

ELEVATE

ENTREPRENEURSHIP SYSTEMS



Marketing,  
Motivating,  
&  
Moving Students  
Into Your  
Entrepreneurship System

Presented By:  
Maria Hampton,  
Elevate Entrepreneurship Systems

# introductions

➤ Maria R. Hampton

Elevate Entrepreneurship Systems

➤ Antwan [Tony] Wilson

Mid-South Community College

# Warm-Up

- Get a word on your back
- Ask yes/ no questions to figure out your word
- Find your opposite!

# Reflection

- How did you find each other?
- Did you overhear other conversations?
- Did other people help you and provide you with word of mouth advertising?

# Applied Entrepreneurship

- Engaging
- Experiential
- Entertaining
- EFFECTIVE.

# Your Target Market

- Other instructors
- The community leaders
- The students
  - Black students
  - White Students
  - Traditional
  - Non-traditional

# Your Target Market

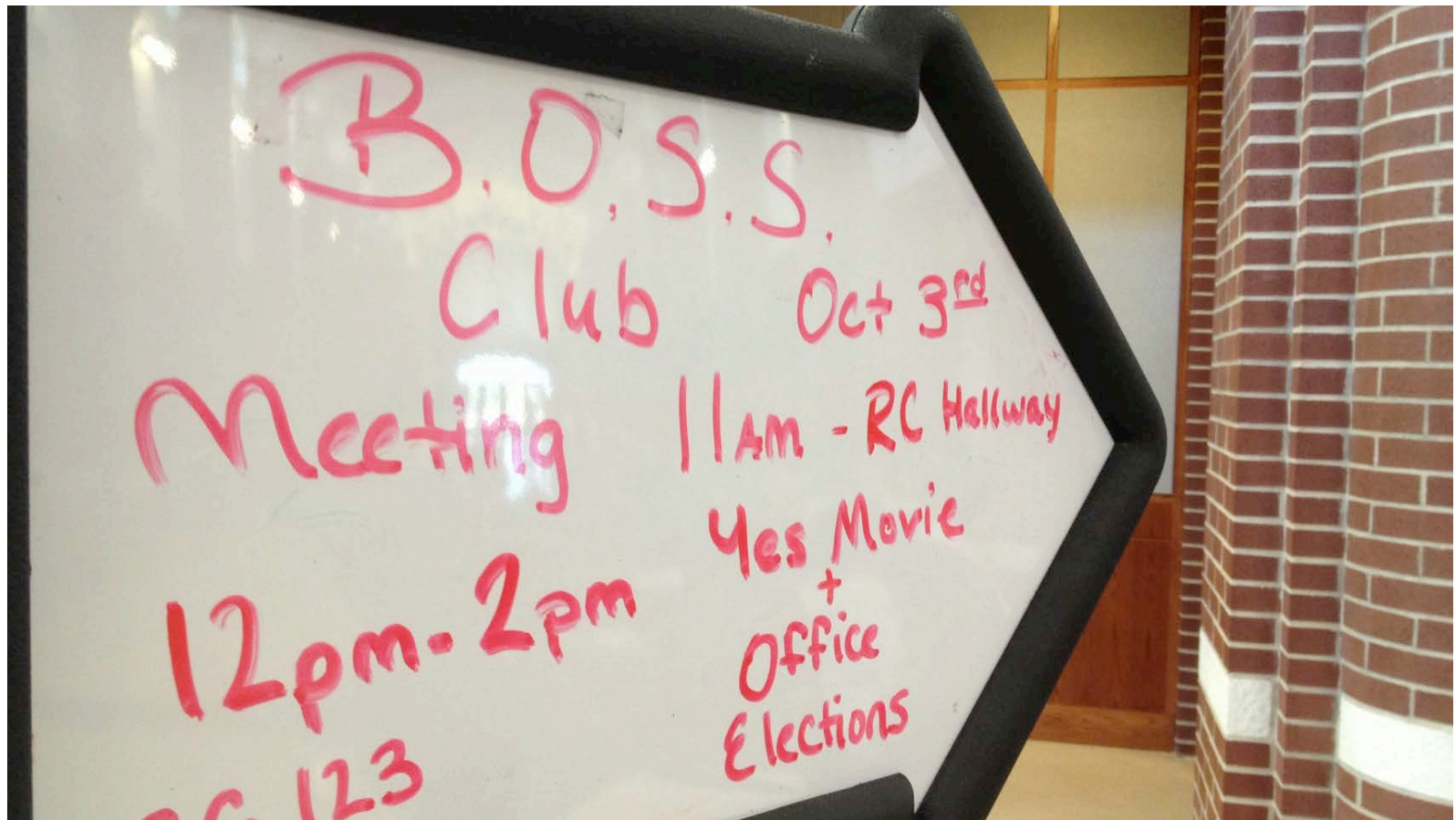
- What is Your Unique Selling proposition
  - What are you the best in the world at?
- What is your authentic DNA / Branding
  - Are you stuffy?
  - Are you a fun school?
  - Are you a community- friendly school?

# Your Target Market

- Develop a community entrepreneurship education coalition
- Marketing Campaigns (posters, flyers, unique logos)
- Guerilla Marketing
- Use Press Releases To Promote Programs
- Develop Unique events with community partners (symposiums, competitions, presentations, etc.)
- Teach the students how to present



# Examples



# Examples



# Examples



# Examples

be a  
**BOSS**

Casey Stokes  
Owner, Stokes Welding  
Little Rock, AR

Join the BOSS Club and use your MSCC  
education to build your own business now!

Mid-South  
Community College

The image is a promotional advertisement for the BOSS Club at Mid-South Community College. It features a man, Casey Stokes, standing in a workshop with his arms crossed. In the background, a welder is working, creating a bright light. The text 'be a BOSS' is prominently displayed in the upper left, with 'BOSS' in large, green, textured letters. The text 'Casey Stokes, Owner, Stokes Welding, Little Rock, AR' is overlaid on the right side. At the bottom, there is a call to action: 'Join the BOSS Club and use your MSCC education to build your own business now!' and the Mid-South Community College logo.

# Examples



FIRST BLACK BUSINESS TO EARN  
\$1 BILLION  
INVESTOR  
MEDIA MOGUL  
ENTREPRENEUR  
MILLIONAIRE

**REGINALD LEWIS**  
-FORMER OWNER OF BEATRICE FOODS

**BOSS**  
business opportunities for student success  
Mid-South  
Community College

# Examples



**what's  
holding  
YOU  
back?**

Dana Oliver was single with a young daughter and a dream. She borrowed money from family members and launched Adventure Kids Playcare. Today, the company has annual revenue of over **\$6 Million**


log on to [mindset.com](http://mindset.com) to learn more about Dana's story  
powered by *ElI-Entrepreneur*

**SO  
what's  
holding  
YOU  
back?**

**BOSS**  
business opportunities for student success  
Mid-South  
Community College

# Examples


presented by the department of workforce services




**Get in the GAME**  
Entrepreneurial Conference & Expo

**NOVEMBER 3, 2009**  
@ VERIZON ARENA 8am-5pm ages 16-21  
**FREE ADMISSION**

REGISTER TODAY  
to be a YOUTH delegate  
1.800.000.0000  
or  
www.getinthegameyouth.com

find us on  search for GITG youth




**Get in the GAME**  
Entrepreneurial Conference & Expo

**YOUTH DELEGATION**

**Get in the GAME**  
Entrepreneurial Conference & Expo

FOR MORE INFORMATION OR TO REGISTER CALL  
501.374.3233  
or  
find us on FACEBOOK  
search for GITG youth



**NOVEMBER 3, 2009**  
8:00am-3:30pm  
@ VERIZON ARENA  
North Little Rock, Arkansas  
**FREE ADMISSION**

ages 16-21

Samuel West, 20  
Owner, West Landscaping

**GET YOUR YOUTH IN THE GAME**


This year the Department of Workforce Services will be hosting a special delegation of Arkansas youth, ages 16-21, at the Get in the Game Entrepreneurial Conference & Expo. The conference will feature entrepreneurs who will demonstrate important aspects of what it takes to run their businesses!

There will also be special seminars for adults who work with and/or support youth programs. During these sessions the adults will learn how to develop entrepreneurship education in their schools, churches, cities, neighborhoods and households.

**YOUTH ENTREPRENEURSHIP IN ARKANSAS**

- Parents
- College Students
- High School Students
- Community-Based Organizations
- Church Youth Groups and Pastors
- Teachers and Educational Administrators
- Students in Free Enterprise (SIFE) Organizations

ALL are encouraged to attend and learn about youth entrepreneurship.



Marta Ruiz, 16  
Owner, Dulces Monederos

Equal Opportunity Employer/Program  
Auxiliary aids and services are available upon request to individuals with disabilities.  
Voice 1-800-285-1121 TDD 1-800-285-1131

What's really motivating our students?





# What's really motivating our students?



# What's really motivating our students?



What's really motivating our students?



# Tap Into Their Motivation

- Urban Imaging
- Non-Educational
- Stop being cute
- Be what your target market wants
- If its comfortable for you then its probably not comfortable for the people you want to serve?

# Consider-

- Graphic Design
- Messaging/Challenging
- Use of Color
- Use of Font/Typography
- Use of Pop Culture Images
- Use of online tools (Videos, Email, Social Media)

# Recruiting New Students

- Go after the least attractive and underserved student
- Find something that TURNS THE LIGHTS ON
- Develop relationships with staff and breakdown barriers
- Provide an ongoing support system
- Create one or two successes and then go back for more

# Challenges in Community Colleges

- Bureaucracy
- Lack of Vision
- Turf Issues

# Your Turn

- Write down your program goals
- What is the challenge at your school?
- What is Your Program's USP?
- Who is Your Target Market?
- What is an effective communication strategy?
- How will you complete this plan of action?



# What's Your Action Plan?

Action Item	Start Date	Compl. Date	Resp.
Coordinate small group 3 to 5			
Coordinate a larger coalition meeting			
Collectively design a community outreach and program			
Identify funding and support for program			
Coordinate an entrepreneurship education coalition for City, County, Etc.			
Develop an evaluation tool for program			
Promote entrepreneurship event/program			
Execute entrepreneurship event/program			

# Your DNA and Opportunity

- Community Challenges
- What Do I Have
- What Do I Need
- What Does The End Look Like

# Your DNA and Opportunity

High Schools

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Community Agencies

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Existing Relationships

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Political Leaders

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Bankers

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City Youth Services

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# We Can Help

- Creating a unique image for your program
- Coordinating your community relations platform
- Using entrepreneurship as a recruitment tool to increase attendance
- Implementing a system for entrepreneurship education and promotion
- Coordinating special events and activities
- Partnerships with your Department of Labor

# Thank You

Maria Hampton, Vice President  
Elevate Entrepreneurship Systems  
501.374.3233  
[maria@elevateyouthbiz.com](mailto:maria@elevateyouthbiz.com)

Antwan [Tony] Wilson  
Mid-South Community College  
870-733-6702  
[arwilson@midsouthcc.edu](mailto:arwilson@midsouthcc.edu)