



**Changing Community Culture  
to Nurture Entrepreneurship**  
NACDEP Annual Meeting – Salt Lake City  
May 20-23, 2012

EMPOWERMENT THROUGH EDUCATION



## Workshop Overview

- Present program and curriculum
- Explain Extension's role
- Experience how it can be offered
- Share program curriculum web site:
- <http://sustentrep.osu.edu/>



## Background

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- Focus - Community Culture Change
  - ❖ Curriculum reflects key components of fertile environment for growth of entrepreneurship
- Supported by USDA/RCDI Grant
  - ❖ Purpose: Build local capacity for entrepreneurship in two rural Ohio Appalachian communities



## Key Components/Capacities

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- Informed, committed community leaders who recognize value of entrepreneurship
- Network of providers offering access to experience, advice, assistance & resources
- Network that links entrepreneurs to each other & to business opportunities
- An incubation environment where entrepreneurs can increase efficiency
- Telecommunications infrastructure providing access to information & markets



## Eleven Curriculum Modules

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- Each Module contains:
  - ❖ Teaching outline with background information for the instructor
  - ❖ Power point slides for a two-hour session with narrative notes for each slide
  - ❖ Handouts
  - ❖ Additional resources for instructor & participants



## Program Design

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- Program design:
  - ❖ Build local capacity
  - ❖ Community chooses from 11 curriculum modules or can develop others
  - ❖ Expert panels on specific topics
  - ❖ Key questions to prompt discussion & understanding for each module
  - ❖ Development of strategic plan
  - ❖ Web based curriculum & instruction



## Extension's Role

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- Extension's role - lead person:
  - ❖ Identify local sponsors & participants
  - ❖ Coordinate program
  - ❖ Secure expert speakers
  - ❖ Moderate & facilitate
  - ❖ Collect notes & prepare reports (progress & final)
  - ❖ Lead/facilitate strategic planning



## Exercise: Curriculum Module

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### *Creating Diverse Sources of Financial Capital*

<http://sustentrep.osu.edu/building-an-entrepreneur-friendly-community/creating-diverse-sources-of-financial-capital/creating-diverse-sources-of-financial-capital>



## How this works...

- Think about a rural community of about 5,000 or less population. You are a leader from this community. Extension is offering the *Building Entrepreneurial Community* program and you are a participant. The current session is on “Creating Diverse Sources of Financial Capital.” What you learn will be put to use in developing a strategic plan for your community.

## Local Lender Questions

- What financial challenges do local entrepreneurs face in obtaining capital?
- What types of loans does your financial institution or agency offer entrepreneurs?
- What security is required for loans to entrepreneurs?

## Local Lender Questions

- What public sources of financial capital is available for your financial institution or agency to partner with on financing entrepreneurs?
- Are there Angel investors or venture capitalists in the region that your financial institution partners with on financing?

## Local Lender Questions

- What gaps do you see in the Local Area (or name of community) for funding new businesses, entrepreneur's inventions or small business expansions?
- How can local community leaders help entrepreneurs obtain financial capital?

## Participant Discussion Questions

- What actions could the community take to help entrepreneurs better understand
  1. available sources of capital
  2. steps to increase their success in securing funding
- What actions could the community take to increase the availability of financial capital for entrepreneurs?



## Exercise: Strategic Planning Module

- Demonstrate use of Curriculum Module
- Final activity in Program  
Module XI:  
<http://sustentrep.osu.edu/building-an-entrepreneur-friendly-community/strategic-planning-work-session/building-an-entrepreneur-friendly-community-curriculum>



## Contact Information

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