Building an Entrepreneur Friendly Community Overview

*Curriculum developed in part with funding from USDA/RCDI Building Entrepreneurial Community Capacity Project*

**Lesson Plan**

This curriculum consists of materials which can be used in whole or in part to help learners better understand how to engage in the development of a respectful, caring, cooperative relationship between a community and its business employers that can ultimately cultivate a more ‘entrepreneur-friendly’ community environment. The materials may include:

1. Lesson Plan/Teaching Outline to teach a 2 hour session including:
   a. Introduction including purpose of session (how this supports building an entrepreneur friendly community)
   b. Teaching Steps

2. Materials to be distributed prior to and during the class (handouts)
   a. Agenda or overview of session
   b. Work sheets
   c. Reading lists
   d. Web Based Media:
      e. Web based materials such as audio, video, podcasts, blogs, etc.

3. Power Point slides and accompanying slide narrative comments

4. Video podcast

5. Additional Resources: to gain more depth
   a. Web sites or blogs
   b. Additional reading materials

For more information, feel free to contact the author:

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Primary Learning Objectives
Learners will:

- the contribution high growth entrepreneurs are making to building the new economy
- have a general understanding of the qualities that establish an entrepreneur supportive community
- the agenda and methods of delivering the Building an Entrepreneur Friendly Community program

Secondary Learning Objectives
Learners will

1. Gain an overview of their current local economic base
2. Discover the contribution made to the local economy by entrepreneurs
3. Demonstrate the shift from a manufacturing economy to an entrepreneur based economy

Supporting web-based materials (can also be assigned as self-directed learning activities):

1. Local Economic Data
   Presenter will need to research information and data regarding local employment and business information. The purpose of the data is to assist participants gain an understanding of the local economy. Of particular interest is to discover the shift from a manufacturing and agricultural economy to an entrepreneur economy. Potential sources for data include:
   - State Offices of Labor Management Statistics often found in Job and Family Services Agencies or Departments of Development. Of particular interest are quarterly/yearly reports on number of jobs and wages by employment sector. Listing the largest employment sectors by total wages and number of jobs is helpful. Comparing the changes in each sector over a five to ten year range will demonstrate growing and declining sectors. Also showing the number of establishments, number of jobs, wage levels for each sector over the same time period is helpful. A breakdown of number of firms and their corresponding number of employees’ overtime also helps the participants see the contribution of smaller employers to the local economy. The same state source may also have information on job outlook data for the region.
   - State Departments of Development can also be a source of information regarding current economic data and information
   - The Local Economic Development Office will usually have local information on types of employers, number of jobs and wage information
   - The Local Chamber of Commerce is a good source for information on locally owned businesses
   - U.S. Census American FactFinder site: factfinder.census.gov/home/saff/main.html?_lang=en
This site also has economic information for most communities, especially small communities that state or local sources may not include. Clicking the Show More link within the Economic Characteristics section of the community profile provides information on occupations, industry, class of worker and income.

2. Knowledge Economy Research
The Federal Reserve Bank of Kansas City [kc.frb.org/index.cfm](http://kc.frb.org/index.cfm) has a number of articles that can provide an overview on the knowledge economy and entrepreneurship.

  [kc.frb.org/home/subwebnav.cfm?level=3&theID=10754&SubWeb=10658](http://kc.frb.org/home/subwebnav.cfm?level=3&theID=10754&SubWeb=10658)
  [kc.frb.org/home/subwebnav.cfm?level=3&theID=10755&SubWeb=10658](http://kc.frb.org/home/subwebnav.cfm?level=3&theID=10755&SubWeb=10658)
- Henderson: *Building the Rural Economy with High Growth Entrepreneurs*, 3rd Quarter 2002
  [kc.frb.org/PUBLICAT/ECONREV/EconRevArchive/2002/er02.htm](http://kc.frb.org/PUBLICAT/ECONREV/EconRevArchive/2002/er02.htm)
- A number of articles in the Main Street Economist including
  - Rural America’s Emerging Knowledge Economy (2005)

3. Entrepreneur Research
Two sources to gain an understanding of resources communities provide entrepreneurs and statistical information on entrepreneurs by state are:

- RUPI Center for Rural Entrepreneurship
  [ruraleship.org/index_html?page=content/learning_sites.htm](http://ruraleship.org/index_html?page=content/learning_sites.htm)

- Kauffman Foundation (Education and Research & Policy tabs) [kauffman.org/](http://kauffman.org/)

- Kauffman Index of Entrepreneurial Activity 1996-2007 for state by state information and ranking