

- Two main campuses: Appleton and Oshkosh WI, five regional centers, and 8 training facilities
- Serves about 50,000 people annually
- Offers more than 200 associate degree, technical diploma, certificate programs, and instruction related to 15 apprenticeship trades

# Entrepreneurship Program

Our Mission

- ***Increase Entrepreneurship Training Across Campuses***
- ***Create Sustainable Small Start Up Businesses***

Where are we in our entrepreneurial strategic planning?

3 Year Plan – Year 2

- Our Handouts show the depth of our Entrepreneurship Offerings at FVTC

## ***Today's Presentation - 4 Initiatives***

- 1. Entrepreneurship Lesson Plan– for any degreed programs**
- 2. Entrepreneurship Introduction – Adaptable class for any degreed programs and diverse student groups – ESL Feature**
- 3. Feasibility Study**
- 4. Student Run Business Fox Xpress– 6 years of success**

# Entrepreneurship Lesson Plan Initiative #1

Students have **3** assessments in the lesson plan:

1. Create the **Entrepreneurial Spirit** and commit to it as a life long endeavor.
2. Create a **5 year vision statement** describing the life they want to create for themselves.

## Student Example-5 Yr. Vision

“After I have graduated from the OTA program, I will enroll at Lakeland College and major in “Non-Profit Management”. As I continue my education I will work hard to change the attitudes of the public concerning poverty, mental illness and homelessness. Once I have earned my degree, my five year plan will include being in a position within the Oshkosh/Appleton Community to work to create a program of community mentorship for those living in poverty or experiencing homelessness.” Student is now planning this as a start up business.

# Entrepreneurship Lesson Plan

## 3. Problem Solving

- Within their Field of Study – Internships
- Find a problem and determine a solution=opportunity
- Opportunity helps the business grow through innovation or opportunity to create a new business?
- Students share the solution/opportunity with Supervisor for feedback

# Student Example-Opportunity Analysis Paper

- “kids have to wear orthotics in their shoes. When they have these on, the child’s foot can need a whole shoe size larger than what they regularly wear. ...low income and they end up buying the larger shoes to fit the orthotic and thus too big for the other foot. Solution-Therapist team up with shoe stores in order to adapt shoes to these patients with special needs at no/little cost.” Superior loved the idea but to date has not done this. Student is considering starting a non-profit business herself.

# Entrepreneurship Introduction Course (3 credits) Initiative #2

Adaptable to any degreed college program

## *Presentation*

- ESL Entrepreneurship Introduction – started Fall 2010. (36 students to date)
- 5 Step Method of Analyzing the risk and Market Readiness of a Student's Business Idea.



## Award Winning

- **ESL Introduction to Entrepreneurship** recognized by *Teachers of English to Speakers of Other Languages, Inc. (TESOL)* at the International Conference in Philadelphia – Spring 2011
- Wisconsin Technical College System – **ESL Introduction to Entrepreneurship** recognized at a System Wide Meeting.

# ESL Entrepreneurship Introduction

## *5 Steps*

1. Internal Audit
2. Market Research
3. External - Customer Acceptance

## Step 4 Entrepreneurial Sales Project

1. Product Selection – FAB Lab
2. Pricing, Marketing and Sales Plan
3. Global Entrepreneurship Week
4. Financials & Profit Results
5. Profits go to Kiva

## Step 5 Feasibility Test

### Initiative #3

- Results in a numerical rating (1-100) to help ascertain the risk of starting a new business.
- Allows a more meaningful and helpful determination as to whether it is a good use of student's time and resources to proceed with their business idea.
- [Link](#)



# Fox Xpress – Entrepreneurial Learning Lab Initiative #4

- An Entrepreneurial student learning lab for Marketing, Entrepreneurship and Business Management students
- Mobile food kiosk operating on the Oshkosh Campus providing food for students and staff. Open Monday through Thursday 8:00 a.m. to 12:30 p.m.
- Our learning lab is integrated into the Marketing curriculum every semester



## How Does The Business Work?

- Business opened fall of 2006
- Fox Xpress has had 36 managers
- The students managers are responsible for all of the operating aspects of the business
- Business has been profitable every semester
- Students are compensated based on performance
- Receive Internship credit
- In 2007 established the Fox Xcellence scholarship. \$5,500 has been awarded to 11 students on the Oshkosh campus



## Vendors

### Where do we get our products from?

- Vendors deliver products / no charge
- Provide equipment for our business
- Fox Xpress has created strong relationships within the business community

## Graduates

- Life after the Fox Xpress....Management positions, business owners.....









# **Fox Valley Technical College Entrepreneurship Program**

Four Program Examples that represent the success of our Entrepreneurial Offerings

- 1. Entrepreneurial Lesson Plan**
- 2. Entrepreneurship Introduction for ESL**
- 3. Feasibility Study**
- 4. Fox Xpress – Student Run Business**