Curriculum Alignment Advisory 3/8/19

In Attendance:

Marie Boyd – Chaffey College

Don Ajene Wilcoxson – Riverside City College

Lisa Kiplinger Kennedy – IEDRC

Tyler Courville – IEDRC

Frank Almeida – Riverside City College

Denise Pasley – Barstow Community College

Pam Stegeman – College of the Desert

Dave Hollomon – Victor Valley College

Christopher Earl – Small Business Development Center – Advisor

Steve Massa - City of Riverside – Advisor

Justin Radeka – Entrepreneur - Advisor

LaTonya Washington – CEO of The Customer Culture – Advisor

Robert – Advisor – Zoom conference from Ireland

ENTRE 100 – Introduction to Entrepreneurship

Discussion Notes from Advisors:
- Change so that it is more mindset
- Should be based around the Ice House training
- Take out Business Model Canvas
- Should list the resources available
- Discovering your local Ecosystem
- Targeted towards young Entre. Under 30
- Side Hustle/ Don't quit your day job
- "Is this something I want to do?" Scratch that itch
- "Can I make money?"
- "Where will I find my customers?"
- S.L.A.M. Mindset another possible tool
- Sizing the Market/ Where to find Data
- SWOT Feasibility
- Cycle of Design Thinking from Basics class to Introduction to Entrepreneurship

Discussion Notes Recorded:

- There are places to start and places to grow
- Business stabilization for already existing entrepreneurs?
  1. Lots of struggling businesses that need help
  2. Decided this is more of an introduction to the idea of Entrepreneurship
- Merge 100 and 104?
  1. Two separate classes
  2. One is and intro and one is moving forward after exposure to Entrepreneurship
- Customer Discovery needs to be added to the course
- Can Introduction to Entrepreneurship be used for General Ed?
  1. Marie went over the requirements for a Gen. Ed class
  2. Has potential to be a Gen. Ed Class as long as requirements are met
- Course needs to focus on mindset more
  1. Ice House text had been included when it was approved
  2. The mindset had been the focus when we discussed and approved this course in Barstow
- Most Young Entrepreneurs don't really know that much about the field
- Need to decide the resources for the course
- Not every student is young some are older people trying to reinvent themselves
  1. There are incubators everywhere that would be super helpful for these students
- Students need to know that Entrepreneurship is not easy and they shouldn't up and quit everything
- Don't sign a lease until you have your business license and a sense of your local eco system
- Advisors didn't seem to like that Business Model Canvas was added so quickly
- Course needs to be reverted back to the Ice House and refocused on Mindset
- At the end of the class the student should make the decision if they want to continue with Entrepreneurship or to take a different route

ENTRE 104 – Entrepreneurship Basics

Discussion Notes from Advisors:
- Cycle of Design Thinking from Basics class to Introduction to Entrepreneurship
- Move Supply Chain studies to a later class
- Introduce Business to Business as well as Business to Customer
- Spend a lot of time on Customer Surveys and Research Techniques
- Instead of professional design thinking, change to Design for product/ user experience
- "What problem am I trying to solve?" mindset
- Focus more on the overall structure of business

1. B2B
2. B2C

Discussion Notes Recorded:

- Make project management more of a conversation than a set-in stone specific program
- Reinforce Customer Discovery
- Know the problem before you create a solution
- Address the soft skills gap
- This class is for those that are ready to move forward after the intro class
- Remove the Supply Chain stuff
  1. Push it back to later class
  2. How Many students are really interested in importing products
  3. Software based is a better way to go
- Be more specific about the Design thinking
- Most students are more B to C than B to B
- Go over Corporate Structure and types of Entrepreneurship

ENTRE 105 – Starting a Business with Limited Resources

Discussion Notes from Advisors:
- Drop Social Media marketing, make it a stand-alone class
- Friends and family can help with funding
- Instead of Identification of businesses the generate fast cash, Change to Identify Businesses which are fast to Market
- Add more resources
- Space trainings, activities and events, and mentor programs

Discussion Notes Recorded:

- Students need to know their local Ecosystem.
- STAMP
  1. Spaces
  2. Trainings
  3. Activates and events
  4. Mentors
  5. Programs
- Students need to know Bootstrapping
- No money
  1. Building something out of nothing
- Lose "Fast cash" doesn't exist

1. Quick to market

ENTRE 107 – Money, Finance, and Accounting for Entrepreneurs

Discussion Notes from Advisors:
- Keep it simple
- Go over where your money is going
- Have students watch Shark Tank
- Martin Cleckner
- SBIR
    1. Small Business Institution Resources
    2. Write a grant to qualify

Discussion Notes Recorded
- Keep it simple
- SBIR funding grants
    1. Don't have to be included until funded
    2. Present a business plan
    3. Just need a concept
- Highlander fund
- Venture Capitalists
- Introduce students to other fund sources
- Where is your money being spent

ENTRE 108 – Business Model Canvas and Presentations for Entrepreneurs

Discussion Notes from Advisors:
- Go over scripting
- More Presentation Practice
- Describe Sales Tools presented in Catalog Description
- Get rid of Prezi
    1. PowerPoint
    2. Slidebean
    3. Canva
- In Objectives get rid of the pitch video and have the two types of presentations be at the end

Discussion Notes Recorded
- Slowly build up presentation skills
    1. Most students are scared to talk
- Canva, SlideBeam, PowerPoint instead of Prezi

- Most investors are interested in a Business model and how much traction do you have
- Work on Scripting

ENTRE 110 (Formerly 170) – Entrepreneurial Simulation

Discussion Notes from Advisors:
- What is your brand?
- Corporate Culture and how it is defined.
- Similar to Dream Machine Project
  1. Mike Stull for details
- Students need to define Mission, Values, Brand- Customer, and Culture within
- Need to renumber classes in order to avoid confusion

Discussion Notes Recorded:

- Strategy is necessary
- Course is a Simulated business
- Students need to define their mission
- What is your brand and what is your culture?
- Students need to know when the business needs to change
- How you hire plays a factor
- Label the course as a lab

ENTRE 112 (Formerly 106)– Building an Entrepreneurial Team

Discussion Notes from Advisors:
- The role of early hires is huge
- This is the most important part of any Entrepreneurs Journey
- Discuss Equity and ownership
- Capitalization Tables
- Have student focus on their strengths
- Linked in and other professional networking
- Internal networking
- Collaboration is key
- Students need to know what to and what not to do when hiring
- Only work on the things you are good at and outsource the rest.
- Fractional Employees

Discussion Notes Recorded:

- Capitalization Table
- Collaboration, strategic partnerships
- Internal Network
- Linked in – Professional Connections
- Professional Networking
- Social Networking
- Virtual outsourcing
- What to outsource and what not to outsource
- Core business practices should never be outsourced

ENTRE 114 (Formerly 109) – Solopreneur (needs new title)

Discussion Notes from Advisors:

- Change title
- Connect this with other courses such as cyber, digital design, and coding
- Address entities
- Remove Legal Structure Section. Just let them know what they should do business as
- Digital Pension
- E- Commerce is not Solo unless Amazon/Ebay/Etsy model
- Coffee Shop Entrepreneur

Discussion Notes Recorded:
- Solopreneurship is an umbrella term instead of just being a freelancer.
- Rewriting description to include entrepreneurial aspects to make it stand apart from freelancer curriculum
- Merging freelance and nomadic into this course
- strategy. Selection of entrepreneurial category
   a. Student to decide which type of solorpreneurship works for them
- Students to have an understanding of the various types of Entrepreneurial categories by the end of the course
- Apply principles of the gig economy to today's work environment
- Creative a self-assessment of an individual's digital footprint
- Develop a plan to establish and key partners
- Needs a book
- Get rid of title solopreneurship
- Skill sets are important
- Get rid of legal structure. Make it its own course

- Having some flavor of business entity is important as well
- Keep it simple
- Boring in business is good because you have to have structure
- Connect this with CTE courses
- Keep your wording hip to the younger crowd
- "Coffee Shop" Preneuer
- Digital pension instead of a 401k

NEXT STEPS:

Suggested 1 Unit Courses:

- Entrepreneurship Law – Ajene
- E-Commerce – Frank
- Cyber Security – Skip/ Ajene
- Design Thinking – Maker
- Social Media Marketing – Pam

General Discussion notes recorded:

- Stackable cert
- Additional elective classes
- Design thinking / maker spaces
- Social marketing/ ecommerce
- Statewide CID approval to try and make it statewide curriculum as well
- Can be made into a bootcamp, but for certificate it has to be structured a certain way
- Has to be 162 hours of instruction and homework
- Objective at the end of all this that I have an up and running
- business? Yes.
- New Venture Creation
- PIC – Young Entrepreneurship program
- How do we connect the academia to the existing community programs?
- Make project management more of a conversation than a set-in stone specific program