

**Memorandum**

To: Gabriel Meehan, Associate Vice President of Instruction, Sacramento Community College; Dyan Pease, Professor, Business and Management

From: Aaron Wilcher, Director, Center of Excellence (COE), North-Far North region

Date: December 19, 2018

Re: Program endorsement request for entrepreneurship

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**Background**

Sacramento Community College requested a program endorsement report from the COE regarding entrepreneurship (Eship).

Business and Eship is one of the designated priority sectors for the Sacramento region, and the state’s Doing What Matters framework.

There is no exacting way to provide labor market demand figures for entrepreneurs based on the government data sets. A variety of estimates and economic impacts for small business and entrepreneurship are readily available in report literature. A thorough literature review falls outside the scope of the program endorsement process. Kauffman Foundation, U.S. Small Business Administration, and a host of other entrepreneurship-supporting organizations have supporting documentation for this data.

Eship is a typical program offering of any business program at the community colleges and four-year universities nationally. The program area represents a transfer opportunity.

**Findings**

- According to Emsi, about 8 percent of the 7-county Sacramento region is self-employed.<sup>1</sup>
- The COE recently completed a series of priority sector profiles that revealed that more than 90 percent of establishments in the Sacramento region in most sectors have fewer than five employees, indicating the importance of small business to the local economy.

**Recommendations**

- Move forward with the program based on the importance of self-employment levels, and prevalence of small businesses with fewer than five employees in most community college priority sectors. Moreover, the program area is a designated priority sector for the Doing What Matters framework.

COE Recommendation		
Move forward with program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please contact Aaron Wilcher, COE director, for further information at [wilchea@losrios.edu](mailto:wilchea@losrios.edu) or 916-563-3233.

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<sup>1</sup> Emsi, 2018.4. Occupational self-employment totals compared to occupational employment totals.

**SUMMARY RECOMMENDATION (FOR RC APPLICATION)**

- Move forward with the program based on the importance of self-employment levels, and prevalence of small businesses with fewer than five employees in most community college priority sectors.

<b>COE Recommendation</b>		
Move forward with program	Program is not recommended	Additional information needed
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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