



**Participants:** Gene Coulson, Jeff James, Cal Kent, Mike Basile, David King, Rebecca Randolph, Mike Basile, Ralph Bean, Cinda Eckert, Pam Curry, Duane Thomas, Diane Ludwig, Thomas McChesney

## I. Introductions/Agenda

Introductions were made as members joined the call and the meeting was called to order at 11 a.m. by Jeff James.

1. Welcome/Review of November Session summary
2. Review of task list/progress report
3. Legislative emphasis: Creative Communities
4. Other Business
  - A. New business - Shale Gas Opportunity Team
  - B. Next meeting date/time

## II. Strategy Review

Jeff James reviewed the thoughts from the prior meeting including the two areas of focus, aimed at producing cultural change long-term around a sustained PR effort to position entrepreneurship as a force in West Virginia. Mr. James reviewed the task list which included

*Integrated PR Campaign: Purpose* - Change the cultural mindset and promote the existing resources that are underutilized in the state.

### Next Steps/Progress Report –

- **Dr. Kent to draft a white paper to use in moving forward with a PR campaign. Recommendations to Dr. Kent by December 1, 2011. Dr. Kent noted this could be done by the end of January.**
  - Dr. Kent informed the committee that the completion has been delayed due to legislative assignments and committed to completion of the paper by **February 15, 2012**. Dr. Kent solicited feedback from the committee for any additional message points that should be included. He continued by explaining the content to date with an explanation of why entrepreneurship is a catalyst for innovation and technological improvement. In addition it discusses the current state of entrepreneurship in WV and concludes with the different ways the entrepreneurship can be approached, explaining that a broad definition is needed.

Mr. James explained that the white paper is being developed to help establish credibility. Gene Coulson also indicated that the white paper could support the integration of entrepreneurial education in secondary schools.

Cinda Eckert noted that some statistics are available regarding the number of small business created through post secondary entrepreneurship education as part of the West Virginia Business Plan Competition. Mr. James suggested that what might be a strong accompaniment to the white

paper is the addition of real life case studies in success of in entrepreneurship. Thomas McChesney offered to provide some examples of case studies of successes in Huntington.

- **Ms. Curry and Ms. McCauley will work with Mr. James on an execution model.**
  - Mr. James will schedule a meeting of those interested in assisting by **February 28, 2012**. This will include Pam Curry, Judy McCauley, Gene Coulson and Thomas McChesney.

*Entrepreneurship in K-12 Schools: Purpose* – to raise awareness and provide education in the school system.

#### **Next Steps/Progress Report –**

- **Mr. Thomas will develop a best practices model based on other state and country models by January 1, 2011.**
  - Mr. Thomas reviewed the document provided to the committee which provided several examples of model programs in entrepreneurial education. He explained the success of a children's program in Australia that is integrated into after school programming. Additionally he reviewed a program from the UK that deals with the provision of resources for implementation of school programming that connects business, education and communities.

Mr. Thomas highlighted additional programs in Ohio – a conservatory for entrepreneurial education. He provided additional highlights of successful grass roots campaigns that have lead to school based programming.

- **Mr. Thomas will develop an inventory of post-secondary education entrepreneurial programs.**

Discussion ensued regarding the current focus of the WV Department of Education on entrepreneurship. Dr. Coulson spoke about a forum for entrepreneurs at the end of February to address the needs of emerging entrepreneurs. The end result, Dr. Coulson explained would be to validate potential entrepreneurial educational content for introduction into the public education system. As a follow up, Dr. Coulson announced that he hopes to hold a forum of post-secondary educational program directors to determine additional needs.

Pam Curry noted that another piece of the education needed among young entrepreneurs is a resource and support network which could be incorporated into the curriculum. Diane Ludwig explained that many have not received adequate warning or counseling regarding the necessity of strong personal credit ratings. Ms. Curry explained that this would be such a benefit for young people to understand the negative impact bad credit can have on those who are attempting to start a business.

Mr. Thomas noted that early education is crucial to forming good habits among young entrepreneurs relative to personal finance. Dr. Coulson noted that this could be something that should begin at the middle school level.

Dr. Kent questioned the time, date, and location of the meeting. Dr. Kent noted that what needs to be taught at K-12 levels regarding entrepreneurial education has been exhaustively researched suggesting that reviewing this information would be very helpful. Mr. Thomas noted that curriculum is good, but adding a full program component is necessary to accomplish what is needed.

Mr. James offered the assistance of interns in his office for video work, case study development, etc. Ms. Curry noted an upcoming event on March 27, 2012 called "Shades of Green" which will focus on "green" business development and committed to providing additional information.

Ms. Eckert noted that with regard to convening post-secondary program leaders, some work was started along these lines following last year's business plan competition. She explained that this may be a good place for Dr. Coulson to start in forming a partnership with this group.

### **III. Legislative Agenda**

Ms. Randolph reviewed the possible need for re-branding of the Creative Communities Bill. Ryan White is assisting with this and Mr. James will be included in these discussions.

### **IV. Meeting Schedule** (additional meetings will be scheduled as needed)

Mr. James suggested a physical meeting in March to discuss the white paper, the Department of Education event and other feedback. **Rebecca Randolph will forward potential times for this meeting.**

Thursday, May 3, 2012	11 a.m.
Thursday, August 2, 2012	11 a.m.
Thursday, November 1, 2012	11 a.m.

### **V. Other business**

Mr. James suggested some strategies for challenging West Virginia to meet the number of entrepreneurs needed to achieve the overall goal: By 2015, West Virginia ranks first in the nation in the percentage of residents who start a business. Discussion ensued regarding the potential of gathering data and figures that would clearly illustrate the economic impact for the state if this goal is achieved.

Ms. Randolph provided an updated on the Shale Gas Opportunity Team formed by the Vision Shared Board of Directors. Mr. Bean asked about the status of SB 419 reinstating "Angel Investor" tax credits. Ms. Randolph noted that the bill passed through Senate Economic Development and is moving to finance and that legislation is being pursued on the house side.

Mr. Bean questioned methods of tracking entrepreneurial growth in the state. Discussion ensued and Ms. Randolph suggested that the committee include in review of the performance measures and metrics related to entrepreneurship during the May meeting.

Ms. Randolph announced the addition of Thomas McChesney as co-chair of the Entrepreneurship Committee of Vision Shared. Mr. James noted that this is a great addition and that Mr. McChesney will do great work.

There being no further business the meeting adjourned at 12:10 p.m.