



NETForce Meeting

Monday, April 24, 2017

9:00 a.m. (CST) – 3:00 p.m. (CST)

Southeast Community College Entrepreneurship Center - Room 213

301 South 68th Street Place, Lincoln, NE

Meeting Host: Southeast Community College Entrepreneurship Center

The meeting convened at 10:00 a.m.

Brooke Lenhoff served as chairperson since Craig Schroeder and Nancy Eberle were able to attend this meeting.

Present: Scot Baillie, Timothy Borchers, Steve Bors, Gregg Christensen, Kathy Eitzmann, Samantha Fairclough, Linda Hartman, Jennifer Hoagland, Aliese Hoffman, Brooke Lenhoff, Doris Lux, JoAnn McManus, Marilyn Schlake, Jenna Taulman, Lisa Tschauner.

Participating by Zoom: Judy Amoo, Jenna Taulman, Don Hulme, Jim Reiff, Dahn Hagge, Kayla Hinrichs, Crystal Ramm, Kristina Foth.

Everyone was asked to introduce themselves and tell a little about themselves/their organization.

Minutes

The minutes were distributed in advance and made available via the Google Drive folder) and on the NETForce section of the Nebraska Entrepreneurship Education website at <https://www.education.ne.gov/entreped/NETforce.html>.

Doris moved, Marilyn seconded to accept the minutes with corrections. Motion passed.

Entrepreneurship Best Practices Summit

The Summit is confirmed for Thursday, November 2, 2017 at the Holiday Inn-Kearney. Marilyn revisited the feedback based on the minutes from the last meeting. The idea of retitling the conference the Nebraska Entrepreneurship **Ecosystem** Best Practices Summit was discussed.

Brooke handed out an outline for a Presenter RFP. Everyone was encouraged to invite key policymakers from across the state (state legislators, local officials, etc.)

Marilyn Schlake - YEBO Initiative (Youth Entrepreneurship & Business Opportunities)

YEBO is an issue team working in the area of youth entrepreneurship. Two years ago a survey was done and youth entrepreneurship was noted as a focus priority. See the handout provided for specific details.

(See handout provided and the Nebraska Extension Activities and Projects Updates Summary Report submitted by Nancy Eberle and Dagen Valentine)

Activities are associated with specific grade levels. LEAP into Careers and TEC Box are targeted at Grades 3-5. INVENTURE Day focuses on Grades 5-8, ESI encompasses Grades 5-12, Blueprint 101 is for Grades 11-12 and Blueprint is for Grades 9-12. All the programs are very interactive.

TEC Box brings the Lean Model Canvas and takes it down to the customer focus. TEC Box, for example engages the participants in inventing a new product and exploring entrepreneurship.

They are hoping to have 3 different levels for each grade. The model is based on working with teachers to deliver it.

INVENTURE Day Program

This is a day-long program. They use a slide carousel as the “what is this” product. Production, marketing, finance and management and leadership are key themes in the program. Mentors come in to work with the participants and quick pitches are done during the day. Winning teams were able to come to Innovation Campus in Lincoln. The cost was \$10 per student. It is intended to be a feeder into ESI curriculum

ESI (EntrepreneurShip Investigation)

This year the first Capitol ESI Contest was held. Twelve students participated from across the state and were selected by application. Judy Amoo’s daughter won the competition. A big plus was that legislators came down to talk to the students as did the governor.

The cost for traveling to the contest is borne by the students and parents. Prizes of \$200, \$150 and \$100 were awarded.

Blueprint Curriculum

The cost is approximately \$15 per student. It is a 15 week curriculum. It has now also been refined into Blueprint 101, which is a 12-16 hour that is designed at the most to get them “feeding into current curriculum.” It was pilot tested at tested at Omaha Bryan. Extension will be doing quite a bit of training over the next year on all areas. It was used at Alliance and presented the previous week in McCook. It is very much based on the community. They will be using Blueprint 101 with 1,000 middle school students for Bellevue Public Schools.

Southeast Nebraska Entrepreneurship Educators Workshop & Economic Development Plan

Dr. Tim Borchers presented information on the Economic Development Plan for a 5 county region in Southeast Nebraska. They received a grant from USDA on Stronger Economies Together and developed a plan for this 5 county group. They are trying to create synergy and USDA has funded them to do economic development activities. There are four focus areas:

- Manufacturing
- Cultural Tourism
- Workforce Education
- Entrepreneurship

Tim requested help from the NETForce group and encouraged everyone to send handouts, resources for educators, professional development opportunities for teachers, dual enrollment opportunities, and ideas for student entrepreneurs and adult entrepreneurs.

Date for the Workshop is June 1st at Peru State College. The target audience is high school, middle school, Scouts, 4H, etc. Doris suggested visiting with the SCORE chapter in Lincoln about it.

The cost is free because it is Funded by USD, Extension and the ESU.

Booths will set up for colleges. NETForce participants are encouraged to share information about the event.

Valley County Presentation

The Valley County team presented via Zoom on the Stepping Stones for Building an Entrepreneur in Valley County (see handout). It is a continuum of activities that they are constantly refining. **ESI Camp** (for 5th-9th grade age students) may be shortened to a 3 day event. The **Youth Entrepreneur Showcase** takes place in January and is open to all ESI Campers. They have partnered with other school districts to include them in the event.

FBLA is offered at Ord High School and is open to students in 7th-12th grade. The Valley County Foundation supported the group's startup. **Business Discovery Day** is offered for area 9th-12th grade students. Students take either StrengthsFinder or Business Profile 10 (formerly Entrepreneurship Profile 10). They are then engaged in teams to come up with a product idea. A unique aspect of this day has been tours of "behind the scenes" at local businesses. **Connect the Dots** is offered to 9th and 10th grade students and Career Discovery Day is offered to 11th grade students. Kristina Foth makes contacts for local mentors to talk with students. They have also used the National Guard and incorporated an obstacle course. Resources from Central Community College are provided to the participants.

School to Work is offered to 11th and 12th grade students and includes job shadowing and encourages meaningful tasks for the students involved. The school counselor matches students with business mentors/employers. Internships and employment are available.

The ultimate outcome is to encourage and build careers and businesses in Valley County. Alumni AND newcomers are encouraged to consider Valley County as a great place to live, work and create new businesses.

Partner Updates

Judy Amoo – Westerns Nebraska Community College

WNCC will be hosting an ESI Expo at Mitchell. DECA decided to use the BP 10 survey and they also were able to have 17 other students take the survey and have entrepreneurs share.

A Business Succession workshop was held. Also, the college had 90 artists participate in the 90th anniversary celebration of WNCC.

See the WNCC Activities and Projects Updates Summary for additional details and descriptions of activities.

Doris Lux – CCC Columbus

Doris has been working a lot with Chamber lunch program. For SCORE, they do table talks (one day in Spanish, one day in English).

Doris is coaching in 4 communities now and she is using Community Connections in an abbreviated form. She is working with Osceola to regenerate the Playhouse. She has also become an "expert in trucking" since there has been a 110% increase in trucking businesses.

The ESI High School Camp was very successful (13 young people) and was held at the Chamber this year. A different format will be used in Seward, Central City and Schuyler.

Doris reminded everyone that NACCE Conference will take place November 8-10 in Tampa, Florida and the EntreED Forum will be November 3-6 in Charleston, West Virginia. It will include a focus on the Every Student Every Year Program.

See the CCC Activities and Projects Update Summary for additional information and details.

Steve Bors – Southeast Community College Entrepreneurship Center

Key updates that were given (and that are included on their Activities and Projects Summary) included the following major activities and events:

- Rebranding the Incubator to Focus Suites
- Expanding to leasing an office for a day
- Working with REAP on sales and use tax workshops
- Developing a menu of workshops available
- Rebranded the weekly coffees to Perk Up Thursdays
 - About 35 people a week attend
- Developing Tshirts and coffee mugs
- Keeping track of all coaching sessions using CRM
- Individuals are encouraged to follow them on Facebook and Twitter @SCC_Eship

Jim Reiff – Nebraska Enterprise Fund

The following major activities and events were noted:

- Doing Business Acceleration Course in Cozad
- Hosting another in Omaha in Spanish in May
- Desired locations for other workshops include Grand Island, Ord, and Kearney
- The Course is a 15 hour program over 6 sessions
- Creating an Entrepreneurial Education Coalition and the Thursday program is on pricing.

Jim noted that NPR had a clip on Liberty Mobile which is focused on providing rural transportation. He also mentioned doing a Startup for Success every year.

Linda Hartman – Southeast Community College Entrepreneurship Center.

Linda attended the Higher Learning Commission and found it to be extremely beneficial. She mentioned several books that would have interest for NET *Force* members:

- Thank you for being late! – Thomas Friedman
- There is Life after College – Jeffery Alingo
- Laughing and Learning – Peter Jonas

Key focus themes needed by entrepreneurs that she mentioned were curiosity, creativity, digital awareness, contextual thinking, humility.

Aliese Hoffman – UNK Center for Rural Entrepreneurship and Rural Development

Activities of note that Aliese covered were:

- Lemonade Stand in June for younger students
- Students set up businesses at the Food Truck Rally
- BizKidz middle school program is the last week in June (Monday-Thursday)
- They will be offering two different expo times (evening and daytime (at HyVee) this year for the Biz Kidz participants
- NVA (New Venture Adventure) is scheduled for October 10th. This is a highly interactive and productive activity for area high school students. Last year they also had participants from The Career Academy (Lincoln Public Schools). The program is planned and conducted by Enactus.

An average of 125 students participate and they are broken up into diverse teams (not grouped by school).

- Hosted their first 3 day Startup (20 participated). It was offered free this time but they are considering a registration fee for this year.
- They took students to Innovator Pipeline in February
- The Enactus team just went to Washington D.C. and will be attending nationals in Kansas City
- Brewed Awakening, the student operated coffee shop, just got their oven and their espresso machine. They took students to UNL and UNO to see their coffee shops.
- There is a big push to get their Makerspace designed and structure
- The Big Idea Competition will be held November 1st, the night before the Summit!
- They are excited about their partnership with REAP and NEF.
- The Adulting 101 program will be continued this year.
- A major achievement was conducting an economic impact study of the Crane Migration that included 886 surveys in 3 days.

Jenna Taulman – UNO

Jenna provided a printed synopsis of their activities. See synopsis for specific details.

Key dates and events noted were:

- Maverick Young Entrepreneur Summer Camp, June 5-9, 2017 at UNO College of Business
- Startup Weekend, October 1, 2017 at UNO College of Business
- Pitch Contest, Preliminary Rounds October 9, 2017 at UNO College of Business; Finals October 12, 2017
- Entrepreneurial Living Learning Community (ELLC) Scholarship, Applications due February 1, 2018.
- Maverick Business Plan Competition, April 26, 2018 at UNO College of Business
- 7th Annual Midwest Entrepreneurship Conference (MWEC), April 6 & 7, 2018 at KANEKO
- Maverick Young Entrepreneur Summer Camp, June 4-8, 2018 at UNO College of Business

Jenna also mentioned that MWEC had 400 attendees this year. Also, the E-Fellows Program will more than double the number of courses.

Kathy Eitzmann – Southeast Community College

Kathy mentioned their six new learning centers. Centers are located in 6 communities: Falls City, Hebron, Nebraska City, Plattsmouth, Wahoo and York.

The Centers work with continuing education to provide training events, workshops, etc.

They can offer high school course offerings as well which is especially valuable for rural areas.

Every facility logs into the SCC network

Samantha Fairclough – University of Nebraska Center for Entrepreneurship

Samantha reviewed the success of the 3 day Startup Weekend they hosted. Monetary prizes were not given, but students loved the event. There were 86 registrations with a final count of participants of 45.

Also mentioned was the Innovation Challenge. Students were given a challenge to create as much value as possible with \$5 in 3 days.

At the New Venture Competition, 46 teams participated and they awarded \$50,000 in prize money.

The Dream BIG program will be held this summer for first generation Lincoln and Omaha students to live on campus and explore subject areas including entrepreneurship.

Samantha provided an events calendar for 2017-2018 as a handout for the group. Key dates noted are:

- October 19 and 23, 2017: *The Innovation Challenge*, UNL College of Business
- November 10, 2017: 3-2-1 Quick Pitch and Entrepreneurship Awards Reception, Skyboxes, West Club Level, Memorial Stadium in Lincoln
- January 26-28, 2018: *The Start Something 48-Hour Challenge*, University of Nebraska-Lincoln College of Business
- April 3-4, 2018: University of Nebraska-Lincoln *New Venture Adventure Competition*, University of Nebraska-Lincoln Student Union

Don Hulme – Central Community College Hastings Incubator

They still have the incubator space and are trying not to relinquish it. Currently they have one tenant. Also noted was that the Central Community College Foundation offers loans on a revolving basis. They have made about 60 loans of up to \$20,000. Applicants must be in the CCC service area. Out of those 60 loans only 3 have defaulted. (See the Activities and Projects Update Summary for more details)

Jennifer Hoagland – Central Community College Hastings

In their credit curriculum, they are reducing # of credits. For every CTE program, each student can take 3 credits of open electives (opportunity for entrepreneurship).

Due to retirements; they are hoping to fill open positions.

Gregg Christensen – Nebraska Career Education/Nebraska Department of Education

Communications/Outreach efforts continue with the following media used as the primary tools.

- **Entrepreneurship Listserv** - <http://lists.k12.ne.us/www/subscribe/entre-ed>
- **Twitter** - @NDE_EntreED – Tweets and retweets related to entrepreneurship and entrepreneurship education in Nebraska and beyond. Currently 167 followers.
- **Nebraska Entrepreneurship Education website** - <https://www.education.ne.gov/entreped/>

Work continues on garnering information for the 2017-2018 Entrepreneurship Conferences and Competitions Flyer. The flyer is disseminated throughout the year and posted online to highlight conferences and pitch competitions hosted throughout the state during July-June academic year.

The new Workplace Experiences website (www.nebraskaworkplaceexperiences.com) will be going live within the next 2-3 weeks. The website is built around the Nebraska Workplace Experiences Continuum (see Activities and Projects Updates Summary). Entrepreneurship and school-based enterprises are considered capstone work-based learning strategies.

Work continues with the reVISION process. reVISION provides Nebraska schools with the opportunity to analyze and transform their current career education systems in order to improve their ability to educate a qualified workforce that meets industry needs. The importance of entrepreneurship and entrepreneurship education are considered.

Round 4 of the Nebraska Career Tours videos will be completed by July 30th. These are “virtual tours” of Nebraska businesses that are intended to showcase career opportunities in high skill, high wage and high demand jobs within each of the 16 Career Clusters plus Entrepreneurship. Businesses featured in the latest round (Round 4) are:

Arts, AV Technology & Communications

Pitzer Digital
Allo Communications (not yet filmed)
NTV

Hospitality & Tourism

Willa Cather Foundation
Sehnerts Bakery
Raising Canes

Business Management & Administration

Union Pacific
Duncan Aviation
RTG Medical

Human Services

Rape Domestic Abuse Program
Nebraska VR
The Bay

JoAnn McManus – Library Innovation Studios: Transforming Rural Communities Grant

JoAnn, Grants Coordinator for the Nebraska Library Commission and Project Director for the Library Innovation Studios grant provided a handout with an overview of the IMLS-funded grant project that will feature four Makerspaces rotating to 30 Nebraska libraries. The handout provided included a Logic Model for the grant, proposed equipment specifications (subject to change) and a listing of Project Partners and the Advisory Panel.

The Nebraska Library Commission along with partners, University of Nebraska—Lincoln, Nebraska Innovation Studio, Nebraska Extension, and Regional Library Systems, are excited about a project that was recently awarded a National Leadership Grant funding through the Institute of Museum and Library Services (IMLS). The project will kick off July 1, 2017 and conclude June 2020.

The project will use makerspaces, community engagement tools, and training to develop a model for rural libraries to expand their role as community anchor organizations that drive economic and community development. This multi-faceted effort will 1) establish local Community Action Teams in 30 rural communities; 2) purchase equipment and related materials for four rotating Innovation Studios; 3) develop instructional materials and equipment certification processes; 4) employ sustainability strategies for permanent studios; 5) provide training on the use of the equipment, including Train the Trainer strategies; 6) assist with local marketing efforts and programming/events, including Open Houses and Maker Showcases; and 7) host annual Inventors Showcases in Lincoln. The infusion of the maker culture into rural areas will increase community buoyancy by strengthening services and facilitating local economic development and entrepreneurship. Three goals will guide the project:

- Rural community residents will be empowered with the tools and guidance to explore, collaborate, create, learn, and invent.
- Libraries will transform their rural communities through participatory learning spaces while establishing themselves as strong community catalysts for community change.
- Libraries (and communities) nationwide will have access to a replicable model.

Thirty Nebraska public libraries will be selected and will activate community action teams to host a Library Innovation Studio with makerspace equipment for up to five months. Criteria to select the thirty public libraries to host Library Innovation Studios have not been finalized. The Nebraska Library Commission is working on an application and selection process that will be announced early May. Because this project is geared toward rural communities, at this time we anticipate that only accredited public libraries from communities with populations of less than 25,000 will be eligible to participate as one of the 30 libraries. Criteria will likely include space availability, staffing, hours the studio will be open

to the public, and the ability and readiness to establish a community action team made up of local partners and volunteers.

For more information contact: JoAnn McManus, Grants Coordinator (Project Director for this project), Nebraska Library Commission, 1200 N Street, Suite 120, Lincoln, NE 68508-2023, 402-471-4870, joann.mcmanus@nebraska.gov

Marilyn Schlake – University of Nebraska Extension

Marilyn talked about the Connecting Entrepreneurial Communities event. Presentations were done in the actual businesses. Participation was about 100-125. They are looking more toward the economic development side.

Entrepreneurship Curriculum Syllabi

The community college CAOs will review on May 1st.

Doris recommended that we add # 4, 5 and 6 additional course objectives to ENTR 2050.

Judy Amoo seconded

Approved by acclimation

Business Plan class (2090) changed a little bit by the addition of four objectives.

Jennifer moved 2090 be approved with 4 additional objectives

Judy seconded

Approved by acclimation

Entrepreneurship Legal Issues (2060) is just a change in the course description.

Elections

Nancy Eberle moves up from Chair Elect to Chairperson for 2017-2018.

Steve Bors was nominated for Chair-Elect by Doris Lux, Gregg Christensen seconded. Elected by acclimation.

Gregg Christensen was nominated for a second term as Secretary by Linda Hartman, Marilyn Schlake seconded. Elected by acclimation.

Judy Amoo was elected to the Member-at-Large position by acclimation.

Marilyn Schlake moved to make the ex-officio a member-at-large position. Steve seconded. Motion passed by acclimation.

Jim Reiff was elected to the new second member-at-large position by acclimation.

Next Meetings

- September 22, 2017 the fall meeting will be hosted at UNK by Lisa Tschauner and the Center staff and students.
- Doris Lux offered to host the January meeting. No date was set.

Respectfully submitted

Gregg Christensen, Secretary