7-2020

Program Review: Center for Entrepreneurship and Rural Development

University of Nebraska at Kearney Center for Entrepreneurship and Rural Development

CENTER FOR ENTREPRENEURSHIP AND RURAL DEVELOPMENT

College of Business & Technology

ACADEMIC PROGRAM REVIEW

SELF-STUDY REPORT

JULY 2020

A. General Program Characteristics

a. History

The Center for Entrepreneurship and Rural Development (CERD) began in 1988 as an economic research center known as the Center for Rural Research and Development (CRRD). Due to various funding sources, in the past it has been a collaborative center with Nebraska Business Development Center, Educational Service Unit #10 and the Department of Education. The founding director, Kay Payne was successful in securing the four-year W.K. Kellogg Foundation grant allowing CRRD to offer a revolving loan fund for economic development in the amount of $99,000. With this fund, 13 loans totaling $350,479 were made to 12 businesses in 10 communities during that initial four-year grant period. These 12 businesses generated a total of 115 jobs.

Other activities of the center included achievement test score assessment and data analysis and the development of the Community Needs Assessment that was the result of the Capacity Building Grant from the Nebraska Department of Economic Development. This resulted in over 6,400 central Nebraska households being polled.

After Kay Payne's retirement, Deb Murray became the director of CRRD. With the funding from the Programs of Excellence, the center was given a new focus on Entrepreneurship & Innovation (E&I) and International Education. This led to the support of sixty-two students and twenty-one faculty and staff to travel abroad between 2007-2010 through a grant from the US Department of Education.

Director, Deb Murray formed an Advisory Council composed of external resource providers. In 2009-2010, the center received funding from the Nebraska University Foundation which led to phase two of the E&I program and a sole focus on this academic area. In the proposal for funding, a new entrepreneurship faculty position was requested for 6-9 credit hours per semester.

In 2009, Deb Murray retired and new Director, Shawn Kaskie was hired. Kaskie led the efforts of CRRD to engage in primary market research activities for the purpose of economic development in Nebraska communities.

Other initiatives carried out between 2009-2016 included youth programming, the advisement of a student-organization (SIFE, Enactus, CEO), a business idea and business plan competition. Through grant and foundation funding, an Entrepreneur-In-Residence was brought on and maker-space equipment purchased. The center was also supported by a full-time administrative specialist.

In 2016, Kaskie took a position with the Rural Future's Institute and Lisa Tschauner was hired as assistant director. Through Tschauner's efforts, the name of the center was officially changed in March of 2017 to the Center for Entrepreneurship and Rural Development. In February of 2018, the leadership of the College of Business and Technology realigned the center to include the positions of full-time director; Tschauner and assistant director; Aliese Hoffman (CERD Strategic Plan, 2020).

b. Mission
To promote strong and sustained business growth by fostering creative entrepreneurial initiatives in central Nebraska and to establish a competitive economic edge through applied academic research and community outreach.

  i. Vision:
  Through outreach, education and research, the Center for Entrepreneurship and Rural Development will successfully impact small business development and growth in rural Nebraska in regard to talent retention, effective business planning and economically inviting opportunities. The Center for Entrepreneurship and Rural Development strives to be an organization considered a viable resource for the area with positive connections between the community and academy.

    UNK Mission
    The University of Nebraska at Kearney is a public, residential university committed to be one of the nation's premier undergraduate institutions with excellent graduate education, scholarship, and public service.

    UNK Vision

    The University of Nebraska at Kearney will achieve national distinction for a high quality, **multidimensional learning environment, engagement with community and public interests, and preparation of students to lead responsible and productive lives** in a democratic, multicultural society.

    CBT Mission
    The College of Business and Technology provides value to Nebraska by preparing our diverse student body to compete in dynamic professional environments and by promoting academic, social, technological, and **economic development**. The faculty and staff will achieve the mission by:

      o Providing student-centered educational opportunities including **experiential learning**;
      o Advancing knowledge through **applied** and pedagogical scholarship;
      o **Providing service to our stakeholders**

c. Goals
  i. **Educational Excellence**
    1. Continue to develop youth programs to encourage involvement in business at a young age and expose students to UNK and the College of Business and Technology.
    2. Enhance the offerings for existing students to learn more about business startups.
    3. Bring additional entrepreneurial learning opportunities to non-traditional and community learners.
  ii. **Community Engagement**
    1. Become more effective in consultation and small business progression.
    2. Continuous improvement to generate innovation and more idea generation in communities.
    3. Create additional awareness of the Center for Entrepreneurship and Rural Development's services in the central Nebraska area.

      iii. **Student and Faculty Success**
1. Support the student organization in the goal of creating new projects that enhance their position at UNK and the community as well as recruit new students.
2. Create a successful learning community (ELLC/IDEA) that will bring value to the students, the college and the local ecosystem.
3. Make LoperLinks a successful student-business conduit resulting in a high-level of usage and eventually more student-ran businesses.
4. Encourage and support more business development for students while attending UNK.

      iv. **Research and Development**
1. Increase usage and knowledge of secondary data sources.
2. Grow the number of research and facilitation jobs secured by CERD
3. Create more awareness of CERD's services in the central Nebraska area.

      v. **Operational Efficiency and Financial Sustainability**
1. Generate $30-$40K in external funding each year.
2. Grow the CERD team.

d. Primary Stakeholders
    i. The primary target clients for the Center for Entrepreneurship and Rural Development are UNK college students. As an institution for higher education, it is important to support the learning environment and offer experiential opportunities for students with the desire to own and operate businesses, support entrepreneurs in their field of work and to think entrepreneurially working for other companies.
1. The secondary clients are small business owners, operators, managers and creators of innovative enterprise that seek advisement and assistance through the publicly-funded center.
2. Tertiary clients include both private and public organizations needing assistance with market and industry research, strategic development, program review customer validation, community needs assessments and various other innovative projects.
    ii. Other clients include the faculty and leadership at UNK as they seek data and support for research opportunities, experiential learning opportunities for students and grants supporting economic development. The CERD also focuses on community stakeholders as important clients and partners.

    iii. Stakeholders include:
1. The University of Nebraska at Kearney's administration and faculty
2. Local businesses
3. Local and state economic leaders
4. UNK students and alumni

iv. The Advisory Council is a group of experts in the central Nebraska area that meet 2-3 times per year. The purpose of this meeting is to collect information on activity from each organization and to get a good sense of small business needs and community development for the area. These meetings also serve as a platform to form strategic input on CERD efforts from stakeholders. The CERD Advisory Council includes:

> Kelly Geweke, Nebraska Department of Economic Development
> Kim Preston, CFRA: Rural Enterprise Assistance Project
> Sydney Kobza, Nebraska Dept. of Education
> Kelly Christensen, Central Community College
> Eric Hellreigel, City of Kearney
> Tyler Clay, The Buckle
> Janell Anderson-Erhke, Grow Nebraska
> Stan Clouse, City of Kearney/NPPD
> Derek Rusher, Kearney Area Chamber of Commerce
> Sharon Hueftle, South Central EDD
> Trevor Lee, Valley County Economic Development
> Darren Robinson, Buffalo County Economic Development Council
> Dan Shundoff, Intellicom
> Scott Jochum, NU Foundation Representative
> OPEN Position for Banking Professional
> Faculty from Management Dept teaching Entrepreneurship
> President of student-organization

e. Center's Strategic Plan

   i. The Center for Entrepreneurship and Rural Development is a dedicated resource for student and community entrepreneurs. The team focuses on providing effective small business counseling and education through quality programs, engaging entrepreneurial activities, dynamic presentations and workshops as well as high-caliber partnerships throughout the state. The Center works across campus to include all academic disciplines. The professionals working in the Center for Entrepreneurship and Rural Development also work with the other University of Nebraska campuses and outreach organizations to collaborate and bring value to the entire Nebraska University system. Through these partnerships, the CERD also provides in-depth research that supports business development, reliable planning, and organizational strategy for both public and private entities.

   ii. As part of the College of Business and Technology, the CERD carries out their mission by collaborating with the management department to support the classes offered in the entrepreneurship minor. The team also works with faculty in CBT to execute various research projects such as economic impact studies, economic development conferences and other leadership efforts. In 2018, the CERD piloted the first Entrepreneurial Living-Learning Community and has transitioned that program into an Interdisciplinary Entrepreneurship Academy. The CERD supports the student entrepreneurship team, currently affiliated with Collegiate Entrepreneurs' Organization and advises the student-operated coffee shop, Brewed Awakening.

f. Leadership

    i. The CERD is a small department with only two full-time employees, a Director and an Assistant Director. The department has periodically added a student assistant that is typically hired on a semester basis when office workload demands the help and funding is available. Students with skills in design and marketing are typically hired to assist with design and distribution of marketing materials.

    ii. The current Director, Lisa Tschauner, was hired in the Summer of 2016 as the Assistant Director. She was promoted to the role of Director of the Center in February of 2018. She holds a Bachelor's Degree in Organizational Communication as well as a Master's Degree in Organizational Management with an Emphasis in Entrepreneurship and Economic Development. Tschauner leads the entrepreneurial activity of the center as well as advises the student business organization. She has been involved with building the ecosystem in central Nebraska for the past sixteen years. She has been a leader in entrepreneurship education and advocacy as an educator, author, consultant and community member. She is the owner/founder of Open for Business magazine, a local B2B publication that has served the area for four years. Her background is diverse with work experience in many industries; energy, telecommunications, information technology, retail, marketing/advertising, media production, construction building and manufacturing.

    iii. The current Assistant Director, Aliese Hoffman, was hired in Fall of 2015 as the Administrative Associate. Since being hired, Hoffman gained responsibility in working with the Center's youth programs and earned the title of Coordinator of Experiential Student Entrepreneurship Education in February of 2018. She was later promoted to Assistant Director of the Center. Hoffman received a Bachelor's Degree from the University of Nebraska at Kearney in Business Administration with an Emphasis in Management. She later went on to receive her Master's in Education at the University of Nebraska at Kearney with a degree in Higher Education Student Affairs. This has helped her as she works with youth and advises the entrepreneurship student organization. Hoffman teaches youth programs to students in elementary and middle school. Participants in these camps learn how to create and run their own business and they have the opportunity to sell their goods at a public venue. Hoffman is also an advisor for a student group on the UNK campus that runs their own coffee shop. This experiential learning opportunity gives students real-life business experience. Hoffman also coordinates events for Kearney and the surrounding areas.

    iv. Shawn Kaskie formerly held the role of Center Director and transitioned into a position that included part-time work with the Center along with Coordinating the Rural Futures Fellows Program. He left the Center in Summer of 2019.

    v. The combination of education, experiences and interests of the team have proven to be great assets to the Center while calling on colleagues around the state and collaborating on programs that are for the benefit of the residents and entrepreneurs of Nebraska. Some organizations the Center collaborates with includes but is not limited to: Nebraska Enterprise Fund, Nebraska Business Development Center, UNK College of Business and Technology Career Center, Nebraska Department of Education, FBLA, and FCCLA.

g. Organizational Structure
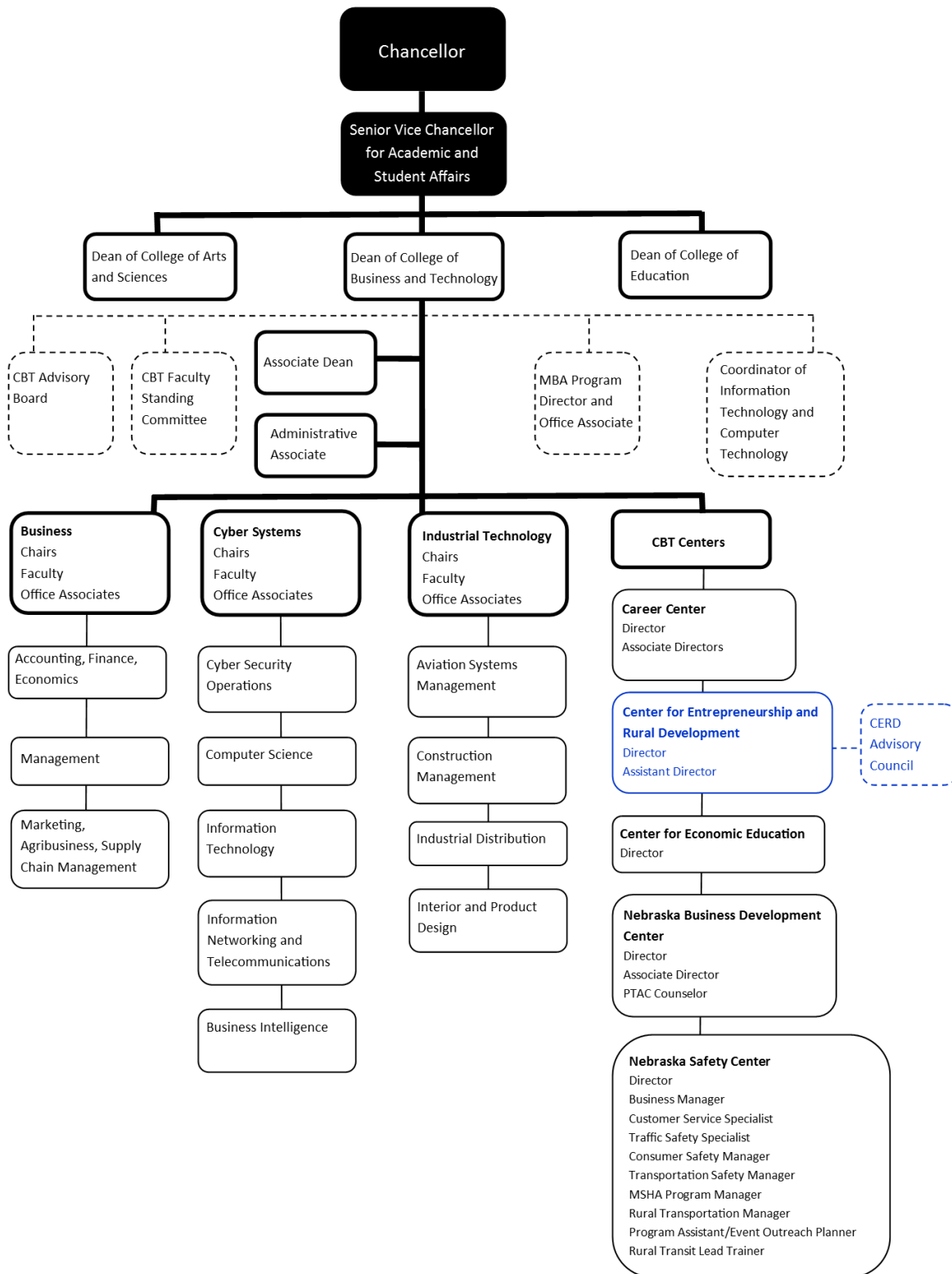
B. Programs and Offerings:

    i. Programming

PROGRAM	EDUCATION	OUTREACH	RESEARCH
Lemonade Stand (2nd-4th grade)	☐ blue	☐ green	
Biz Kidz Summer Camp (5th - 8th grade)	☐ blue	☐ green	
Go for Launch HS Camp	☐ blue	☐ green	
LoperLinks	☐ blue	☐ green	
IDEA - Interdisciplinary Entrepreneurship Academy	☐ blue	☐ yellow	☐ green
E-Topics	☐ blue		
Workshops/Webinars	☐ blue	☐ green	☐ yellow
Consultation	☐ blue	☐ yellow	☐ green
Community Needs Assessments		☐ green	☐ blue
Community Planning - Public Input		☐ green	☐ blue
Strategic Development		☐ blue	
Program Reviews		☐ blue	☐ green
Outreach/Presentations	☐ green	☐ blue	☐ yellow
Light It Up		☐ blue	
Big Idea Kearney	☐ green	☐ blue	
Big Idea Nebraska High School	☐ green	☐ blue	
Entrepreneurship Student Organization (CEO)	☐ blue	☐ green	
NVA - New Venture Adventure	☐ blue	☐ green	
NVA - New Venture Adventure on the Road	☐ blue	☐ blue	
Brewed Awakening Coffee Shop	☐ blue	☐ green	☐ yellow
Details and outcomes of each program can be found in the appendix			
PRIMARY PURPOSE (blue)			
SECONDARY PURPOSE (green)			
TERTIARY PURPOSE (yellow)			

    b. Assessment of program effectiveness
        i. Each program offered by CERD follows a standard process of operation as outlined below:
            1. Purpose of program identified
            2. Audience or participants
            3. Cost of program compared to potential revenue
            4. Shared folder created online for all involved in coordination
            5. Marketing plan created
            6. Curriculum/materials developed or sourced
            7. Pre-program evaluation if applicable
            8. Execution of program
            9. Post-program evaluation
            10. Follow-up with participants (email, meetings...etc.)
            11. Debrief with team regarding event and notes added to the folder for future efforts with this program.

c. Client Consultation
    i. Since 2014, the center has consulted with approximately 136 clients seeking business guidance. Nineteen of these clients were seen in between 2014-2015. With additional personnel added in 2016, the CERD team was able to consult with more clients, resulting in 117 consultations. Approximately 20% of the clients are repeat clients and the remaining 80% are one-time consultations.
        1. Of these clients, 53 are currently in business and 29 were UNK students.
    ii. The process of client consultation is outlined below:
        1. Client requests service. This is done through the online CERD Intake Form (see in appendix).
        2. They receive an email or phone call to set up an appointment. Clients can come into the center located on campus or a representative from CERD can visit them at the location of their business if needed.
        3. Each new client meets with a CERD consultant for approximately one hour to describe their business or idea, current status, challenges, goals and purpose.
        4. Together the client and consultant identify steps needed to progress the business or endeavor to the next desired stage.
        5. The consultant responds to each client with an outline of the meeting, supporting documents, forms and outside contacts. Often the consultant will refer the client to other service providers either in person or through email.
        6. A checklist is provided to the client on next steps. Each client is encouraged to complete this checklist and then reach back out to CERD to set up another meeting.

d. Experiential learning and/or community outreach experiences
    i. Since 2016, the Center for Entrepreneurship and Rural Development has presented to over 6,167 people including youth, college students, community members and other educational professionals for outreach efforts.
        1. Of these 6,167 people in these presentations, 1,420 have been high school students, 352 have been youth and 4,620 have been college students or community members.
        2. The CERD supports experiential learning through the student-operated coffee shop, Brewed Awakening which employs UNK students and is overseen by a board of directors comprised of mostly students.
        3. The student-entrepreneurship organization, currently called CEO also carries out several projects annually that provide experiential learning opportunities such as New Venture Adventure, NVA on the Road (students travel to rural communities, work with area high school students and solve problems presented by local businesses), Adulting 101, Cupcake Extravaganza (a small business competition) and other ad hoc opportunities.

e. Collaborations with other academic units
    i. The Center for Entrepreneurship and Rural Development is collaborative in all efforts. We currently work with other educational institutions, professional service providers, economic developers, lenders, policy-makers, city officials, community planners, K-12 educators, and a multitude of other business planning professionals.
        1. OUTREACH – Whenever possible, we partner with other organizations to offer engaging presentations and value-add activities to events. These

might include; discovery sessions, presentation of CERD services or reporting data from research.

2. EDUCATION – CERD collaborates with other educational professionals to bring important information to students and community members. Examples of past collaborations include: ProTalks Lunch Box; CERD worked with the Weibling Entrepreneurship Center at NU's College of Law to bring them to the Kearney area to present to business owners. Nebraska Enterprise Fund sponsored and helped coordinate a similar lunch and learn on tax preparedness. We bring in service providers and area experts to present to students in workshops and camps.

3. RESEARCH – We work with area planners, city/county officials and the Nebraska Development Network districts to do applied research that will result in usable data to qualify communities for grant funding and economic development resources.

C.   **Student Performance Measures:**
   a. Students that are involved with CERD include the following:
      i. Members of the student organization (CEO)
         1. Expectations and tracking success are based on their attendance at meetings, involvement with projects, recruitment/fundraising efforts and return to organization. Evidence of achievement is attending a regional or national conference.
         2. On an annual basis there are approximately 20 active CEO members.
         3. Brewed Awakening hires approximately five employees each year and the board consists of 8-10 students.
      ii. Employees and board members of Brewed Awakening
         1. Expectations and tracking success include attending meetings, working in the shop, engaging in business development and promotion.
         2. Achievement is shown by business continuation and producing quality food items and beverage options for a profit.
      iii. Students who are taking an entrepreneurship course, getting the entrepreneurship minor or who seek business consultation.
         1. Expectations and tracking success include consultation or advisement of CERD on business efforts. Working on planning and building a network as well as attending CERD events such as Big Idea Kearney.
      iv. Students working on experiential research projects
         1. These students are expected to regularly meet with their academic advisor or instructor as well as meet with clients and experts.
         2. Set up an online folder for tracking progress and collecting data.
         3. Attend meetings with CERD to report on progress.
         4. Success is achieved by reporting findings and/or earning a course grade.
            a. In the spring of 2019, we worked with an MBA student who completed a business audit of the co-op grocery store in Stapleton, NE for her capstone project.

D.   **Institutional and External Contributions:**
   a. The team in the center serve on various committees and campus organizations including Leadership UNK and the CBT Dean Search committee,
   b. Contributions toward the academic offerings has included collaboration on writing a new course; MGT 188 Entrepreneurship Around the World.

Committee/Organization	Leadership Role	Benefits of Partnering/Involvement
American Democracy Project/UNK	Planning Committee Member	Program awareness to students & faculty outside of the business college
Business and Education Committee/Kearney Area Chamber of Commerce	Volunteer Member	Collaboration with others in Kearney with interests in business and education development/support
CBT Tailgate Committee	Members	Worked with others in the College of Business and Technology to hold a social event for students, faculty, and staff
Central Nebraska Development Network	Member	Collaboration with other economic development professionals in Central Nebraska. Exposure of services to communities within the Central Region
Collegiate Entrepreneurs' Organization	Advisor	Advisor to the student entrepreneurship organization providing guidance on projects and services
Connecting Young Nebraskans	Member of founding committee, planning of inaugural and subsequent conferences	Collaboration with other professionals across the state and exposure to the resources at UNK
Entrepreneurship Best Practices Summit Planning Committee	Committee Members	Plan and develop programs for annual conference
Global Consortium of Entrepreneurship Centers	Conference Attendance/Membership	Collaboration with other entrepreneurship centers across the nation
Junior Achievement	Classroom Volunteer	Outreach and education for local students
Kearney Area Entrepreneurs	Member	Connect with Kearney area entrepreneurs to learn of and assist with current challenges, discuss strategies, network, and create partnerships
Leadership Nebraska	Class Member	Builds a sense of statewide community by identifying and training individuals with a commitment to become personally engaged in issues, programs and activities aimed at better serving Nebraska

Leadership UNK	Class members, Chair of Organization, President of Board of Graduates	Leadership training/professional development. Connections were made with employees across campus which led to work collaborations
Nebraska Economic Developers Association (NEDA)	Education Committee and Member	Statewide collaboration with other economic development professionals
NETForce- Nebraska Entrepreneurship Task Force	Secretary, Member at Large, Marketing Committee Member	Collaboration with other Nebraska entrepreneurship advocates
Noon Rotary	Member	Collaboration with other professionals across the state and exposure to the resources at UNK
NU Connections	Primary Investigator	Cross campus research collaboration uniting industry with university resources
ProTalks	Co-leader	Collaboration with Nebraska Enterprise Fund
Rural Futures Institute Inaugural Committee	Committee Planning member	Statewide promotion and sharing of resources
Sam M. Walton Free Enterprise Fellow	Enactus Advisor	Advisor to the student entrepreneurship organization providing guidance on projects and services
The Lemonade Stand/Main Street Kearney	Member of founding committee, assist with development of training materials, trainer	Entrepreneurship outreach to elementary/middle school students and their parents

E. **Faculty Matters**
   a. Vitaes of team members can be found in the appendix.

F. **Resource and Budget:**
   a. Support staff
      i. The director and assistant director currently handle the administrative tasks of the center. During the school year, the CERD hires a student employee to help with marketing and social media efforts and other tasks as needed.

   b. Program facilities
      i. Currently the center is located in West Center on the main level in E129 & E127. The center also uses a supply closet on the second floor. Brewed Awakening, the student-operated coffee shop advised by CERD is located in the east entrance on the garden-level of the building.

   c. Campus/Regional facilities
      i. CERD takes advantage of public spaces in the central Nebraska area as well as on the UNK Campus, hosting events at venues like the Nebraskan Student Union, Ockinga Conference Center, the Kearney Public Library and Cunningham's Journal.

d. Library collections
   i. The center utilizes resources from the UNK Library such as the database of peer-reviewed business journals and articles. ReferenceUSA is a database of business and lifestyle data used to assist businesses with market research.
   ii. Library Assessment – In February, 2020, CERD met with the resource librarian to explore databases available. Due to COVID-19 work restrictions, this process is not complete.

e. Educational resources
   i. The CERD team uses various resources for educational purposes. These are listed below:
      1. Youth Curriculum: Lemonade Stand, BizKidz Camp
      2. Small Business Workshop (8-session lessons)
      3. Ideation worksheets – these are given out to clients and students during consultation.
      4. Lean Business Model Canvas – this is also shared with clients as well as shared during class presentations.
      5. Workshop and webinar curriculum is being stored in Canvas and can be accessed for use as needed based on topic. (E-Topics)

f. Computing and technology resources
   i. In order to conduct applied research for various clients, Qualtrics, a survey software, is used for most projects requiring input. The subscription to this software for service is purchased for the entire UNK campus.
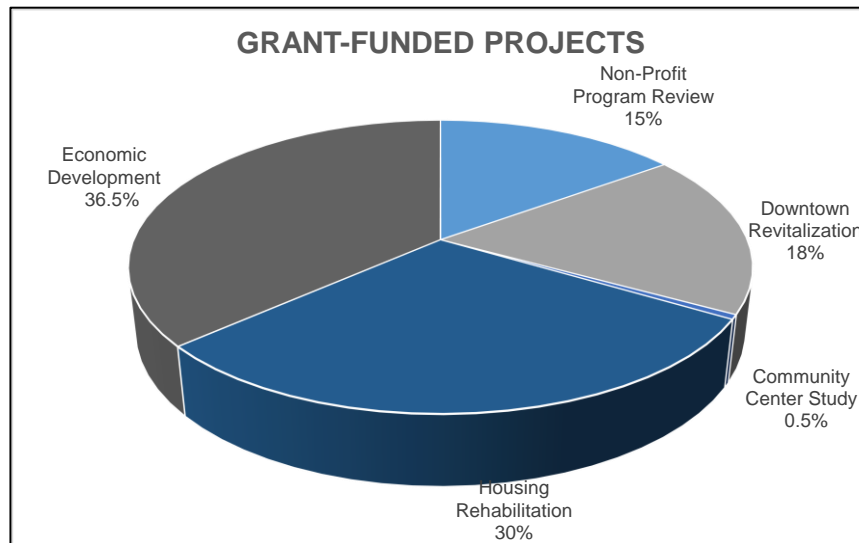
g. Sources of revenue generated
   i. The Center for Entrepreneurship and Rural Development is expected to generate revenue to support center operations and partial staffing. This money is raised by doing fee-for-service work and applied research.
   ii. Since Spring 2014, the center has earned approximately $125,500.00 in revenue from fee-for-service work. Below is a chart showing the number of projects per academic year. A more detailed breakdown of projects can be found in the appendix.
      1. 48 Focus Groups with over 283 participants
      2. 164 Stakeholder Interviews
      3. 6793 Public Input Survey Responses - EXAMPLE
      4. 6203 Community Needs Assessments - EXAMPLE
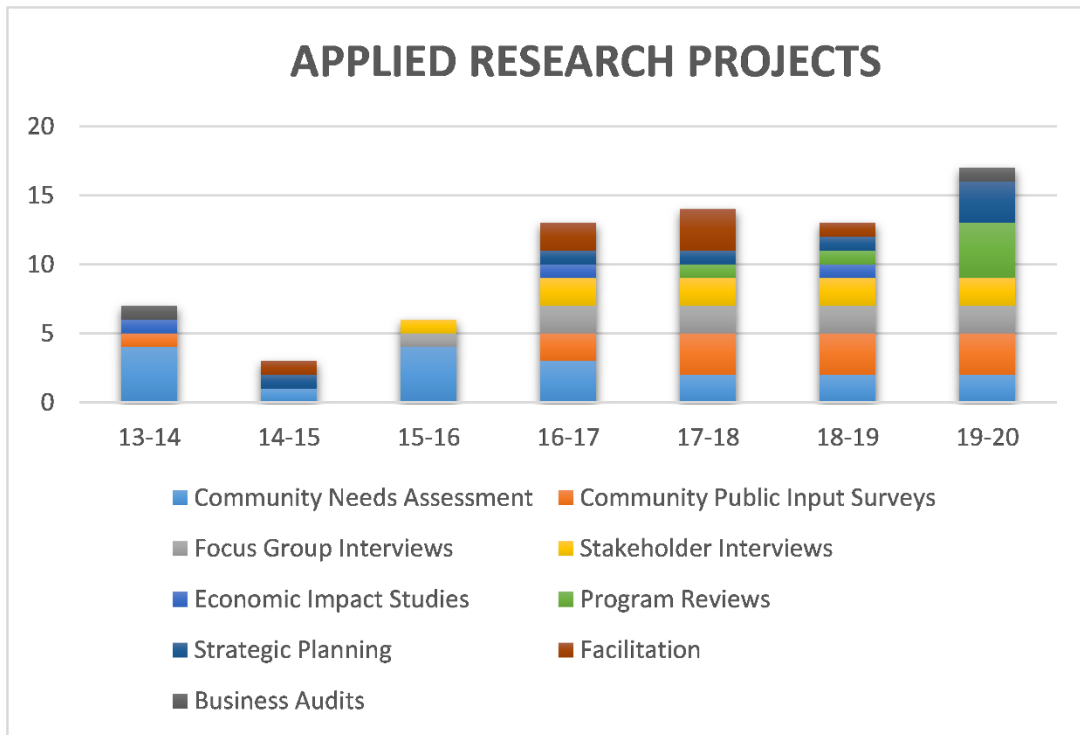
iii. The following chart shows the revenue generated for the CERD each academic year.
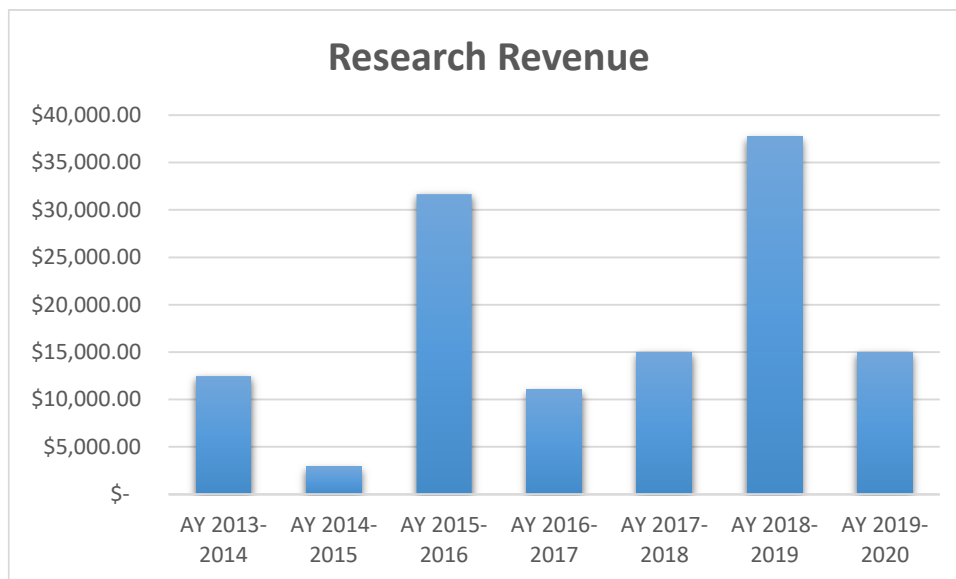
iv. The applied research includes public input data that assists communities and planners with needed information to qualify for community planning funding. Thus far, the CERD has helped secure approximately $2,464,500.00 in development grants for rural Nebraska communities and organizations.

GRANT-FUNDED PROJECTS

- Non-Profit Program Review 15%
- Downtown Revitalization 18%
- Community Center Study 0.5%
- Housing Rehabilitation 30%
- Economic Development 36.5%

h. Budget

COST CENTER	NAME OF FUND	STARTING BALANCE	EXPENSES
5122330200	Program of Excellence	$ 88,500.00	$ 75,000.00
5122330100	State Fund	$ 33,600.00	$ 33,800.00
5222330100	Revolving Fund	$ 50,000.00	$ 20,000.00
5222330500	Events Fund	$ 7,000.00	$ 6,500.00

Salaries & Benefits	$ 107,000.00
Operations	$ 5,000.00
Professional Development	$ 10,000.00
Programming	$ 15,000.00
Events & Projects	$ 6,500.00
TOTAL	**$ 143,500.00**

i. Extramural support
    i. CERD has received funding from the following sources.
        1. Aksarben Foundation Grant (IDEA Program $10,000)
        2. EDA Grant dollars (Approximately $2,500 to CERD each year)

    ii. All revenue generated from fee-for-service work and programming expenses is reflected in the CERD Revolving Fund. See appendix for an updated cash flow worksheet for the revolving fund.

G.   Program Comparisons:
   a. UNK's 10 Peer Comparison Group – see appendix for comparison chart

      i. [University of Nebraska - Lincoln – Center for Entrepreneurship](#)
      ii. [University of Nebraska – Lincoln – Engler Agribusiness Entrepreneurship Program](#)
      iii. [University of Nebraska Omaha – Center for Innovation, Entrepreneurship & Franchising](#)
      iv. [Fort Hayes State University, Fort Hays, KS](#)
      v. [University of South Dakota](#)
      vi. [University of Central Missouri](#)
      vii. [Colorado Mesa University](#)
      viii. [University of Northern Iowa](#)
      ix. [Central Community College](#)
      x. [Southeast Community College](#)

H.   Future Direction:
   a. Overall assessment of current effectiveness
      i. The assessment of programs consists of number of attendees, post-event evaluations, follow-up communication, continuous engagement and continued support from collaborators and partners.
      ii. After each program and project, the CERD team does a debrief to do a SWOT and identify plans to improve or change the programming.
      iii. The CERD does have a mechanism in place to "score" each program and project. This structure is loosely based on the [Dickeson Model for Prioritizing Programs and Projects for Academic Program Review](#).

   b. Strengths
      i. The Center for Entrepreneurship and Rural Development team excels at creating quality programs to serve the needs of students, stakeholders, clients, small businesses and rural communities.
      ii. Both Aliese Hoffman and Lisa Tschauner continue their education and professional development to acquire skills and certifications needed to do continued work in this field and to contribute to the body of knowledge relied upon by their peers. Both have become certified in Design Thinking, Facilitation and as Community Development Block Grant Administers.
      iii. They are both educators. Hoffman has experience teaching youth and developing lessons and innovative activities. She also works closely as the advisor with the student-entrepreneurship organization. Hoffman received her Master's in Higher Education Student Affairs in May 2019. Tschauner has been teaching in higher education since the fall of 2008. She has written curriculum and designed courses in business, office technology, management and entrepreneurship. She has also advised the student groups and is currently working on the completion of her PhD.
      iv. The support and space in the College of Business and Technology has been an important part of the success of the CERD.

v. The engagement with students and ability to work with UNK students in a one-to-one setting to provide experiential learning opportunities that reinforce their classroom experience is an asset.

c. Areas of concern
   i. The continued growth of programs and opportunities for projects and offerings compared to the budget supporting these programs is a concern. This is not only a concern because of financial support, but labor and talent as well.
   ii. The Center of Entrepreneurship and Rural Development is at a point of evolution where the direction and purpose of the center should be more focused. This will allow a more efficient use of resources and talent. The strategic plan for the center does not identify area youth as a primary customer or part of the target audience, yet a great deal of attention is given to the development of these programs. The leadership would like to evaluate these efforts and possibly share the responsibility of building the entrepreneurial pipeline with other organizations like UNL Extension, scouting programs and community learning programs.

d. Anticipated changes or strategic repositioning
   i. There are several options to continue offering quality programming through CERD and meeting the needs of UNK students, faculty and community. The following considerations might benefit the future of the center.
      1. Add administrative support through a shared or part-time hire.
      2. Create a capstone project for an MBA Graduate Assistant on a rotating annual basis to be the Managing Director of Brewed Awakening under the advisement of CERD.This would help free up the time (approximately 15-20 hours per week) that Hoffman currently spends on Brewed Awakening.
      3. Eliminate the client consultation and eventually (AY 2021-2022) replace it with a selective (5-6 per year), accelerated program for startups or existing businesses that is very structured and incorporates the talent and skills of other UNK faculty and students for additional experiential learning opportunities. We are in contact with other organizations that do client consultation and business planning (e.g. NBDC, REAP, NEF) and we can refer clients to these services.
      4. Reduce youth programming and do more train-the-trainer programs to bring value to the entire state.
      5. Create an academic program that incorporates the Entrepreneurship Minor into the CERD with the support of the Management Dept. This will allow the CERD to be more connected with students from their first year and assist with business development throughout their college experience. This effort will also increase the number of businesses born out of CBT and through this program (similar to the Engler Agribusiness Program offered at UNL).

e. Plans for future
   i. CERD will continue to do fee-for-service research and planning work to keep growing the revolving fund to support programs and additional staffing for the future.
   ii. CERD plans to collaborate with the Engler Agribusiness Entrepreneurship Program currently located at UNL.
   iii. CERD will work closely with the new Rural Prosperity Nebraska (RPN) to align efforts throughout the state in working with rural communities and for collaboration on youth programming.

      iv. CERD will partner with other outreach centers in CBT and at UNK to produce high-quality events and programs.

      v. CERD plans to continue applying for grants and other funding resources to support programs such as LoperLInks, IDEA and other entrepreneurial efforts.

f. Center's responsiveness to change in needs of students, the community and the state?

      i. With the current onset of the COVID-19 pandemic, CERD has created, organized and hosted several small business webinars. The content from these as well as the small business basics teaching for LoperLinks will be the beginning of E-Topics. This will be an online resource, currently housed through Canvas that is accessible to all UNK faculty and professionals to use in supporting students, supplementing classroom content and consulting with small business clients. The lessons are available online and work well for remote learning.

      ii. CERD plans to also help build a program that promotes opportunities in rural communities (e.g. businesses for sale, commercial property, innovation opportunities, housing programs and training and development). This will likely be done in partnership with other organizations such as RPN.

APPENDIX

A.   CERD PROGRAMMING DETAILS AND OUTCOMES
B.   BREAKDOWN OF RESEARCH PROJECTS
C.   CERD INTAKE FORM
D.   CERD TEAM PROFESSIONAL EXPERIENCE/CV
E.   GCEC GLOBAL AWARD PRESS RELEASE
F.   2019 CASH FLOW FOR CERD REVOLVING FUND
G.   PROGRAM PRIORITIZATION PROCESS

APPENDIX A - CERD PROGRAMMING DETAILS AND OUTCOMES

LOPERLINKS – This project has been developing for the last couple of years. There is a portal (website) designed for our UNK students who are service-based and trained with specialized skills such as graphic design, website and app development, photography, copywriting, videography…etc., where they can create a profile promoting their talent for freelance jobs with small business professionals. The students must be recommended by an instructor or advisor and then watch and test out of a business basics tutorial. Business professionals can then access the website to contract the services of these students.

CURRENT STATUS: Awaiting University (OneIT) approval of Intellicom who is hosting the website, then we are ready to accept student applications.

ANTICIPATED OUTCOMES:

1. Introduces students to the opportunities of entrepreneurship.
2. Allows students the experience of working with a client.
3. Allows students the opportunity to build their portfolios.
4. Connects students with the business community.
5. Provides small business professionals with affordable talent for specialized needs in their businesses.

NOTES: *This platform, once proven feasible, could be replicated by other entrepreneurship centers at other universities. UNL has asked to license the platform for their program.*

IDEA – INTERDISCIPLINARY ENTREPRENEURSHIP ACADEMY – This program was created as an off-shoot of the Entrepreneurial Living-Learning Community which was a pilot program in 2018-2019. Based on the feedback from the involved students, we created a program that does not have the "living" requirement, but allows students to work on specific projects alongside a faculty member. The students are given the opportunity to have a community mentor to help with the projects as well. Additions to the program include a course enhancement for each faculty fellow in the program. They will submit a syllabus for a course they already teach (or one they want to teach) and we will have a team of entrepreneurship educators review and make recommendations on ways to add the entrepreneurial tone to the curriculum.

CURRENT STATUS: A cohort for 2020 was selected that included six faculty fellows and 12 student scholars.

ANTICIPATED OUTCOMES:

1. Students are exposed to entrepreneurial opportunities in Nebraska.
2. Each student or student team can work with CERD and their faculty advisor to create a customized experience that ties to their educational discipline and goals (stipend of $500).
3. Entrepreneurship and innovation are explored through a variety of different perspectives.
4. Faculty are able to update course curriculum with a rewrite (paid a stipend of $1000).
   a. This will also result in more students taught with an entrepreneurial approach.
5. Connections with communities and organizations in Nebraska.
   a. Could lead to job placement, internships and possible business succession opportunities.

NOTES: *This program was the result of the piloted ELLC. The College of Business and Technology will now offer a living-learning community and MGT-188: Global Entrepreneurship will be one of the "group" course offerings for the 2020-2021 cohort.*

E-TOPICS – An online resource developed for tools, case studies, short lessons and best practices related to the strategies of creating a business. Modules will be built within Canvas for each topic (i.e. Break-Even Point, Marketing Mix, Customer Validation, Forming an Entity, Social Media Management…etc.) that will include a downloadable PDF, short video and/or webinar lecture and a list of outside resources. These modules can be accessed by any University instructor, advisor or consultant to assist entrepreneurs and students in business development and in the teaching of courses as supplementary content. Ideally, CERD will take the lead on the creation of this resource bank, but we hope to bring in other University experts to provide lessons. This will add breadth and a variety of perspectives to the content.

CURRENT STATUS: This project is in the infancy stage with a list of topics being culminated as well as an inventory of existing resources and materials. We recently created a webinar for social media in small businesses and will use this as one of the "example" modules.

ANTICIPATED OUTCOMES:

1. One-stop shop for business assistance, organized by topic.
2. Digital content that can be accessed from anywhere.
3. Applicable business guidance with examples of usage.
4. Complimentary content for credit-courses.

NOTES: *The concept behind this program is to be a value-add option in addition to our regular curriculum and consulting services.*

WORKSHOPS – The educational workshops offered by CERD may be in the popular three-day format, using accelerated lessons and design-thinking methods or it may be offered as an 8-12 week format to meet the needs of small-business owners or working adults. The existing curriculum is topical and with the supplementary e-topics resource bank, workshops can be taught in a multitude of ways. Guest speakers and mentors are also brought into the fold of these workshops to create connections.

> **CURRENT STATUS:** CERD has offered a couple of three-day workshops in the past. Based on the feedback from community participants, offering a less time-intensive format would be a better approach to meet their needs and ability to attend. CERD is hoping to offer the workshop in early 2021.

> **ANTICIPATED OUTCOMES:**
>
> 1. Encourage business start-up.
> 2. Create a safe, collaborative environment.
> 3. Introduce area entrepreneurs to resources available to them.
> 4. Identify opportunities for area investors and lenders.
> 5. Add to the entrepreneurial network in central Nebraska.

NOTES: *We hope to find a way to incorporate both adult-learners and current UNK students into a workshop together to create positive generativity and collaboration.*

CLIENT CONSULTATION – CERD offers consultation on business basics to student and community entrepreneurs. The consultation is initiated by an intake form that is electronically submitted from the CERD website. Then an hour-long session is scheduled with Lisa and from that point, information is gathered and a "start-point" is established. Lisa creates a follow-up email with a plan of action for the entrepreneur. Often this results in a warm-hand off to another resource provider depending on the needs of the entrepreneur. If the client is willing to progress through the customized plan, CERD will continue to support and provide guidance along the way. CERD also helps with market research and planning in collaboration with other providers.

> **CURRENT STATUS:** CERD has consulted with almost 117 clients since July 2016. The rate of return or progression varies but is about 20%. Currently, many small businesses are in need of assistance due to the COVID-19 crisis, so there has been a drastic shift with a lot of demand in this area of CERD work.

> **ANTICIPATED OUTCOMES:**
>
> 1. Encourage business start-up.
> 2. Assist entrepreneurs in sound business planning.
> 3. Prepare small businesses to work with lending professionals.
> 4. Help owners learn about state and locally-funded assistance programs.
> 5. Connect entrepreneurs with UNK talent through internships, class projects, research and LoperLinks.

NOTES: *There is not a charge for initial services. However, if in-depth research is needed or marketing services beyond the "free" consultation, we can work with the business on a fee-for-service structure.*

RESEARCH – Because of the limited funding of CERD, it is necessary for the center to take on projects that create revenue. Currently, research is for organizations (mostly non-profit) that contribute to the rural development in the state. These services include economic impact studies, succession planning for area business, program reviews, strategic development and organizational facilitation. There is a special focus on Community Needs Assessments (CNAs) to assist with required community planning documents. CERD typically partners with a certified community planner to execute these projects. CERD also initiated and continues to collect data on our current students and their perceptions of living and working in Nebraska after graduation (Emerging Talent Survey).

> **CURRENT STATUS:** In the past three years, CERD has done observational research and survey design for approximately 25 communities. Lisa has taken advanced survey-design courses and both Lisa and Aliese have become certified facilitators.

> **ANTICIPATED OUTCOMES:**
>
> 1. Positive growth for rural communities and organizations.
> 2. Sound metrics to encourage private investment in Nebraska.
> 3. Informed planning for visitation and events in rural communities.
> 4. $40,000-$50,000 per year generated in revenue used for CERD expenses.
> 5. Communities are able to use the data produced to apply and/or secure funding such as CDBG, USDA, and other rural incentives.

OUTREACH/PRESENTATIONS – In alignment with the CERD mission, the team offers to do presentations at community events, organizational meetings, schools and other social engagements. Some of the recent outreach efforts include: Kiwanis, Girl Scouts, North Platte Young Professionals (Thriving Index), Connecting Entrepreneurial Communities, Loper Business Challenge presentation, FBLA judging, Gallup Builders Challenge in Grand Island, Mentor Student Entrepreneurial Teams at Grand Island Senior High, Customer Discovery Day, MarkeTech display and presenter, TriCity Area Economic Forum, Aurora High School, Junior Achievement, Holdrege Economic Development/Chamber.

> **CURRENT STATUS:** We have been offering virtual small business trainings with the Kearney Area Chamber of commerce on current business assistance and social media strategies and tools. These have been well attended and highlighted some of our area experts.

> **ANTICIPATED OUTCOMES:**
>
> 1. Keep connections relevant and alive to continue to build CERD network.
> 2. Share opportunities in CBT at UNK for recruitment of new students (indirectly and directly).
> 3. Lead to revenue-generating projects for CERD.
> 4. Enrollment in youth programs.

LIGHT IT UP – This is a celebration of entrepreneurship started in 2018. This is a new program hosted by the Center for Entrepreneurship and Rural Development. The purpose of this event is to recognize the efforts of area entrepreneurs and those supporting small busi-ness. Anyone can nominate another person for one of the awards. A UNK committee selects the final winners. Currently, awards are given for the following categories: *Student Entrepreneur, Emerging Entrepreneur, Excellence in Entrepreneurship, Alumni Entrepreneur and*

Entrepreneurial Advocate. At this ceremony, we also recognize our student CEO leaders and other CERD stakeholders.

> **CURRENT STATUS:** Although this happens each spring, the 2020 event will be pushed to late summer or early fall due to the COVID-19 crisis. Nominations are still being accepted.

> **ANTICIPATED OUTCOMES:**
>
> 1. A great public relations event.
> 2. Celebrate area professionals and their efforts, which builds a relationship that can lead to community involvement with UNK programs and students (i.e. mentorships, class/guest speakers, sponsorships).
> 3. Opportunity to recognize student projects, leaders and the CERD Advisory Council.

NOTES: *This year, the IDEA cohort was also going to be introduced and given the chance to share about their efforts.*

BIG IDEA KEARNEY – This is a business idea competition that is open to anyone with a new business idea or an innovation of an existing business product or service. Entrepreneurs submit two-minute videos of their business idea and the top ten-selected move forward to a public event. There are two separate categories; college and community. The center collaborates with other organizations to of-fer prizes and other event perks. This event has histor-ically grown each year with attendance at the live event averaging around 140. Big Idea Kearney will celebrate its tenth year in Fall of 2020 and has now inspired other communities and organizations to offer similar events.

> **CURRENT STATUS:** CERD will be offering the 10th Annual BIK event in Fall 2020 and will likely have this event on campus to showcase the new Discovery Hall building. CERD has assisted other communities like Hastings and North Platte in offering Big Idea competitions and created a recognizable brand.

> **ANTICIPATED OUTCOMES:**
>
> 1. Encourage business start-up.
> 2. Create a safe, collaborative environment.
> 3. Support student-business creation.
> 4. Introduce area entrepreneurs to resources available to them.
> 5. Identify opportunities for area investors and lenders.

NOTES: *The tenth annual event will be celebrated in a very public way.*

BIG IDEA NEBRASKA – HIGH SCHOOL – Modeled after the Big Idea Kearney competition, CERD decided to host a live-streamed pitch competition for high school students across the state of Nebraska. This online format allows all students to get involved and removes any barriers to taking part in the in-person pitch event that was held on an evening during the week. Any students who would like coaching can set up can sign up for an online call with one of the Center for Entrepreneurship team members. Idea pitches will be submitted via a survey link and the live-streamed event for the top 10

pitches will take place as a Zoom Webinar. Instructors across the state can tune in with their own classes to watch the presentations and popular vote will determine the prize winners.

> **CURRENT STATUS:** The event was scheduled for Spring 2020, but was postponed due to challenges that arose with COVID-19 and school closures. CERD will select a date to hold the first annual Big Idea Nebraska High School pitch competition in Fall of 2020.

> **ANTICIPATED OUTCOMES:**

> 1. Encourage business start-up.
> 2. Create a safe, collaborative environment.
> 3. Support student-business creation.
> 4. Introduce area entrepreneurs to resources available to them.
> 5. Identify opportunities for area investors and lenders.

NOTES: *To ensure we receive enough video submissions to carry on with the event, we are working with high school instructors to see if they will be able to work the program into their curriculum and require participation from their students.*

LEMONADE STAND – YOUTH PROGRAM – Each summer we put on entrepreneurship camps for students in Kearney and the surrounding area. The Lemonade Stand program is offered to elementary age students. We go to KCLC (Kearney Community Learning Center) and reach about 50 students with the lessons there. We also put on an evening workshop for any students who want to take part in the program who are not involved in KCLC. The students learn about creating a theme for their lemonade stand, selecting a charity that has meaning to them, marketing their business, counting money, profit and loss, food safety and customer service. Hands on activities are included and the kids seem to have a lot of fun. After they learn these lessons, the students have the opportunity to set up and sell at the Kearney Night Market which is held in downtown Kearney on Thursday evenings in the summer.

> **CURRENT STATUS:** We plan to teach the Lemonade Stand program at KCLC July 6-9 with a workshop for the public during the evening of July 6. Students who choose to set up their lemonade stands at the public expo will be able to do so at the Kearney Night Market on July 9. This curriculum may also be taught to a local 4-H group who expressed interest in teaching their younger members lessons in entrepreneurship.

ANTICIPATED OUTCOMES:

1. Planting the seed.
2. Identifying entrepreneurs in their lives.
3. Handling money.
4. Talking to customers.
5. Importance of marketing.

BIZ KIDZ – YOUTH PROGRAM – During the summer months, we also teach Biz Kidz. In this camp, middle school age students learn similar lessons at a more advanced level and instead of a lemonade stand they make their own products or services. This pushes students to think about what they are passionate about. These programs support the entrepreneurial pipeline. Getting students in programs at a young age helps to spark their interest in entrepreneurship and hopefully keeps them involved with our programs as they continue to learn and grow. Ideally, students will get involved in our youth camps, then programs in their high schools (Skills USA, FCCLA, FFA and FBLA), will come to UNK to get involved in programs we offer, and then will start their own businesses in Nebraska.

CURRENT STATUS: We plan to teach Biz Kidz in Kearney the first week of August. The public expo where students will sell their products will be held at Hy-Vee.

ANTICIPATED OUTCOMES:

1. Planting the seed.
2. Identifying entrepreneurs in their lives.
3. Handling money.
4. Talking to customers.
5. Importance of marketing.
6. Problem solving and creativity.
7. Discovering their passions.
8. Identifying resources.

NOTES: *Last year was the first time we took this program "On the Road" to Red Cloud, Nebraska. This was a great success and we plan to go to Ravenna this summer. The small-town camps include walking tours of local businesses.*

GO FOR LAUNCH – HIGH SCHOOL ENTREPRENEURSHIP PROGRAM – This program has been in the planning stages and it models the Go for Launch weekend workshop we put on for UNK students and Community members a few years ago. We would like to hold this 3-day workshop for high school students where they would stay on campus for 3 days and 2 nights to fully immerse themselves in the campus atmosphere while learning about business startup. Local business tours would be incorporated and local entrepreneurs would be guest speakers and mentors.

> **CURRENT STATUS:** The biggest barrier we have faced with this program is funding and finding a weekend that high school students aren't already busy with other extracurricular activities.

> **ANTICIPATED OUTCOMES:**

> 1. Planting the seed.
> 2. Problem solving and creativity.
> 3. Discovering their passions.
> 4. Identifying resources.

NOTES: *We would like to develop a model similar to Girls/Boys State where the local Chamber or Economic Development group will sponsor the tuition fee for a local student to attend Go for Launch at UNK.*

ENTREPRENEURSHIP ORGANIZATION – CERD advises the student entrepreneurship organization on UNK's campus which is the Collegiate Entrepreneurs' Organization (CEO). We just completed our first year of being part of this national organization. This group has weekly meetings where they plan their programs, take tours of local businesses, and take part in business challenges.

> **CURRENT STATUS:** Officer elections for the 2020-2021 team took place and we are moving forward with recruitment plans to build the team next year.

NEW VENTURE ADVENTURE (NVA) – HIGH SCHOOL PROGRAM IN COLLABORATION WITH CEO – New Venture Adventure is a legacy project of the entrepreneurship student organization on UNK's campus. This upcoming year will be the 15th year of the event. Approximately 120 high school students from 12 different schools across the state take part in the day-long program. The students are split up into groups of students from different schools. Each team has a specific color of t-shirt and is led by a UNK CEO student. The day is kicked off with a keynote speaker to inspire the students and to spark some entrepreneurial thinking for the day. Then the groups get to work. They are a part of either service, retail or manufacturing and they come up with their own business ideas. They give their businesses a name, design a logo, and create a jingle. They are given an ethics dilemma to work through. Students meet with actual realtors and bankers from Kearney businesses to select a plot of land and apply for their loan. At the end of the day, the groups present their business pitches along with their jingles to a group of professionals from UNK and the Kearney business community.

> **CURRENT STATUS:** We are identifying the CEO student leader to guide the project for the coming year.

> **ANTICIPATED OUTCOMES:**

1. Planting the seed.
2. Teamwork
3. Problem-Solving
4. Time-Management
5. Professional Behavior
6. Presentation Skills
7. Business Acumen

NVA ON THE ROAD – HIGH SCHOOL PROGRAM IN COLLABORATION WITH CEO – New Venture Adventure on the Road came to be when we were contacted by a school that was not able to attend New Venture Adventure that was held on campus. They asked if we would be able to take a group of college students to their Business Discovery Day. With this new setting, we decided to take a slightly different approach. Area schools are brought together and divided in the same way we do with New Venture Adventure. Each group is guided throughout the day by a UNK CEO student. We decided to connect the students with local businesses to work through problem solving activities for real-life problems those businesses are experiencing. We have found this approach to be impactful and successful and it connects to our mission of creating connections between students and their communities.

> **CURRENT STATUS:** Due to school closures this spring, we were unable to carry on with the two scheduled NVA on the Road programs we had planned for Ravenna and Sidney. We are working with leaders in those communities to select new dates for the next academic year.

> **ANTICIPATED OUTCOMES:**

1. Pipeline between students and businesses.
2. Collaboration
3. Design thinking
4. Time-Management
5. Connect with business community.
6. Presentation skills.
7. Business skills.
8. UNK student interaction.

BREWED AWAKENING – STUDENT-OPERATED COFFEE SHOP – This is a project of CEO and is the only student-operated business on campus. The business is led by a Board of Directors that is made up of students and all employees are students. Classes have taken on special projects like analyzing the budget in an accounting class and using Brewed Awakening as a model in a marketing class. This experiential learning opportunity is a great way for students to get first-hand business experience. They work with vendors, organize their inventory system, deal with Human Resources issues that involve things as serious as onboarding new employees and terminating others, they have redesigned their brand, added new products, negotiated a loan agreement with the Dean of the College of Business, and have worked with Business Services on campus to update their point of sales system.

CURRENT STATUS: A new STEM building (Discovery Hall) will be opening next door to where Brewed Awakening is housed and the current location is going through an extensive remodel. This could result in higher traffic to the business and negotiations are being made to work with Sodexo, the on-campus food provider.

ANTICIPATED OUTCOMES:

1. Experiential learning (business laboratory concept).
2. Real-world business experience.
3. Providing students, faculty and staff with high-quality coffee and other snack options.

APPENDIX B - BREAKDOWN OF RESEARCH PROJECTS

PROJECT	DATE	AMOUNT	Focus Groups	FG Participants	Interviews	Surveys	CNAs
Fairfield/Deweese, NE	F2013	$ 653.00					265
Fairbury Bonham Theatre	F2013	$ 3,550.00				1272	
Plattsmouth, NE	F2013	$ 3,895.00					271
Wood River, NE	F2013	$ 2,608.00					524
St. Paul, NE	S2014	$ 1,750.00					136
		$ 12,456.00					
Superior, NE	F2014	$ 1,513.00					616
Nelson, NE	S2015	$ 1,369.00					209
		$ 2,882.00					
CBT Visioning	F2015	$ 975.00	6	39			
Kearney ABC Study	F2015	$ 16,400.00	3	60	36		
Alma, NE	F2015	$ 1,499.00					357
Edgar, NE	F2015	$ 1,179.00					220
Lawrence, NE	F2015	$ 1,111.00					278
Corn Leaf Tea Study	S2016	$ 2,659.00	1	8		198	
Bertrand, NE	S2016	$ 1,225.00					190
Fairbury, NE	S2016	$ 6,630.00					2051
		$ 31,678.00					
Economic Impact of the Sandhill Cranes	S2017	$ 8,448.00				886	
Franklin, NE	S2017	$ 1,253.00					243
Shelton, NE	S2017	$ 1,310.00					450
		$ 11,011.00					
GROW NE White Clay Facilitation	F2017	$ 800.00	1	7			
GGICF (Greater Grand Island Community Foundation)	F2017	$ 4,000.00			20	197	
Archway Facilitation	F2017	$ 1,100.00	1	18			
Buffalo County Extension Facilitation	F2017	$ 650.00	1	24			
Hall County Housing Authority	S2018	$ 2,250.00	2	23	5	23	
Downtown Revitalization	S2018	$ 1,375.00				125	
Emerging Talent Survey (DTCA)	S2018	$ -				928	
5R - Pierce, NE	S2018	$ 2,175.00				224	
5R - Eagle, NE	S2018	$ 1,875.00				195	
Elmcreek, NE	S2018	$ 784.00					255
		$ 15,009.00					
Archway Adventure Course	F2018	$ 3,925.00				434	
GGICF (Greater Grand Island Community Foundation)	F2018	$ 4,000.00			20	197	
Kearney Works Facilitation	F2018	$ 5,175.00	3	15	10		
5R - Tilden, NE	F2018	$ 1,675.00	3	15			
Hall County Housing Authority	S2019	$ 2,250.00	2	23	5	23	
Kearney Viaero Event Center	S2019	$ 7,000.00				623	
StapeltonMarket Co-op	S2019	$ 5,732.00				100	
UNK Accounting Dept. Facilitation	S2019	$ 250.00	1	5		17	
Emerging Talent Survey (DTCA)	S2019					189	
5R - Firth, NE	S2019	$ 2,550.00	5	6	13	59	
5R - Norton, KS	S2019	$ 5,157.00	5	7	8	302	
		$ 37,714.00					
GGICF (Greater Grand Island Community Foundation)	F2019	$ 4,000.00			20	198	
UNK Library Facilitation	F2019	$ 250.00	2	32			
UNK CBT Career Center Facilitation	F2019	$ -	1	4			
5R - Arapahoe, NE	F2019	$ 4,150.00	3	9	10	182	
Superior, NE	F2019	$ 600.00					138
Emerging Talent Survey (DTCA)	S2019					159	
5R - Cortland, NE	S2020	$ 3,075.00	4	4	7	95	
5R - Stanton, NE	S2020	$ 2,925.00	4	7	10	190	
		$ 15,000.00					
TOTALS		$125,750.00	48	306	164	6816	6203

APPENDIX C - CERD INTAKE FORM

CERD Client Intake Form

CENTER FOR ENTREPRENEURSHIP AND RURAL DEVELOPMENT

Thank you for reaching out to the Center for Entrepreneurship and Rural Development (CERD). We are an outreach center at UNK, located in the College of Business and Technology. We are here to serve students and members of the community in small business development. We also serve area organizations in need of facilitation, research and strategic planning.

To initiate contact, please complete the form below. All information collected is confidential and secure. We will contact you to set up a meeting to discuss your needs.

GENERAL INFORMATION

Contact Name:

_____

Name of Business or Organization:

_____

Contact Phone:

_____

Contact Email Address:

_____

Contact Business Address (city, state, zip):

_____

Business/Organization Website (if applicable):

_____

Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development (check all that apply).

- o   Business Consultation (no fee) (1)
- o   Start-Up Assistance (no fee) (2)
- o   Product/Service Development (3)

- o Organizational Facilitation (4)
- o Strategic Planning (5)
- o Economic Impact Study (6)
- o Community Needs Assessment (13)
- o City/Village Planning (14)
- o Observational Research (Focus Groups/Interviews) (7)
- o Student/Faculty Research (8)
- o Student Intern (9)
- o Presentation or Class on Entrepreneurship (10)
- o Youth Education (15)
- o Financing or Loan Preparation (11)
- o Market Research Data (12)
- o Consultation on Nebraska Thriving Index (17)

How did you hear about CERD?

- o Class/Instructor (1)
- o Word of Mouth (2)
- o Newsletter (3)
- o Facebook (4)
- o Trade/Business Show (5)
- o Community/Organization Meeting (6)
- o Referral from other client (7)
- o Other (8) _____

Display This Question:

*If Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... =
Presentation or Class on Entrepreneurship*

What kind of presentation are you interested in for your class, organization or at a specific event?

- o General Entrepreneurship (1)
- o Innovation in the Workplace (2)
- o Economic Impact for Rural Development (3)
- o Market Research and Validation (4)
- o Social Media for Business (5)
- o Community Assessments and Planning (6)
- o Other: (7) _____
- o I am not interested in a presentation, I want to take a class or workshop. Please contact me with options. (8)

Display This Question:

If Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Presentation or Class on Entrepreneurship

Please describe the class, organization or event for which you are requesting a presentation:

_____

Display This Question:

If Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Presentation or Class on Entrepreneurship

And What kind of presentation are you interested in for your class, organization or at a specific event? != I am not interested in a presentation, I want to take a class or workshop. Please contact me with options.

What date(s) would you like to have a presentation?

_____

Display This Question:

If Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Presentation or Class on Entrepreneurship

And What kind of presentation are you interested in for your class, organization or at a specific event? != I am not interested in a presentation, I want to take a class or workshop. Please contact me with options.

Please describe the audience (number of people, ages, any other specific information):

_____

Display This Question:

If Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Business Consultation (no fee)

Or Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Start-Up Assistance (no fee)

Or Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Product/Service Development

Or Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Financing or Loan Preparation

Or Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Market Research Data

Or Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Observational Research (Focus Groups/Interviews)

Describe your business, product, service or idea:

_____

_____

_____

_____

_____

Which category best describes your business or idea?

o   Agriculture (1)
o   Construction (2)
o   Transportation (3)
o   Manufacturing - General (4)
o   Manufacturing - Food Preparation (5)
o   Manufacturing - Technology (6)
o   Retail Trade - Physical Location (7)
o   Retail Trade - Online Sales (8)
o   Services - Automotive (9)
o   Services - Business (10)
o   Services - Financial (11)
o   Services - Healthcare (12)
o   Services - Technology (13)
o   Services - Recreational (14)
o   Services - Personal (15)
o   Services - Other (16)
o   Multilevel Marketing (17)
o   Non-Profit Development (18)
o   Miscellaneous - Other (19)

Q16 Please tell us the size of the community/population you would like to research:

- o 0-500 population (1)
- o 501-1000 population (2)
- o 1001-3000 population (3)
- o 3000-5000 population (4)
- o 5000-10,000 population (5)
- o 10,000-15,000 population (6)
- o 15,001-24,999 population (7)
- o 25,000+ population (8)

Explain the overall goal or purpose for this work in the community:

- o Justification for tax initiatives (1)
- o Preparation for grant applications (2)
- o Improve services and resources in community (3)
- o Required for federal or state funding (4)
- o Other: (5) _____

Please tell us the size of the organization or business in need of services:

o 1-10 people (1)
o 11-25 people (2)
o 26-40 people (3)
o 41-65 people (4)
o 66 - 80 people (5)
o 81-100 people (6)
o 101-150 people (7)
o 151- 200 people (8)
o 201-300 people (9)
o 301 or more people (10)

Display This Question:

If Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Organizational Facilitation

Or Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Strategic Planning

Or Please indicate the assistance needed from the Center for Entrepreneurship and Rural Development... = Observational Res

Explain the overall goal or purpose for this work with the organization or business:

o Professional development (1)
o Realignment of roles (2)
o Team building (3)
o Innovation (4)
o Preparation for grant applications (5)
o Expansion or growth goals (6)
o Required for federal or state funding (7)
o Other: (8) _____

Lisa E. Tschauner

EDUCATION

Present	**Ph.D HUMAN SCIENCES WITH SPECIALIZATION IN LEADERSHIP STUDIES - UNIVERSITY OF NEBRASKA LINCOLN** **GRADUATE COURSES COMPLETED** ALEC 833 - Dynamics of Effective Leadership in Groups & Teams (SP2020) EDAD 935 - Workforce, Economic and Community Education (SP 2019) SRAM 945 - Survey and Questionnaire Design (SP 2017)
2010	**MASTER OF SCIENCE DEGREE, PERU STATE COLLEGE** **Organizational Management** Emphasis in Entrepreneurship and Economic Development Internship Fall 2009-Spring 2010 – Created an IMC campaign for Entrepreneurship Programs at Central Community College and developed, implemented and completed a successful entrepreneurship workshop and assisted in the creation of a supplemental course.
2007	**BACHELOR OF ARTS DEGREE, DOANE UNIVERSITY May 2007** **Organizational Communication** **PROFESSIONAL LICENSES AND CERTIFICATIONS** Design Thinking Certification – IDEO U, Summer 2020 Certified Strategic Planning Facilitator - Technology of Participation™ Certified Community Block Grant Administrator, Nebraska Dept. of Economic Development Licensed Nebraska Real Estate Sales Agent, April 2007 - Present Growth Wheel ™ Certification for Business Coaching, August 2014 UNL Nebraska EDGE – Instructor Certification through NxLeveL™ Education Foundation - August 2010

ACADEMIC/RESEARCH INTERESTS

Student Engagement, Distance Learning/Blended Methods, Experiential Learning Environments, Entrepreneurship and Innovation, Rural Talent Attraction and Sustainability, Organizational Psychology, Organizational Development, Workforce Development, Rural Education, Order Bias in Educational Settings, Leadership Theory.

PROFESSIONAL EXPERIENCE

Director of the Center for Entrepreneurship and Rural Development
University of Nebraska at Kearney, June 2016 - present

Lead and support a team of passionate entrepreneurship and business educators, stakeholders and students to foster innovation and business generation through the College of Business and Technology. Responsible for strategic direction of center, budget planning, programming, research and outreach. Faculty advisor for the award-winning Enactus, student organization. Oversee the advisement and operation of a student-operated coffee shop on campus.

Successes and initiatives:
- ❏ Development of an Entrepreneurial Living-Learning Community with a mentorship program built in, regular business "entrepretours," and challenges.
- ❏ Have been responsible for significant growth in all existing programs including youth education, idea contests, small business workshops, seminars and events.
- ❏ Work with a regular portfolio of community entrepreneurship clients with $1M+ in annual revenue generation.
- ❏ Recognized globally as a top entrepreneurship center (finalist) for Entrepreneurial Student Engagement by GCEC.
- ❏ Created IDEA, Inter-Disciplinary Entrepreneurship Academy faculty/student program.
- ❏ Launched a college-wide student services portal, LoperLinks, to connect skilled students with small business clients for freelance, contract work experiences.
- ❏ Represent the college in a variety of capacities and also participate on committees and system-wide grant teams. Lead principal working on Nebraska University System EDA grant.
- ❏ Propose, conduct and report fee-for-service research pertaining to economic and rural development as well as assisting area organizations with program review and strategic development. This has led to helping communities and organizations secure over $2.4M in development grant funding.
- ❏ Work with a variety of industry clients on efforts of research and development leading to technical assistance and commercialization.
- ❏ Teaching is an additional option in this role and have taught MKT 388 Emerging Marketing Trends and MGT 188 Global Entrepreneurship.

Chief Purveyor of Ingenuity (CEO)
Open for Business Magazine LLC, Central NE, September 2013 - December 2018

Direct daily operations of O4B including sales, content procurement, accounts receivable, payable, payroll, human resources, management of vendor/supplier contracts and advertising contracts. Assist with bimonthly publication, website and social media activity. Write articles, interview subjects. Approve final layout and content. Manage community involvement efforts, event coordination and build business network. Arrange public speaking engagements and sponsorship collaboration. Responsible for growing business from start-up to profit within the first year. Publication has grown from 36 to 56 pages. During peak operation, team increased from two to six with seasonal interns. openforbusinessmagazine.com

Adjunct Instructor
Bellevue University, Central Community College (FA08-SP15) & Doane University (SP10) Omaha, NE,
Hastings, NE & Grand Island, NE, August 2008 - August 2016

Teach courses in marketing, entrepreneurship, business and personal development curriculum to college
students. Assist with student development and goals for optimal educational experience. Taught in a
variety of formats including lecture, online, distance learning, blended and individualized instruction.

Entrepreneurship Director
Central Community College – Hastings, NE, August 2008 - August 2012

Development of Entrepreneurship Center and brand for college. Responsible for educating community
and students about entrepreneurial opportunities. Recognized by Board of Governors as a program of
growth and asked to present at campus-wide and college-wide in-service events. Presented
Entrepreneurship information and activities to over 1000 students during 2009-2011. Developed the
entrepreneurship workshop on the Hastings and Grand Island Campuses. Grew enrollment in classes and
workshops by over 200%. Grant team that was the recipient of the HED International Entrepreneurship
Grant. Winner in a national video competition of community colleges for recruitment efforts of alumni
entrepreneurs resulting in a cash prize for the Entrepreneurship Center.

Business Consultant & Coach
Statement., LLC & Dynamic Concepts - Hastings, NE, July 2010 - July 2016

Provided private companies with specialized work in the following areas: Business training, strategy and
organizational development, SOP creation, team building, product development and launch, graphic
design and branding, online media strategies including social media management, sales strategy and
measurement, budget and cash flow analysis, sustainability planning and motivational speaking and
workshops. http://dynamicconceptsbts.blogspot.com

Author and Speaker
Rule of Thumb Business Series, August 2012 - Present
A Guide to Customer Service and Business Relationships

A 10-chapter book with practical customer service tactics and strategies for business professionals.
Written in an applicable fashion with instant tips and tools that can be implemented into any business
environment. Various business articles and research reports that have been published in journals,
magazines and online. Current book in progress with contract for publishing on pricing and business
valuation.https://www.amazon.com/Rule-Thumb-Customer-Business-Relationships-
ebook/dp/B00SW0UMVC/ref=sr_1_1?keywords=lisa+tschauner&qid=1578757504&sr=8-1

OTHER PROFESSIONAL EXPERIENCE:

- ❏ Leadership Nebraska, 2020-2021
- ❏ Gallup Clifton Strengths Coach Training
- ❏ Licensed Real Estate Agent
- ❏ Inside Sales/Office Management - Pella Windows
- ❏ Marketing Director - Regency Retirement
- ❏ Sales Manager & Leadership - MCI Worldcom - Denver, CO
- ❏ Sales Manager/ Product Development/ Telecommunications - KN Energy

VOLUNTEER WORK/AFFILIATIONS/MEMBERSHIPS

- ❏ United States Association of Small Business Entrepreneurship (USASBE), 2019 to present
- ❏ USASBE Special Interest Group: Rural Entrepreneurship, 2020
- ❏ Board of Directors, Kearney ReUse It Center, 2019 to present
- ❏ Nebraska Women in Higher Education Leadership, 2019 to present
- ❏ Sam Walton Free Enterprise Fellow, 2017-2019
- ❏ Global Consortium of Entrepreneurship Centers (GCEC), 2016 to present
- ❏ Leadership UNK, 2016-2017
- ❏ Kearney Area Entrepreneurs, 2016 to present
- ❏ Advisory Board, University of Nebraska, Center for Rural Research & Development, 2013 - 2016
- ❏ The Lark Performance Venue & Listening Room Music Series, Board of Directors, 2014 - Present
- ❏ Member of Nebraska Entrepreneurship Task Force Statewide coalition Education & Service (Chair-Elect, 2012)
- ❏ Member of the NICHE Media Association, 2014 - 2016
- ❏ Small Business Association of the Midlands, Board of Directors (2012)
- ❏ Member of the National Association of Community College Entrepreneurship (NACCE), 2008-2013
- ❏ Member of Hastings Area Business-Industry-Education sub-committee of Chamber
- ❏ Hastings Entrepreneurs Club - Director 2009-2012
- ❏ PK Innovators/Inventors and Entrepreneurs Club
- ❏ Board Member of Hastings Area Habitat for Humanity – 2007-2010
- ❏ Member of Chamber of Commerce, Hastings, Kearney & Grand Island, NE
- ❏ NETWork Hastings Member - Present
- ❏ Hastings Community Theatre - Cast Member, Fall 2013
- ❏ Member of the National Realtors' Association, Nebraska Realtors Association, 2007-2012
- ❏ Hastings YMCA Board of Directors, January 2002 – 2003
- ❏ Member of the Adam's County Historical Society
- ❏ Member of Friends of the Public Library – Hastings

TEACHING EXPERIENCE

University of Nebraska at Kearney
MKT 388 - Emerging Marketing Trends
MGT 188 - Global Entrepreneurship*

Bellevue University
MBA 635 - Marketing Management & New Media Strategies
BA 456/MBA 656- International Consumer Behavior
BA 455/MBA 655 - Internet Marketing

Central Community College

ENTR 1050 – Intro to Entrepreneurship*	**ENTR 2060** – Entrepreneurship Legal Issues*	**ENTR**
2040 – Entrepreneurship Feasibility*	**ENTR 2050** – Marketing for the Entrepreneur*	**ENTR**
2030 – Microenterprise Venture*	**ENTR 1876** – Become an Entrepreneur*	**BSAD**
1520 – Project Management*	**OFFT 1000** – Basic Computer Management	**OFFT**
1100 – Intro to Business Technology	**OFFT 1200** – Workplace Interaction	**OFFT**
1270 – Keyboarding	**OFFT 1470** – Electronic Calculators	**OFFT**
2550 – Advanced MS Integration	**PRVD 1030** – Successful Job Relations	**PRVD**
1850 – Employment Search & Interview*	**PRDV 1950** – Professional Portfolio Creation*	**PRDV**
1090 – College Foundations		

Doane University
CSA 101 – Introduction to Word Documents
CSA 102 – Introduction to Spreadsheets
CSA 237– Introduction to Presentations

*indicates course author

Favorite Teaching Ideologies and Communication Theories

SERVICE LEARNING - John Dewey   DESIGN THINKING - David M. Kelley & Tim Brown
EXPERIENTIAL LEARNING - Kolb   APPRECIATIVE INQUIRY - Cooperrider & Srivasta
COMMITMENT VS. COMPLIANCE   PROBLEM-BASED CASE LEARNING - Vygotsky
UNCERTAINTY REDUCTION THEORY - Charles Berger

TECHNICAL SKILLS

Business Planning and Registration	USPTO Search and Registration/Filings
Gallup Clifton Strengths Coach	IT Knowledge/Basic Programming
Database Design	Graphic Design
Microsoft Professional Suite	CRM Programs - Various
HTML/Web Design	QuickBooks - Accounting & PO

Adobe - InDesign, Photoshop, Illustrator, Premiere Pro, Audition, Acrobat & Muse
Project Management - Various Platforms & Methodologies
Qualitative and Quantitative Research Design Methods and Software Tools including SPSS, IMPLAN, ESRI,and Qualtrics.

RESEARCH AND SCHOLARLY ACTIVITIES

CONFERENCES AND PRESENTATIONS:
- ❏ USASBE Conference - New Orleans, January 2020
- ❏ Nebraska Women in Higher Education Leadership Conference - Lincoln, NE, November 2019
- ❏ Keynote Speaker - Nebraska Enterprise Fund's 25th Anniversary Event, Kearney 2019
- ❏ TriCity Area Economic Forum - Emerging Talent Survey Results Presented 2019
- ❏ Nebraska Career Education Conference Presenter - June 2019
- ❏ REACH Symposium Keynote Speaker, Grand Island, NE April 2019
- ❏ College of Business and Technology, Dean Search Committee - 2018-2019
- ❏ UNO Data User's Conference, 2018 & 2019
- ❏ NE Entrepreneurship Best Practices Summit - 2018 Breakout Speaker; Connecting Campus and Community through freelance work
- ❏ Living/Learning Roundtable Conference, University of Utah 2018 and University of Wisconsin 2017
- ❏ UNK Executive Education Speaker and Workshop Presenter - Various Dates 2017-2019
- ❏ NE Entrepreneurship Best Practices Summit - 2017 Keynote Speaker
- ❏ TriCity Area Economic Forum, 2016 & 2017 - Breakout facilitator 2018
- ❏ Global Consortium of Entrepreneurship Centers Conference (GCEC) 2017 - Presenter; Connecting campus and community
- ❏ Inside/Outside Innovation Summit - June 2017
- ❏ USPTO Intellectual Property Workshop, 2016
- ❏ GCEC Attendee 2016
- ❏ MCC Heartland Student Entrepreneurship Conference - Presenter, Emerging Marketing Trends, 2016
- ❏ Big Omaha, 2015 & 2016
- ❏ Midwest Entrepreneurship Conference, UNO - 2015
- ❏ Keynote Presenter at ResCare Workforce Development - Regional Conference, Fall 2016 & Statewide Conference April 2016
- ❏ Organizer and Facilitator of ProCode Business Innovation Conference, Hastings, April 20, 2016
- ❏ Keynote Address - Metro Community College Entrepreneurship Educator Conference, April 2016
- ❏ Organizer and Facilitator of O4B's Big Idea Hastings Business Idea competition, October 2015
- ❏ Presented at Leadership Hastings - Topic: Confident & Creative Leadership, April 2015, October 2015, April 2016
- ❏ Kearney Chamber of Commerce YOUniversity - Customer Service Training, January 2015
- ❏ REAP Women's Conference, Sponsor, Speaker and Network Facilitator, March 2014 & 2015
- ❏ GrowNebraska MarketTech Sponsor and Facilitator, April 2014, March 2015, April 2016
- ❏ Niche Media Conference, Denver, CO 2014 & New Orleans, LA 2015
- ❏ Presented to Rotary in Kearney and Hastings, NE 2014 & 2015
- ❏ Presented to Kiwanis Clubs, various dates
- ❏ Judged for SkillsUSA - multiple years
- ❏ Presenter for Entre-Ed Consortium Conference in November 2012
- ❏ Judge for National FBLA Business Plan Competition (2012)

- ❏ Judge for State FBLA Entrepreneurship & Public Speaking Conference (2012 & 2013)
- ❏ Presenter at NACCE Conference, Portland, OR (October 2011)
- ❏ City Universities of New York (CUNY) Virtual Enterprise Training – Grant funded through the National Science Foundation (June 2011)
- ❏ Worked with international business education team on grant-funded project to assist Bahrain with business development efforts through Polytechnic University (Summer/Fall 2011)
- ❏ NEET Facilitator and Presenter with NET Force, June 2011 (grant-funded by Partners for Innovation the facilitators of Perkins Funds)
- ❏ Presented to 130 Future Problem Solvers of America on the topic of Entrepreneurship & Intrapreneurship
- ❏ Presentation to Arbor Education and Training Staff on Different Personalities in the Workplace – April, 2010
- ❏ Judge in Entrepreneurship for Nebraska High School FCCLA State Championship
- ❏ Speaker at INFOTEC Conference for Social Entrepreneurship Session

PUBLISHED WORK
- ❏ Youth Leadership in Rural Communities, submitted in May 2020 as a UNL IANR NebGuide
- ❏ Economic Impact of the Viaero Event Center in Kearney, NE July 2019
- ❏ Emerging Talent Survey (ongoing) - https://www.youtube.com/watch?v=HTKxwkjbTNc
- ❏ Economic Impact of the Sandhill Crane Migration - Various media outlets, 2017
- ❏ Multiple Articles on various business topics published in Open for Business Magazine Jan 2014 - Present
- ❏ Small Business Guide to Customer Service and Relationships, Rule of Thumb Series, WriteLife® Publishing, Omaha, NE
- ❏ Beyond the Classroom Walls… – Winter/Spring 2013 Community College Entrepreneurship Journal, the National Association of Community College Entrepreneurship (NACCE)
- ❏ Entrepreneurship Students Partner with Community to Make it Happen! – Summer/Fall 2012 Community College Entrepreneurship Journal, a publication of the National Association of Community College Entrepreneurship (NACCE), pg. 27 http://c.ymcdn.com/sites/www.nacce.com/resource/resmgr/journals/summerfalljournal2012.pdf
- ❏ Informal Group Stimulates Business Growth - Spring/Summer 2012 Community College Entrepreneurship Journal, a publication of the National Association of Community College Entrepreneurship (NACCE), pg. 17 http://www.nacce.com/resource/resmgr/journals/springsummer2012journalfinal.pdf
- ❏ Dynamic Concepts, Blog @ www.dynamicconceptsbts.com
- ❏ Social Entrepreneurship at Its Best – TOMS, published online March 2010 @ http://www.nxbizsuccess.com/blog
- ❏ Nebraska Entrepreneurship Education Training (NEET) Program: Creative Thinking & Innovation in Your Classroom, published November 2011 in NACCE Journal
- ❏ Entrepreneurship Education in Practice; Central Community College Pilot Workshop Hits the Mark, published August 2010 in NACCE Journal
- ❏ Connections to the Past – Adams County Historical Society, script for DVD Production, 2006
- ❏ Adams County Business Services Survey in collaboration with Hastings Economic Development Corporation

Research in Progress:
Adapted version of McDonald's "Red Paperclip Project" in higher education entrepreneurship
Various Community Needs Assessments for planning with external clients
Emerging Talent Retention in the Midwest; what attracts young talent to communities
Accelerator vs. Incubator; The differences of business development models
Impact on Customer Service Experience with Awareness Campaign (applied Hawthorne Effect)
The Real Estate Organizational Business Model
Micro-Enterprise Loan Programs in Third-World/Impoverished countries
Generational Differences in the Workplace

ALIESE HOFFMAN

Kearney, NE 68845 | hoffmanal2@unk.edu | 402.746.4288

EDUCATION

University of Nebraska at Kearney   **(January 2017 – May 2019)**
- Master of Science in Education, Higher Education Student Affairs
- GPA: 4.0

University of Nebraska at Kearney   **(August 2009 – December 2013)**
- Bachelor of Science in Business Administration, Emphasis in Management
- GPA: 3.86

Academic Honors
- Member of Phi Kappa Phi National Honor Society   **(Inducted April 2019)**
- Member of Beta Gamma Sigma National Honor Society   **(Inducted April 2012)**
- Member of Phi Eta Sigma National Honor Society   **(Inducted April 2010)**
- Awarded "Outstanding Graduate" in Business Management   **(May 2014)**

WORK EXPERIENCE

Assistant Director   **(July 2019 – Present)**
Coordinator of Experiential Student Entrepreneurship Education   **(March 2018 – June 2019)**
University of Nebraska at Kearney, Center for Entrepreneurship and Rural Development
- Educate through supervision of the student-run coffee shop, co-advise the Collegiate Entrepreneurs' Organization student group, teach and develop youth programs.
- Plan and coordinate outreach events for community members of all ages including the Big Idea Kearney idea contest, Go for Launch weekend workshops, Light It Up awards ceremony, and Central Nebraska Startup Week.
- Conduct market research through community needs assessments, focus group facilitation, and stakeholder interviews.

Administrative Specialist   **(August 2015 – February 2018)**
University of Nebraska at Kearney, Center for Entrepreneurship and Rural Development
- Perform daily operations of the office including accounts payable, accounts receivable, travel coordination, scheduling, and organization of the office.
- Assist with Tri-City Area Economic Forum and Executive Education programs by providing organizational and event planning support.
- Professionally communicate by phone, email and in-person interactions with students, faculty, staff, and stakeholders.

Front Desk Manager   **(December 2013 – August 2015)**
Younes Hospitality, Hampton Inn
- Worked to provide quality customer service to guests while leading front desk employees.
- Planned and coordinated group meetings including coordination of food, room setup, and communication with professionals.
- Efficiently performed daily operations, booked group travel, and arranged room blocks.

ALIESE HOFFMAN

Kearney, NE 68845 | hoffmanal2@unk.edu | 402.746.4288

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Honors
- UNK Student Supervisor of the Year (April 2019)
- UNK Staff Award for Excellence (August 2018)

PROFESSIONAL DEVELOPMENT

Member | Chair | Current President for the Board of Graduates

Leadership UNK   **(August 2016-Present)**
- This group has helped me build leadership skills and connect with many people and resources on the UNK campus.
- As Chair of the program, I coordinated class sessions and further familiarized myself with people and resources on the UNK campus.
- Leading the Board of Graduates improved my ability to guide a group toward a common goal.

Volunteer

Junior Achievement of Kearney   **(January 2016-Present)**
- Volunteer to teach business curriculum to elementary age students in Kearney.
- Develop student's interest in business.
- Develop teaching style and expand teaching abilities.

Member

Business and Education Committee   **(August 2015-Present)**
- As part of the Kearney Area Chamber of Commerce, this group helps me to build a network of professionals in the Kearney area and learn more about available programs.
- The purpose is to advance opportunities for small business, promote diversity, and educate members about current trends and technologies.
- This group works to connect students with business and educational opportunities to equip and develop future leaders.

Member

Nebraska Entrepreneurship Taskforce (NETForce)   **(August 2015-Present)**
- Build professional connections with educators and entrepreneurship advocates from across Nebraska.
- Learn current education and innovation trends.
- Planning committee member for Entrepreneurship Best Practices Summit.

Member

Community Catalyst   **(March 2019-Present)**
- Gain advice, expertise, and support from peers.
- Focus on personal and professional development to deepen value as a community change agent in order to build and sustain community life.

Certifications Earned

Technology of Participation Facilitation   **(August 2019)**
IDEO U Design Thinking   **(July 2020)**

GCEC GLOBAL CONSORTIUM OF ENTREPRENEURSHIP CENTERS

FOR IMMEDIATE RELEASE

Mary Lynn Fernau
713-348-5274
mlfernau@rice.edu

Twelve universities recognized for outstanding entrepreneurship programs at 2018 Global Consortium of Entrepreneurship Centers Conference

HOUSTON – (Oct. 23, 2018) – Universities committed to innovative entrepreneurship education and programs were recognized for their outstanding programs at the 2018 Global Consortium of Entrepreneurship (GCEC) conference in Chicago, Oct. 18-20.   Now in its twenty-second year, the GCEC Conference was attended by more than 540 individuals from 250 top universities from around the globe, the most in the history of the organization.

Universities specializing in venture creation and specialty programs, such as women entrepreneurship, were among the acknowledged. The award winners were selected through a rigorous nomination and evaluation process undergoing review by a panel of 35 academic peers. More than 100 university programs were nominated this year from the 250 GCEC member schools. Awards were presented in seven categories including the top award, the Nasdaq Center of Entrepreneurial Excellence award. Since 2000, Nasdaq has honored university centers that have made and will continue to make enormous contributions in advancing entrepreneurship as the force in economic growth throughout the world.   The Nasdaq award was presented by Pam Buchanan, Managing Director of Nasdaq.

"Entrepreneurship has become a central and vibrant educational component at most top universities around the world. Universities play a critical role in global innovation and economic development," said Brad Burke, executive director of the GCEC and managing director of the Rice Alliance for Technology and Entrepreneurship, Rice University. "The GCEC has been a driver of vigorous and innovative academic and experiential entrepreneurial programs. More and more institutes of higher education are recognizing that teaching entrepreneurial skills are key to the success of our students and the world's future economy."

Complete list of award winners below:
Outstanding Contributions to Venture Creation
Winners: (two winners)

University in Stockholm, Sweden	Stockholm School of Entrepreneurship
Michigan State University	MSU Entrepreneurship

Finalists:

Babson College	Arthur M. Blank Center for Entrepreneurship
The University of Notre Dame	The IDEA Center
Northern Kentucky University	Center for Innovation & Entrepreneurship

Excellence in Specialty Entrepreneurship Education
Winner:

Babson College	Center for Women's Entrepreneurial Leadership

Finalists:

Syracuse University	Institute for Veterans and Military Families
Miami University	Institute for Entrepreneurship
Massachusetts Institute of Technology	Tata Center for Design and Technology
University of Colorado - Boulder	Deming Center for Entrepreneurship

Excellence in Entrepreneurship Teaching and Pedagogical Innovation
Winner:

Baylor University	John F. Baugh Center for Entrepreneurship and Free Enterprise

Finalists:

University of Virginia	School of Engineering and Applied Science
North Carolina State University	NC State Entrepreneurship
Wake Forest University	Center for Entrepreneurship
University of Wales Trinity Saint David	International Institute for Creative Entrepreneurial Development

Outstanding Student Engagement & Leadership
Winners: (two winners)

The University of Notre Dame	The IDEA Center
Georgetown University	Georgetown Entrepreneurship Initiative

Finalists:

University of North Carolina Wilmington	Center for Innovation and Entrepreneurship
University of Nebraska at Kearney	Center for Entrepreneurship and Rural Development
Cornell University	Entrepreneurship at Cornell

Outstanding Emerging Entrepreneurship Center
Winners: (three winners)

Sydney School of Entrepreneurship	Sydney School of Entrepreneurship
Virginia Tech	Apex Center for Entrepreneurs
Vanderbilt University	the Wond'ry

Finalists:

West Virginia University	LaunchLab
Smith College	Jill Ker Conway Innovation and Entrepreneurship Center
Federal University of Itajuba	Entrepreneurship Center of the Federal University of Itajuba

Exceptional Activities in Entrepreneurship Across Disciplines
Winners: (two winners)

University of Massachusetts Lowell	DifferenceMaker Program
University of Utah	Lassonde Entrepreneur Institute

Finalists:

London South Bank University	Clarence Centre for Enterprise and Innovation
California State University, Chico	Center for Entrepreneurship
Purdue University	Burton D. Morgan Center for Entrepreneurship

NASDAQ Center of Entrepreneurial Excellence

San Diego State University	Lavin Entrepreneurship Center

The GCEC is the premier academic organization addressing the emerging topics of importance to the nation's university-based centers for entrepreneurship. It has become the vehicle by which the top, established entrepreneurship centers, as well as emerging centers, can work together to share best practices, develop programs and initiatives, and collaborate and assist each other in advancing, strengthening, and celebrating the role of universities in teaching the entrepreneurs of tomorrow.

This year's GCEC Conference was hosted by DePaul University and the Illinois Institute of Technology (IIT), and supported by other Chicago universities, including Northwestern University and the University of Chicago. Chicago Mayor Rahm Emanuel provided the opening address to the conference, along with the Presidents of DePaul, Dr. Gabriel Esteban and IIT, Dr. Alan W. Cramb.

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APPENDIX E - CERD REVOLVING CASH FLOW

Months	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTALS
(A) BEGINNING CASH BALANCE	48,412.53	39,653.51	31,033.90	34,381.07	30,769.90	27,946.34	31,889.43	32,450.52	32,196.25	33,605.68	33,599.95	31,511.85	
(B) CASH IN FROM OPERATIONS													
Operating Cash In													
1 Facilitation/training	-	-	618.75	-	-	-	-	-	-	-	-	250.00	868.75
2 Research	-	-	2,787.50	-	-	4,650.00	1,750.00	-	1,481.25	-	-	6,037.50	16,704.25
3 Program Review	-	-	-	-	-	-	-	-	-	1,250.00	-	-	1,250.00
4 CNA study	-	-	-	-	-	-	212.50	-	600.00	-	-	-	812.50
5 Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	3,000.00	3,000.00
Total Operating Cash In (B)	-	-	3,406.25	-	-	4,650.00	1,962.50	-	2,081.25	1,250.00	-	9,287.50	22,637.50
(C) OPERATING CASH OUT													
(C1) Variable Expenses (Cost of Goods Sold)													
6 Facilitation/training materials	-	-	-	-	-	16.17	9.94	-	24.97	-	-	-	51.08
7 Research Database Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
8 Research Stipends	-	-	-	-	2,476.05	-	-	-	-	-	-	-	2,476.05
9 Direct Labor	-	-	-	-	-	-	-	-	-	-	-	-	-
10 CNA Printing	-	-	-	-	-	-	-	-	-	-	-	-	-
11 Miscellaneous	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Variable Expenses (C1)	-	-	-	-	2,476.05	16.17	9.94	-	24.97	-	-	-	2,527.13
(C2) Operating Expenses													
12 Accounting	-	-	-	-	-	-	-	-	-	-	338.10	-	338.10
13 Advertising/Promotion	-	335.69	-	-	-	-	-	-	45.04	-	-	-	380.73
14 Sponsorships	-	-	-	-	-	500.00	-	-	-	-	-	-	500.00
15 Conference Registration	1,400.00	-	-	1,877.00	-	-	-	-	-	1,250.00	1,750.00	-	6,147.00
16 Credit Card Fees	-	-	-	-	-	-	(250.00)	-	-	-	-	-	(250.00)
17 Education/training	-	-	-	-	-	-	-	-	-	-	-	2,396.00	2,396.00
18 Entertainment/Meals	-	155.58	-	-	37.93	95.99	323.19	-	-	-	-	-	612.69
19 Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-
20 Foreign Travel Fees	-	-	-	-	100.00	-	-	-	-	-	-	20.00	120.00
21 Internet	-	-	-	-	-	-	-	-	-	-	-	-	-
22 Miscellaneous	7,281.25	-	-	-	-	-	-	-	500.00	-	-	-	7,781.25
23 Office	-	7,615.00	-	139.42	-	-	12.99	-	-	-	-	-	7,767.41
24 Payroll	-	-	-	-	-	-	-	-	-	-	-	-	-
25 Payroll Work Study	-	-	-	-	-	-	-	-	-	-	-	-	-
26 Payroll Benefits	-	-	-	-	-	-	-	-	-	-	-	-	-
27 Rental - Hotel/ Car	33.00	466.54	33.00	33.00	110.83	-	1,006.50	-	34.00	-	-	-	1,716.87
28 Salary (owner)	-	-	-	-	-	-	-	-	-	-	-	-	-
29 Subscriptions/Memberships/Dues	-	-	-	-	-	-	75.00	-	-	-	-	-	75.00
30 Supplies - Copies	-	-	-	42.89	-	-	-	205.10	10.10	5.73	-	-	263.82
31 Taxes/Licenses/Permits	-	-	-	-	-	-	-	-	-	-	-	-	-
32 Uniforms/Rugs/Signs - Rental	-	-	-	1,358.87	-	-	85.36	-	-	-	-	-	1,444.23
33 Travel - Airfare/Train Tickets	-	-	-	-	-	-	-	-	-	-	-	-	-
34 Postage	40.99	44.78	26.08	159.99	98.75	94.75	138.43	49.17	57.71	-	-	-	710.65
35 Other - Mileage & Fuel	3.78	2.02	-	-	-	-	-	-	-	-	-	-	5.80
Total Operating Expenses (C2)	8,759.02	8,619.61	59.08	3,611.17	347.51	690.74	1,391.47	254.27	646.85	1,255.73	2,088.10	2,416.00	30,139.55
(D) Net Operating Cash (B - C1 - C2)	(8,759.02)	(8,619.61)	3,347.17	(3,611.17)	(2,823.56)	3,943.09	561.09	(254.27)	1,409.43	(5.73)	(2,088.10)	6,871.50	(10,029.18)
(E) CASH FROM INVESTMENT OR LOAN ACTIVITIES													
(E1) Other Cash In													
36 Investments in Business	-	-	-	-	-	-	-	-	-	-	-	-	-
37 Loan Proceeds	-	-	-	-	-	-	-	-	-	-	-	-	-
38 Other:	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Cash In (E1)	-	-	-	-	-	-	-	-	-	-	-	-	-
(E2) Other Cash Out													
39 Capital Purchases (Assets)	-	-	-	-	-	-	-	-	-	-	-	-	-
40 Loan Principal Payments	-	-	-	-	-	-	-	-	-	-	-	-	-
41 Other:	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Other Cash Out (E2)	-	-	-	-	-	-	-	-	-	-	-	-	-
(E) Net Other Cash (E1 - E2)	-	-	-	-	-	-	-	-	-	-	-	-	-
(F) Net Monthly Cash (D + E)	(8,759.02)	(8,619.61)	3,347.17	(3,611.17)	(2,823.56)	3,943.09	561.09	(254.27)	1,409.43	(5.73)	(2,088.10)	6,871.50	(10,029.18)
(G) Ending Cash Balance (A + F)	39,653.51	31,033.90	34,381.07	30,769.90	27,946.34	31,889.43	32,450.52	32,196.25	33,605.68	33,599.95	31,511.85	38,383.35	

CENTER FOR ENTREPRENEURSHIP AND RURAL DEVELEOPMENT

PROGRAM GUIDELINES FOR PRIORITIZATION

General Information

Program Title: Keep this short and focused

Program Description: (50 words or less) – What is the purpose of the program?

Justification of Program (History, Development Expectations) – Why does this exist or why is it being proposed? Has the purpose of the program changed in recent years or do you expect it to change in the near future? What are the most important goals of the program? What are the key functions of the program? (keep this under 100 words)

Target Audience of Program: Describe the demographics and size of the primary participants for this program. (25 words)

Content & Delivery of Program: Describe the message delivered in this program. Explain any curriculum or materials that will be needed for this program. Will these need to be resourced or created? Is this program delivered online, in class, individual consultation, workshop…etc.

(for each of the criteria below, assign a value of 1-5 based on the answers to the suggested questions. One is the lowest option and indicates the least impactful or applicable response to the question. Five is the highest value and indicates a very strong response. Transfer these values to the matrix in order to score and prioritize the programs)

Criterion 1:

HOW DOES THIS PROGRAM SUPPORT THE MISSION AND VISION OF UNK?

UNK Mission

The University of Nebraska at Kearney is a public, residential university committed to be one of the nation's premier undergraduate institutions with excellent graduate education, scholarship, and public service.

UNK Vision

The University of Nebraska at Kearney will achieve national distinction for a high quality, multidimensional learning environment, engagement with community and public interests, and preparation of students to lead responsible and productive lives in a democratic, multicultural society.

Key to such improvement will be: clear focus on mission imperatives, fidelity to historic core values, and continuous and rigorous self-appraisal or assessment of outcomes.

How does this program expose the college for the distinction of being a high quality institution?

How does this program support a multidimensional learning environment?

Explain the different ways this program will engage the community as well as public interests?

In what ways does this program prepare students for civic responsibility and productive careers?

Describe the steps taken with this program to embrace a multicultural society?

Criterion 2:

EXTERNAL DEMAND

QUESTIONS

Who are the key users of the program?

How does this program provide resources for external stakeholders?

How do you measure the user demand for the program?

How has the user demand for the program changed in recent years?

How is the user demand for the program likely to change in the near future? Why?

Explain how this program connects your community with your campus?

Criterion 3:

INTERNAL DEMAND

QUESTIONS

How does this program draw in students and give them access to resources they have not been exposed to before?

List other departments on campus with which your program has the most continual interaction and explain briefly the nature of those interactions.

List other departments on campus that are providing a service or function similar to the one provided by your program.

Criterion 4:

QUALITY OF PROGRAM INPUTS AND PROCESSES

QUESTIONS

How many faculty are involved or would be needed for this program?

How many students will this program directly impact? Indirectly impact?

Is curriculum needed for this course and if so, does it exist or can it be resourced?

What will the required use of technology be and does the college have this capacity?

Explain the other facilities, equipment or resources that are needed for this program.

Criterion 5:

QUALITY OF OUTPUTS

QUESTIONS:

Explain the anticipated or measured student satisfaction with this program.

How does this program impact the faculty, teaching and research advancement at the college.

What benchmarks are used to measure the quality of outcomes with this program?

What are the accomplishments of this program either realized or anticipated?

How does this program support the center's recruitment and retention efforts?

Does this program add to the graduation rates for students at the college?

Is there a distinction for participation in this program? (scholarship, certificate, license, recognition, pay grade advancement…)

Criterion 6:

SIZE, SCOPE & PRODUCTIVITY

<u>QUESTIONS:</u>

What functions within the program could be automated, performed elsewhere in the university, performed by an outside contractor for less money, consolidated or eliminated?

What technologies or training opportunities are available to you to provide your services better?

What are your peers at other institutions doing that UNK should be doing (and isn't)?

What would it take to make the program exemplary?

How many students are involved or have the opportunity to be involved with the program?

How many staff, faculty or administrators are involved or have the opportunity to be involved with the program?

Does this program successfully advance the center in the area of entrepreneurship?

Does this program successfully advance the center in the area of rural development?

Is this the only program that reaches this target audience or are there others currently in place?

How does this program recognize participants and are they awarded for their participation?

Does this program create the opportunity to partner with outside stakeholders?

Is this currently a grant-supported program?

Are their grant applications or opportunities for this program?

What functions within the program could be automated, performed elsewhere in the university, performed by an outside contractor for less money, consolidated or eliminated?

Criterion 7:

REVENUE AND RESOURCES GENERATED

QUESTIONS:

What amount of revenue is generated from enrollments, research grants, and other funding?

Describe the resources that are not financial or even tangible. This can also be the cultivation of relationships in the broader community.

What benchmarks do you use to measure your program's cost effectiveness?

How does your program compare with those benchmarks?

List the attempts made by the program within the last three years to cut costs and/or operate more efficiently?

Explain any professional development that occurs for the center team in the execution of this program?

What are the top three or four functions carried out by each employee?

List ways the center team is cross-trained.

Which skill sets and resources does your program possess that can be shared with other centers, departments or programs?

Identify the revenues or other resources generated by the program.

Break down all direct costs associated with the program. (NOTE: use a common format)

What additional revenue generation is possible by the program?

What technologies or training opportunities are available to you to provide your services better?

What additional cost-saving opportunities can you recommend for your program?

Criterion 8:

COSTS AND OTHER EXPENSES OF THE PROGRAM

<u>QUESTIONS:</u>

Describe the direct and indirect costs of delivering the program.

What resources would be required to move the program to the next level?

Could costs be reduced?

Explain potential funding resources and partners to execute this program.

What percentage of faculty and staff salaries are dedicated to this implementation of this program?

Are there any other costs associated with this program?

Are there one-time costs that are required to make this program successful?

Please indicate what proportion of the total resources (excluding salaries) of your center are devoted to administrative, professional and public service work, including work within the center, within the University and outside the University.

Item No.	Program Title	Description	Program Status¹			Support of UNK Mission	External Demand	Internal Demand	Program Inputs	Quality of Program Outputs	Size, Scope & Productivity	Revenue & Resource	Costs & Other Expenses	TOTAL SCORE
			Ongoing	New	Proposed	10%	15%	10%	5%	20%	10%	15%	15%	
														0.00
Justification of Program (History, Development Expectations)														
Area of Center Impact			Outreach	Education	Research	Target Audience of Program				Content & Delivery of Program				Priority²

Item No.	Program Title	Description	Program Status¹			Support of UNK Mission	External Demand	Internal Demand	Program Inputs	Quality of Program Outputs	Size, Scope & Productivity	Revenue & Resource	Costs & Other Expenses	TOTAL SCORE
			Ongoing	New	Proposed	10%	15%	10%	5%	20%	10%	15%	15%	
														0.00
Justification of Program (History, Development Expectations)														
Area of Center Impact			Outreach	Education	Research	Target Audience of Program				Content & Delivery of Program				Priority²

Take total score and multiply by number of impact areas (1-3) and then multiply by status. 45-35 = A, 34-25 = B, 25-10 = C, Below 10 = D