



CALIFORNIA COMMUNITY COLLEGES

Doing What **MATTERS**[™]

FOR SMALL BUSINESS

*REGIONAL COLLABORATION WITH COUNTY OFFICE OF EDUCATION TO PROVIDE
ENTREPRENEURSHIP TRAINING FOR INSTRUCTORS AND STUDENTS*

The Challenge :

Infusing Entrepreneurship into High School and College Curriculum

The Solution:

The Deputy Sector Navigator for Small Business in the North Bay, Charlie Monahan and team partnered with and continue to partner with the Napa, Solano and Sonoma County Offices of Education in the region as well as Community College Business Classes to create Scopes of Work that provide business advisory resources to assist high school and college classrooms in the fall. We will continue to provide training for instructors to embed entrepreneurship into their classrooms. We have also participated in train the trainer events organized by the Offices of Education and presented at Career Pathways conferences presenting the model to CTE instructors and staff. These instructors have the goal of generating a business plan by individual students or small teams of students as a class project. Many are also interested in planning a model for a student run business in their CTE class. All of these classes have requested use of the Business Plan Workbook authored by DSN Monahan and his team. DSN Monahan also inserted certified business advisors into the classrooms to coach and advise students working on their plans. Many of these business plans are submitted into business plan competitions in the fall. This results in the completion of their class projects and generates many business plans into the competitions.

The Results:

Business advisors entered high school and college classrooms and presented elements of entrepreneurship and business plan preparation. The business plan competition was held within the high school and college divisions. Another business plan competition was held through the spring Virtual Enterprise Conference organized by the Solano College Office of Education with the DSN's participation. The Solano County Office of Education held a 5-hour train the trainer event for CTE High School with DSN Monahan and CTE teachers in disciplines that covered all CTE classes such as Animation and Design, Culinary, Child Development, Fashion Marketing and Biotech. Twenty-five high school instructors received a 5 hour train the trainer on how to infuse entrepreneurship into their CTE Classes. All instructors received the Business Plan Workbook and resource materials. An additional 75 instructors were trained through presentations at conferences and one on one coaching. We continue to receive requests throughout and beyond the region for use of the Business Plan Workbook. To date, over 1,200 copies have been printed and distributed regionally and out of region to assist teachers to infuse entrepreneurship into their high school and college classes. Over 350



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students received entrepreneurial training in Napa, Sonoma and Solano Counties. Our team received and reviewed over 120 high school and college business plans submitted for the competitions. The Napa Valley College Business Plan Competition featured live presentations by 6 finalists in the High School Division and 6 finalists in the College Division in the YEP Business Plan Competition finals. These students also received the benefits of planning, math, research, communication and teambuilding as a result of participating in the entrepreneurial business plan. This process is proven to assist students in gaining the ability to think in a creative and critical manner, recognize opportunities in life and gives them the ability to pursue such opportunities by generating new ideas and marshaling needed resources.

These results also moved the needle forward with Momentum Point(s): II 5,6 , MP8