



<p><b>Describe how this strategic initiative aligns with its strategic focus: Supporting entrepreneurship is a key aspect of enhancing the region's economic health.</b></p>			
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**Tasks/Responsibilities/Time Frame**

<i>List of Key Tasks</i>	<i>Who is responsible for completing?</i>	<i>Year One</i>	<i>Year Two</i>	<i>Year Three</i>
<p><b>1.1: Reach more potential students through marketing.</b>  <b>a. Engage Keith Stoner in development of marketing plan for entrepreneurial programs.</b>  <b>b. Purchase/Acquire CRM software for tracking interest – students – graduates.</b>  <b>c. Bring back the Extreme Tour – every other year</b></p> <p><b>2.1: Develop an Advisory Board for our entrepreneurial programs.</b>  <b>2.2: Unify Urban Center/Kehoe Incubators through policy, planning, advising.</b>  <b>2.2: Review and revamp aspects of entrepreneurial curriculum.</b>  <b>2.3: Determine WFD place in non-credit entrepreneur offerings.</b>  <b>3.1: Develop and secure scholarships through the Foundation.</b>  <b>3.2: Develop and secure scholarship for our students moving on to bachelor level programs.</b>  <b>3.3: Support the Foundation in the development of their Venture fund for our incubator students.</b>  <b>4.1: Enrolling more students specifically interested in entrepreneurial work.</b>  <b>4.2: Re-engaging the Entrepreneur club as a support mechanism for our entrepreneurial</b></p> <p><b>4.3: Enhance / move speaker series from WFD to Department with Student Worker assistance.</b>  <b>5.1: Confirm specific transfer agreements with Ashland University and Kent State University.</b>  <b>5.2: Determine other transfer partners.</b>  <b>6.1: Build student engagement in the incubator(s).</b>  <b>6.2: Add substance: programs and equipment to incubators.</b>  <b>7.1: Include Entrepreneur lead faculty in incubator selection and mentoring</b></p>	<p>GT LJ/GT GT/CH GT/LJ TBD</p> <p>GT/CH GT/LJ/JHull LJ NK GT/CH GT/LJ</p> <p>CH/GT</p> <p>GT LJ</p> <p>GT</p> <p>GT/Chair</p> <p>GT/LJ GT/LJ/UC GT</p>	<p>quarterly</p> <p>Fall Spr/Sum</p> <p>Summer Summer Fall Summer Winter</p> <p>Fall 11</p> <p>Spring quarterly</p> <p>Annual</p> <p>Annual</p> <p>Annual</p>	<p>quarterly</p> <p>Annual X</p> <p>Fall</p> <p>Annual Semester</p> <p>Annual</p> <p>X</p> <p>Annual</p>	<p>Quarterly</p> <p>Spr/Sum</p> <p>Annual X</p> <p>Annual</p> <p>Annual Semester</p> <p>Annual</p> <p>X</p> <p>Annual</p>

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**Action Plan Budget (Resource Requirements after Year 1 may need "To Be Determined" if significant planning is required in Year 1.)**

<b>New Resources Required</b> (List and explain why new resources are required)	<b>Sources of Existing Resources</b> (List by source including reallocation of resources – explain;)	<b>Net New Resources Required</b> (New resources less resources available from Sources)	<b>Year One</b>	<b>Year Two</b>	<b>Year Three</b>
<b>\$25,000 Marketing Budget 2011/12 For fall 2012 Enrollment</b>	<b>Marketing current + Foundation Support</b>	<b>Depends on what marketing might believe they can contribute within existing budgets.</b>	<b>\$25,000</b>	<b>\$25,000 + INFL</b>	<b>\$25,000 + INFL</b>
<b>XTreme Tour</b>	<b>\$25,000</b>	<b>\$25,000</b>	<b>\$25,000</b>		<b>\$25,000</b>
<b>CRM package ? Tracking people interested, involved, or formerly involved in our programs)</b>	<b>?</b>				
<b>\$12,000 in Scholarships for 2012 (5-6k currently and annually provided via</b>	<b>Foundation (assist)</b>	<b>\$6,000</b>	<b>\$12,000</b>	<b>\$12,000</b>	<b>\$12,000</b>
<b>Foundation – an additional 5-6; for new scholarships tied to Marketing efforts in 2011/12 including XTreme Entrepreneur tour.</b>	<b>Foundation (assist)</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>
<b>Student Employee – Year Long</b>	<b>Department Budget.</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,000</b>	<b>\$10,000</b>

Faculty Release Time for curriculum revision and program support?	Department Budget.	TBD	TBD	TBD	TBD
Incubator Equipment: Printer, 4 computers, wifi, Conference fax, access to copying, furniture	TBD				
Incubator Annual Budget - \$5,000	TBD				
Speaker Series - \$5,000 per year.		\$5,000	\$5,000	\$6,000	\$10,000

**Action Plan Information/Metrics Requirements** (*Information/Metrics Requirements after Year 1 may need "To Be Determined" if significant planning is required in Year 1.*)

<b>Information Required from IT/IR to Effectively Carry Out the Milestones and Key Tasks</b> (List the items of information required and why)		<b>Date Needed</b>
<b>For Year 1:</b>		
Current enrollment data to set metric benchmarks		
<b>For Year 2:</b>		
Current enrollment data to set metric benchmarks		
<b>For Year 3:</b>		
Current enrollment data to set metric benchmarks		
<b>Metrics Required from IT/IR to Effectively to Measure the Outcomes of the Action Plan</b> (List the items of information required and why)	<b>Do these metrics align with Means Metrics and the relevant ENDS metrics? Explain.</b>	<b>Date Needed</b>

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Use additional pages for outcomes, milestones, tasks or budget as necessary