;)

Feel free to use and abuse the attachments from either Tim or myself as you wish - that's the Nebraska way of getting things done without recreating the wheel. And what we do a second time (or next time) will always therefore be better and be better usage of the coleman's grant funds!

Heather