



### Situation

Kansans are becoming increasingly concerned about community vitality and sustained economic growth. Ongoing concerns in nearly every Kansas community include a lack of employment opportunities, declining per capita income and the retention of youth and young adults in communities. While some communities are growing, many are losing population and economic capacity. Entrepreneurship can help grow the Kansas economy.

### Public Value

K-State Research and Extension entrepreneurship programs help youth/young adults develop the skills necessary to successfully start and operate businesses that maintain community vitality and economic growth in Kansas.

### Outcomes

#### Short-Term (Knowledge)

Activities (A thru D) and Participants (A thru C)

1. Recognize the value of contributing to a local economy.
2. Recognize the value of developing relationships with business mentors.
3. Increase their (student mentors) awareness and development of entrepreneurial character traits.
4. Learn organizational skills such as time management, interpersonal skills, leadership, money management, abstract thinking and motivation.
5. Identify the steps to developing a business and marketing plan.
6. Identify ways to incorporate technology into business development education.

Activity (E) and Participants (D)

1. Families learn how to support family members in entrepreneurship business development.
2. Expanded relationships and networks between young professionals are developed.
3. Exposure to KSU Business Professionals or Kansas Entrepreneurs.

Activity (F) and Participants (E)

1. Community members understand the value of investing in entrepreneurial activity.
2. Communities, groups or entities will identify plans to support youth returning to community and/or job creation.

#### Indicators

Activities (A thru D) and Participants (A thru C)

1. Post "spin club" evaluations to recognize the value of contributing to a local economy.
2. Numbers of supporting businesses (sponsors/presenters/hosts).
3. Student self-assessment of growth after programs are held for awareness and development of entrepreneurial character traits.
4. Post spin club assessment to determine the development of organizational, time management, interpersonal, leadership, money management, abstract thinking, -motivational, problem solving and decision making skills.
5. Number of students demonstrating the steps to developing a business and marketing plan.
6. Number of students learning and demonstrating the use of new technology when developing a business and marketing plan.
7. Number of families supporting and encouraging family members to develop entrepreneurial character traits and skills.

Activity (E) and Participant (D)

1. Post event evaluation assessing new connections.
2. Confidence gained by participants in their ability to become an entrepreneur after working with KSU Business

Activity (F) and Participant (E)

1. Post event evaluation for community members to better understand the value of investing in entrepreneurial activity.
2. Number of plans created by community groups or entities identifying plans to support youth returning to community and/or job creation.

**Medium-Term (Behavior)**

Activities (A thru D) and Participants (A thru C)

1. Youth/young adults will develop business and marketing plans related to their business interests.
2. Positive and successful work/interactions with local business mentors.
3. Participation in apprenticeships and internships to enhance their business readiness.
4. Application of technology to business development practices.

Activity (E) and Participant (D)

1. Professional referrals generated from new network.
2. Develop relationship with business mentors.
3. Use of decision making and problem solving skills.

Activity (F) and Participant (E)

1. Communities will take decisive action to invest in sustained entrepreneurial business development.
2. Community groups or entities will take action on creating investment structures for future business support.

**Indicators**

Activity (A thru D) and Participants (A thru C)

1. Number of business plans created.
2. Documented new partnerships.
3. Number of apprenticeships and internships created.
4. Documented use of technology applications when developing or creating new businesses or marketing plans.

Activity (E) and Participant (D)

1. Number of professional referrals generated from the new networks created.
2. See #2 and #3 above.
3. Post assessment of decision making and problem solving skills.

Activity (F) and Participant (E)

1. Number of plans enacted.
2. Number of groups or entities taking action to create investment structures for future business support.

**Long-Term (Change in Condition)**

Rural community vitality will be fostered by youth/young adults returning and/or staying in Kansas communities to live, work and raise their families by starting, purchasing, acquiring or investing in local businesses that create jobs.

**Indicators**

Number of:

1. Successfully created and/or expanded businesses.
2. New jobs created.
3. Additional and/or complementary businesses created from original businesses.
4. Successfully developed, taken over or transitioned into new business ventures as a result of the use of a mentorship, apprenticeship or internship.

**Outputs**

Activities (A thru D)

- A. Purchase, advertise and provide the EntrepreneurShip Investigation (ESI) curriculum for youth entrepreneurship camps and SPIN clubs that can be adopted by 4-H groups and Extension agents.

- B. PFT members host a training to model the ESI curriculum.
- C. Coordinate with volunteers to support SPIN club activities around the entrepreneurship curriculum.
- D. Teach Entrepreneurial education concepts within the home/family environment.

Participants (A thru C) for Activities (A thru D) above

- A. 4-H Youth SPIN Clubs, Volunteers, youth age 7 to 17
- B. Extension Agents and volunteers wanting to learn about entrepreneurship
- C. Families with young potential entrepreneurs

#### Activity (E)

Provide space, create opportunities and incentives for young adults to congregate and network about business needs and opportunities.

Participants (D) for Activity (E)

Youth/young adults ages 18 thru 30

#### Activity (F)

Convene and facilitate conversations within communities to discuss business successions, opportunities to support start-up businesses

Participants (E) for Activity (F)

Current business owners, city councils, chamber of commerce, local economic development associations, PRIDE, local community residents interested in supporting long term business development and support.

#### Activity G.

Acquire training and certification to use the Gallup Entrepreneurial Strengths finder activity that allows participants to identify their entrepreneurial talent profile

Participants (D) for activity (G)

#### Activity H. Entrepreneurial Activity Camps

Participants (A)

#### Activity I. FCE Lesson on Entrepreneurship Awareness in Local Communities

Participants (B) and (C)