**Strategic Initiative Action Plan for: Enhance Entrepreneurship Efforts** 

	n Plan Team Members:	Date:	The strategic focus for this strategic initiative is:			
Lynn	s Harris Jones Timberlake	For FY:	Enhance Regional Development			
			The AQIP Category this strategic initiative best aligns with is:	Year One	Year Two	Year Three
	outcomes (results to be ved over the life of this	List Milesto plan) for:	ones* (outputs which indicate progress in completing action			
	Enroll more students into entrepreneurial activities.	1.1: Reach	more potential students through marketing.	X	X	X
2.	Gain community support for our entrepreneurial and incubator activities.	2.2: Integr 2.2: Reviev	op an Advisory Board for our entrepreneurial activity. Tate incubator planning between Kehoe/Urban Center To and revamp aspects of entrepreneurial curriculum. Thine WFD place in non-credit entrepreneur offerings.	X X X	X X	X X X
3.	Fund more students in their entrepreneurial work.	3.2: Develor bachelor le 3.3: Suppo	op and secure scholarships through the Foundation. Op and secure scholarship for our students moving on to evel programs requires articulation agreements. Out the Foundation in the development of their Venture fund for ettor students.	X	+50% 20 Stdts	+15% 25 Stdts
4.	Graduate more students with entrepreneurial degrees.	work. 4.2: Re-eng	ing more students specifically interested in entrepreneurial gaging the Entrepreneur club as a support mechanism for our eurial engaged students.	+ 50% 15 stdts	X	X X
5.	Transfer more students to entrepreneurial bachelor level programs.	Kent State	m specific transfer agreements with Ashland University and University. nine other transfer partners.		10stds X X	10 stds X X
6.	Start more businesses.	6.1: Build s	student engagement in the incubator(s).	6 stdts	10stdts	10stdts
7.	Integrate incubator(s) and entrepreneurial activities.		e Entrepreneur lead faculty in incubator selection and	X X	X X	X X
		_	e SBDC in incubator selection mentoring	X	X	X

Describe how this strategic initiative aligns with its strategic focus: Supporting entrepreneurship is a key aspect of enhancing the region's economic health.		
aspect of enhancing the region's economic health.		

Tasks/Responsibilities/Time Frame

List of Key Tasks	Who is	Year	Year Two	Year
	responsible	One		Three
	for completing?			
1.1: Reach more potential students through marketing.	GT	quarterly	quarterly	Quarterly
a. Engage Keith Stoner in development of marketing plan for entrepreneurial programs.	LJ/GT GT/CH			
b. Purchase/Acquire CRM software for tracking interest – students – graduates		Fall		
c. Bring back the Extreme Tour – every other year	TBD	Spr/Sum		Spr/Sum
2.1: Develop an Advisory Board for our entrepreneurial programs.	GT/CH	Summer		
2.2: Unify Urban Center/Kehoe Incubators through policy, planning, advising.	GT/LJ/JHull	Summer		
2.2: Review and revamp aspects of entrepreneurial curriculum.	LJ	Fall		
2.3: Determine WFD place in non-credit entrepreneur offerings.	NK	Summer	Annual	Annual
3.1: Develop and secure scholarships through the Foundation.	GT/CH	Winter	X	Х
3.2: Develop and secure scholarship for our students moving on to bachelor leve programs.	e/ GT/LJ			
3.3: Support the Foundation in the development of their Venture fund for our incubator students.	CH/GT	Fall 11	Fall	Annual
4.1: Enrolling more students specifically interested in entrepreneurial work.	GT	Spring	Annual	Annual
4.2: Re-engaging the Entrepreneur club as a support mechanism for our entrepreneurial	LJ	quarterly	Semester	Semester
4.3: Enhance / move speaker series from WFD to Department with Student	GT	Annual	Annual	Annual
Worker assistance.				
5.1: Confirm specific transfer agreements with Ashland University and Kent State University.	e GT/Chair		X	X
5.2: Determine other transfer partners.	GT/LJ			
6.1: Build student engagement in the incubator(s).	GT/LJ/UC	Annual	Annual	Annual
6.2: Add substance: programs and equipment to incubators.	GT			
7.1: Include Entrepreneur lead faculty in incubator selection and mentoring				

Action Plan B	Idget (Resource Requirements after Year 1 may need "To Be	Determi	ined" if significant	planning is	required in	Year 1.)

New Resources	Sources of Existing	Year 1 may need "To Be Determined" if sign  Net New Resources Required	Year One	Year Two	Year
Required (List and explain why new resources are required)	Resources (List by source including reallocation of resources – explain;)	(New resources less resources available from Sources)			Three
\$25,000 Marketing Budget 2011/12 For fall 2012 Enrollment	Marketing current + Foundation Support	Depends on what marketing might believe they can contribute within existing budgets.	\$25,000	\$25,000 + INFL	\$25,000 + INFL
XTreme Tour	\$25,000	\$25,000	\$25,000		\$25,000
CRM package? Tracking people interested, involved, or formerly involved in our programs)	?				
\$12,000 in Scholarships for 2012 (5-6k currently and annually provided via	Foundation (assist)	\$6,000	\$12,000	\$12,000	\$12,000
Foundation – an additional 5-6; for new scholarships tied to Marketing efforts in 2011/12 including XTreme Entrepreneur tour.	Foundation (assist)	\$5,000	\$5,000	\$5,000	\$5,000
Student Employee – Year Long	Department Budget.	\$10,000	\$10,000	\$10,000	\$10,000

Faculty Release Time for curriculum revision and program support?	Department Budget.	TBD	TBD	TBD	TBD
Incubator Equipment: Printer, 4 computers, wifi, Conference fax, access to copying, furniture	TBD				
Incubator Annual Budget - \$5,000 Speaker Series - \$5,000 per year.	TBD	\$5,000	\$5,000	\$6,000	\$10,000

Action Plan Information/Metrics Requirements (Information/Metrics Requirements after Year 1 may need "To Be Determined" if significant planning is required in Year 1.

Information Required from IT/IR to Effectively Carry Out the Milestones and Key Tasks (List the items of information required and why)		Date Needed
For Y Current enrollment data to set metric benchmarks	/ear 1:	
For Y Current enrollment data to set metric benchmarks	/ear 2:	
Current enrollment data to set metric benchmarks	/ear 3:	
Metrics Required from IT/IR to Effectively to Measure the Outcomes of the Action Plan (List the items of information required and why)	Do these metrics align with Means Metrics and the relevant ENDS metrics? Explain.	Date Needed

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Use additional pages for outcomes, milestones, tasks or budget as necessary

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