



**Vision Shared Inc.**  
**Entrepreneurship Committee**

Friday, November 18, 2011  
Conference Call Meeting

**Participants:** Jeff James, Ralph Bean, Pam Curry, Cal Kent, Diane Ludwig, Judy McCauley, Thomas McChesney, Duane Thomas

## **I. Introductions**

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

## **II. Agenda**

- Review defined strategies for increasing Magnets, Money and More Entrepreneurs in West Virginia based on February 2011 meeting
- Develop specific workflows and owners for each of the major strategy pillars
  - Research required
  - Priority projects
  - Potential owners
  - Potential partners
- Summarize 2012 project list and timeline
- Meeting schedule

## **III. Strategy Review**

Jeff James reviewed the results and focus of the February meeting. How can entrepreneurs be attracted – magnets; identifying funding sources – money; and getting more entrepreneurs to the state? Mr. James noted further that the committee identified two key priorities:

- Integrated PR Campaign for public to show we can create our own opportunity, showing successes, inclusive of drawing upon the magnets in WV
- Elevate educational “Entrepreneurial” culture and integrate the approach throughout education starting with K-12 and continuing into higher education

Duane Thomas agreed that these remained the two top priorities. Cal Kent expressed his desire for a focused effort on the lower grades in the K-12 system. Dr. Kent emphasized the importance of teacher training in this area. Ralph Bean agreed with Dr. Kent’s observation explaining that many entrepreneurship programs exist in the higher education level, particularly post-secondary institutions. Mr. Thomas said that getting entrepreneurship into the elementary schools has been difficult explaining that **it would be helpful to look at states that have been successful in doing this.**

Mr. James discussed how these initiatives need to be led by the private sector while supported by the public sector. He noted that the education system would be critical in the integration of entrepreneurial education in the school environment.

Dr. Kent suggested the **production of white paper or case statement for entrepreneurship education** in school which could be used as the basis for a public relations campaign. Mr. James questioned how much we need to determine the approach these efforts and are there organizations that the committee feels confident can take the lead and “own” these types of projects.

Discussion ensued regarding the role of the committee, legislative involvement and future directions.

#### **IV. Workflow Development**

*Integrated PR Campaign:* Mr. James explained this isn't a short term project that such a campaign would need to be sustainable. Dr. Kent questioned the message of the campaign. Mr. James explained that this would need to be fleshed out further by bringing the right players to the table to identify the audience and craft the message. Pam Curry noted that it all comes down to the perception of a lack of jobs and that many small businesses begin by displaced workers. Ms. Curry suggested a part of the theme would be “making your own” job through entrepreneurial activities. Mr. Bean explained that this varies regionally in West Virginia; some jobs go unfilled due to lack of a qualified workforce. Mr. Thomas explained that entrepreneurial growth in Michigan resulted from a downturn in the automotive community and their efforts in changing the economy.

**Purpose** – Change the cultural mindset and promote the existing resources that are underutilized in the state.

#### **Next Steps –**

- **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.**
- **Ms. Curry and Ms. McCauley will work with Mr. James on an execution model.**

*Entrepreneurship in K-12 Schools:* Mr. James explained that Mr. Thomas and others have been successful in identifying how to raise awareness and provide education in the school system. It was suggested that looking at FFA in high schools, scouting programs, junior achievement and other similar programs.

#### **Next Steps –**

- **Mr. Thomas will develop a best practices model based on other state and country models by January 1, 2011.**
- **Mr. Thomas will develop an inventory of post-secondary education entrepreneurial programs.**

- V. **Meeting Schedule** (additional meetings will be scheduled as needed)
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|----------------------------|---------|
| Thursday, February 2, 2012 | 11 a.m. |
| Thursday, May 3, 2012      | 11 a.m. |
| Thursday, August 2, 2012   | 11 a.m. |
| Thursday, November 1, 2012 | 11 a.m. |

VI. **Adjourn**

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