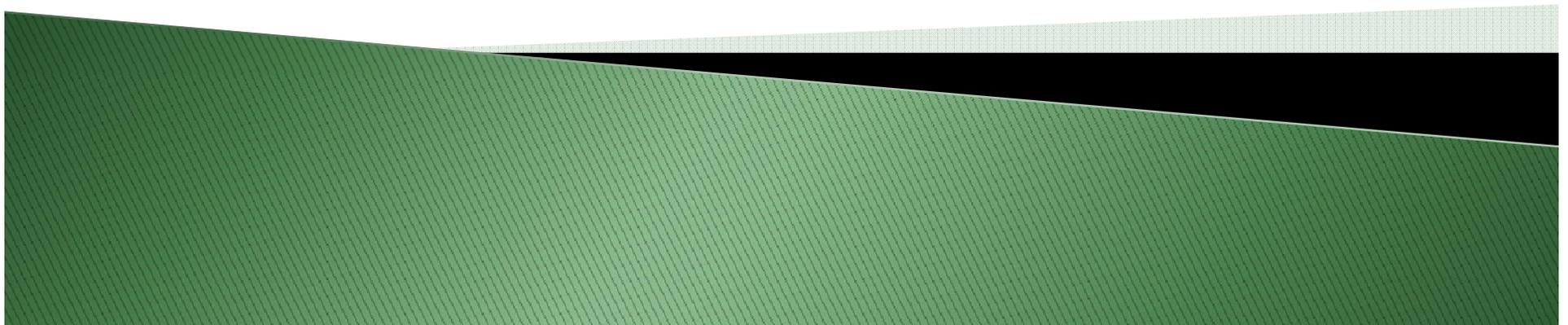




Supporting Entrepreneurial Training

Overview of NC REAL's Partnership with the NC Community College System



NC REAL Enterprises

Non-profit 501 (c) (3) organization

Active since early 1985

Presence in 94 of North Carolina's 100 counties including:

50 K-12 Schools

57 Post-Secondary Educational Institutions

40 Community-Based and Economic Development
Organizations

Including:

- Small Business Centers
- Incubators
- Cooperative Extension (4-H)



What is *REAL Entrepreneurship*?

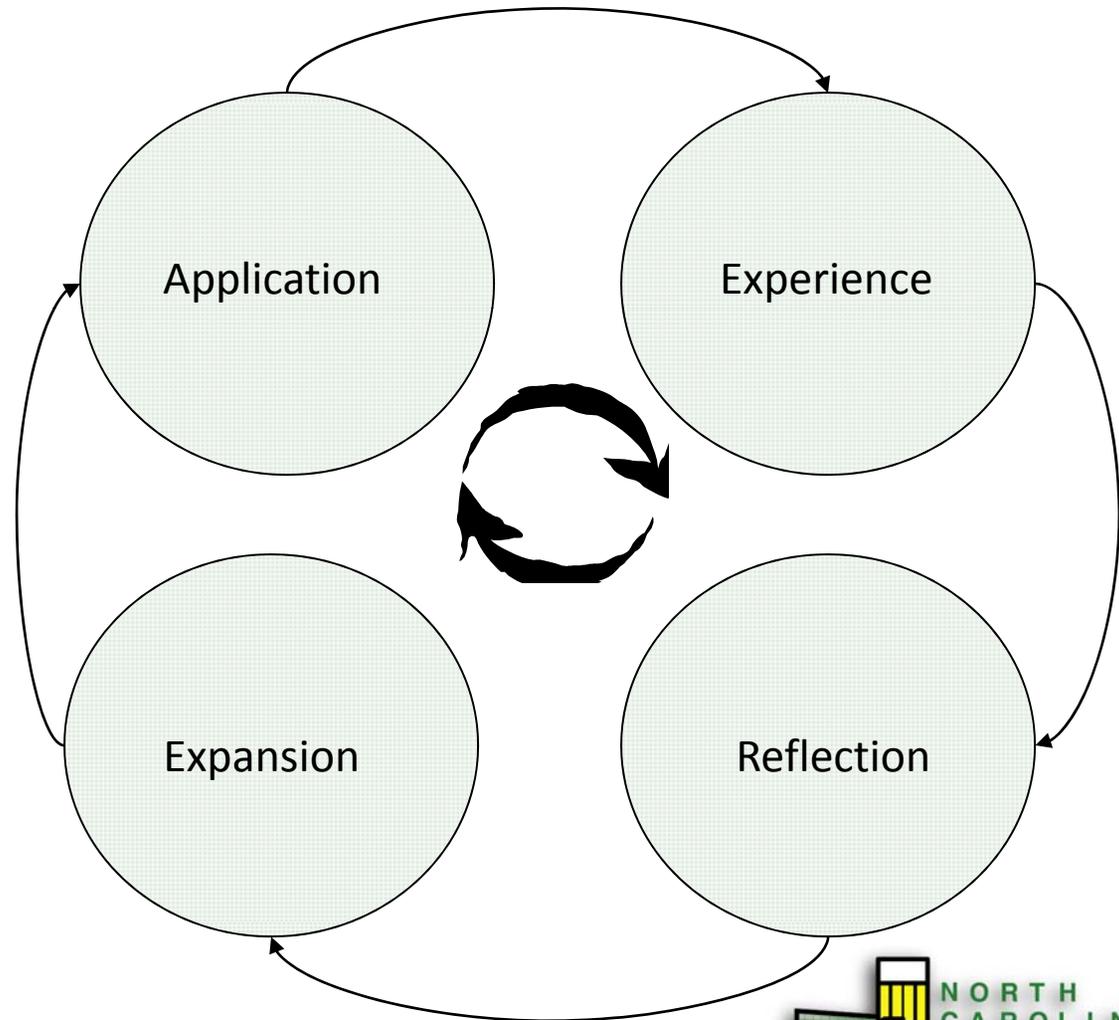
REAL Entrepreneurship is an entrepreneurship education program that helps youth and adults grow through hands-on entrepreneurship education.

REAL teaches individuals entrepreneurial and business skills that help build community and economic development.



Experiential Learning Cycle

“Tell me, and I forget,
Show me, and I remember,
Involve me, and I understand.”



Why Entrepreneurship Education?

Entrepreneurship Education provides opportunities for youth and adults to master competencies such as:

- Opportunity Recognition
- Creativity
- Critical Thinking
- Decision Making
- Teamwork
- Leadership



Why NC REAL Enterprises?

- Entrepreneurship Education Pioneer
- Experiential Learning Cycle Approach
- Team-Based Learning
- NC REAL Workshops and Institutes to train teachers in the REAL Curricula



Why REAL Entrepreneurship?

- Provides opportunities for aspiring entrepreneurs
- Provides help to write a business plan
- Enhances financial literacy skills
- Helps build sustainable small businesses
- Promotes economic development within communities



NC REAL Products

Adult

- REAL Entrepreneurship
- Spanish REAL
- REAL Focused Entrepreneurship Seminars
- eREAL Online
- Online Business Courses

Youth

- Youth Entrepreneurship Summer Camp
- Building Entrepreneurial Skills (BES)
- School-Based Enterprise
- K-8 REAL



Partnering with Community Colleges

- ▶ 49 of the 58 NC Community Colleges use the REAL Program
- ▶ Used as an introductory course in curriculum for business and entrepreneurship students
- ▶ Primary business planning course for many Community College's Small Business Centers
- ▶ Used as an overview of entrepreneurship and business planning for other programs such as bio fuels, visual arts, cosmetology, etc. Haywood and Central Carolina Community Colleges are models



Regional Ag-Entrepreneurial Development Initiative

- ▶ Initially funded by N.C. Tobacco Trust Fund
- ▶ Includes counties in the northeastern NC that are historically tobacco dependent
- ▶ Regional partner is Upper Coastal Plain Council of Government
- ▶ Education partners are Wilson, Edgecombe, Nash, Halifax and Martin Community Colleges
- ▶ Outreach partners include the Cooperative Extension Agencies for the region



REAL-Ag Primary Activities

- ▶ Develop REAL Ag-Entrepreneurship Course
- ▶ Train REAL facilitators in the Ag-Entrepreneurship Course
- ▶ Recruit current and aspiring farmers to take part in the course
- ▶ Teach and support farmers in business planning and entrepreneurship
- ▶ Follow-up with farmers to evaluate progress



REAL Ag-Entrepreneurship

- ▶ Through ARC funding the program will be available to western NC counties
- ▶ Over 30 REAL facilitators from Community Colleges have been trained in REAL Ag-Entrepreneurship
- ▶ Intermediate results have been good— 68 participants, but too early to know long-term impact



GATE- Growing America Through Entrepreneurship

- ▶ Funded by US Department of Labor and led by NC Community College System, Workforce Development and NC Rural Economic Development Center
- ▶ Provides counseling, entrepreneurship education and enterprise related education for dislocated workers that want to start their own business
- ▶ Dislocated workers from NC's 85 rural counties are eligible
- ▶ 8 sites located at community colleges
- ▶ 1 virtual site to serve the rest of rural NC located in Raleigh



GATE

- ▶ NC REAL responsible for providing relevant, timely entrepreneurship education to GATE clients
- ▶ Training GATE Counselors in entrepreneurship education
- ▶ Developed a continuing education version on on-line REAL course to meet the needs of clients of virtual site
- ▶ Developing 3-hour seminars to help clients who need follow-up after they start their businesses
- ▶ In two years the program has had 613 clients and 81 business starts



Other Community College Partnerships

- ▶ Home Healthcare– connecting students in home healthcare to entrepreneurship education and support
- ▶ Youth Programs– 10 community colleges have offered Youth Entrepreneurship Camps and Entrepreneurship Days
- ▶ Small Business Centers are major partners in community youth programs
- ▶ Spanish REAL- several colleges have offered REAL Entrepreneurship in Spanish



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