



PALM BEACH STATE

COLLEGE

**National Association for Community College Entrepreneurship
10th Anniversary Conference
Committed to Entrepreneurship
October 2012**



A New Community Based Ecosystem: The Building of a Four-Legged Stool Entrepreneurship Center



Dr. Bernadette Russell
Provost

Dr. Tunjarnika Coleman-Ferrell
Associate Dean-Academic Affairs

Philip Scruton
Small Business Development Consultant



PALM BEACH STATE
COLLEGE



Partnerships
Collaborations
Leaderships

Community
Connections
Visibility
Economic
Development



First Leg: SBDC and PTAC

Second Leg: Non-Credit
Corporate Continuing
Education

Third Leg: Credit Courses,
Certificate in Entrepreneurship,
Associate in Business Administration and
Baccalaureate Degree Programs

Fourth Leg: Student
Internships and Career
Planning



Multi-Campus System

Palm Beach State College

Belle Glade



Lake Worth



Boca Raton



Palm Beach Gardens





BUILDING THE STOOL ONE LEG AT A TIME

- Acquired SBDC and PTAC
- Restructured Corporate and Continuing Education
- Created Center of Business and Entrepreneurship
- Incorporated Entrepreneurship in the Credit Offerings
- Incorporated Entrepreneurship in the Career Center and Summer Youth Program



INTERNAL ORGANIZATION:

PRESENCE AND DELIVERY OF SERVICES AT ALL CAMPUSES FROM ONE CAMPUS

Engagement and Promotion:
Internal and External



ENGAGING STAKEHOLDERS

How to Strategically Engage Stakeholders and Clients through Events – Conference and Seminars, Partnerships and Collaboration

- Launched the Center for Business Entrepreneurship (CBE) at the Summit on “Social Responsibility and Entrepreneurship” in August, 2011
- Launched Youth Entrepreneurship, Summer 2011
- Launched Women’s Monthly Network at a Conference on “Women Entrepreneurs in Palm Beach County”
- Entrepreneurship workshops at Career Center in three campuses for college students
- SBDC/PTAC workshops at all campuses for small business organizations including free counseling and assistance in writing a business plan, marketing, financial management, government contracting and social media
- Introduction of the Growth Accelerated Program (GAP)
- Partnered with Chambers of Commerce, Business Development Board, Workforce Alliance, Enterprise Florida and Community Redevelopment Agencies



ELEMENTS OF TRANSFORMATION

- Flexibility to adapt – structural agility
- Infuse the concept of entrepreneurship where relevant, example - across academic disciplines
- Injected entrepreneurship in economic development: Belle Glade Project
- Engage public officials, both county and city
- Strategically form alliances and partnerships in the community



The TRANSITION





What is the Small Business Development Center at Palm Beach State College?





WHAT IS SBDC AT PALM BEACH STATE COLLEGE ?

- National network offering counseling and classes on every aspect of small business operation
- Funded by host, U.S. SBA, local grants
- Highly trained and experienced small business consultants
- The “gold standard”



How Does an SBDC Become “one” with the host institution?





HOW DOES SBDC
BECOME “ONE”
WITH HOST?

- Cheerlead host’s commitment to entrepreneurs
- Serve host’s internal entrepreneurial audience



HOW DOES SBDC ENHANCE HOST'S STATURE?

- Participate in economic development boards
- Introduce consultants to local politicians
- Include Provost in SBDC/PTAC state professional development events



How does an SBDC add to the host's identity as a local and regional economic development agent?





Business Entrepreneurship

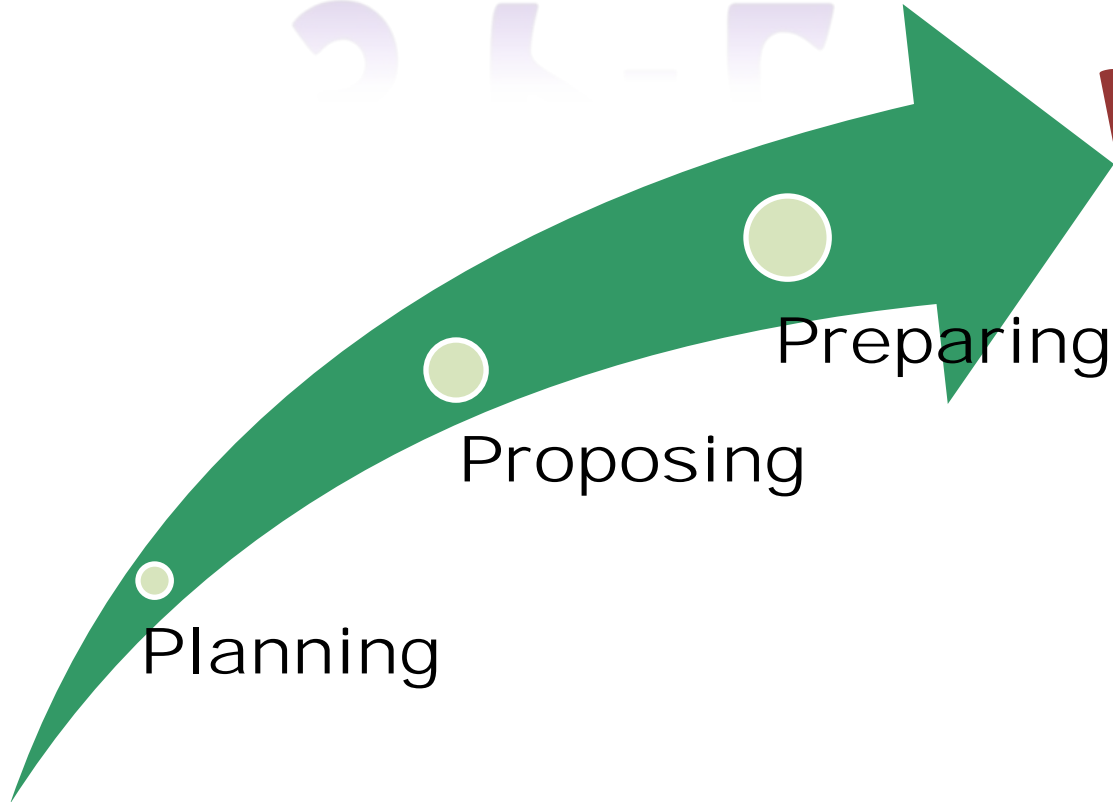
Credit Programs: Concept to Implementation





3 P = L

LAUNCH



Planning

Proposing

Preparing

PREPARING

- Provost's concept + Presidential Partnership =
- New District Programing In Entrepreneurship

CURRICULUM RESEARCH

- Market Research Analysis was done
- DACUM completed with industry professionals, community partners, Business faculty and administration



ASSOCIATE IN SCIENCE DEGREE (AS)

- College Credit Certificate (CCC) program
- Proposals submitted to Academic Cluster

CURRICULUM COMMITTEE

- Approval obtained



IMPLEMENTATION

- Launched Fall 2012
- Associate Deans collaborated on multiple campus course offerings
- Scheduled alternate times across campuses
- Industry-experienced faculty
- Community partnerships consulted
- Bachelor of Applied Science in Supervision and Management
- Career Center Supported College Credit Certificate (CCC) program



FUTURE OPPORTUNITIES

- Online course designs and distance learning platforms
- Articulation agreements with state universities
- Career Center Internships



WHAT IS THE FOURTH LEG?

- PBSC Career Center promotes entrepreneurial option → refers to SBDC → sponsors SBDC programs
- Women's Entrepreneurship Network reflects surge in woman entrepreneurs
- On-campus Veteran support interacts with SBDC government contracting program *
- SBDC consults/teaches 9-14 year olds – part of the PBSC Summer Youth College/Youth Entrepreneurship program



NEXT STEPS

- Expand Youth Entrepreneurship by offering seminars in the Spring before the beginning Summer Youth College and launch of the Youth Entrepreneurship Institute of Palm Beach by working with area high schools
- Expand services to Veterans
- Develop additional workshops on Export-Import Program by collaborating with Enterprise Florida
- Integration of hands-on format seminar by using case study and writing of business plan in conjunction with a Business Plan Competition
- Find community partnerships to promote STEM companies.



NEXT LEVEL ENTREPRENEURSHIP

- CREDIT
 - Forging Community Partnerships
 - Implementation of Internships
 - Integration Across Disciplines
 - Articulation Agreements
 - Business Plan Competition
- NON-CREDIT
 - Customized Business Industry Training
 - Hospitality Certification
 - Partnerships with Hispanic Community
- SBDC/PTAC/GAP
 - Battlefield to Business
 - Increased Outreach to students
 - Career Center Partnerships
 - GAP will be extended
- ALLIANCES and COLLABORATIONS

Our TEAM!



Business Plan

PTAC

SBDC

GAP

SBDC

Youth Entrepreneurship

Faculty

Faculty

CBE

Career Center

Associate Dean
Boca Raton

GAP

President and
Provost

SBDC

PALM BEACH STATE
COLLEGE

Boca Raton Campus, Florida