

**THE CONSORTIUM FOR ENTREPRENEURSHIP EDUCATION**  
**SCOPE OF WORK 2008 - 2009**

The annual program of work for the Consortium for Entrepreneurship Education was developed by the Consortium's Executive Committee. The components of the Program of Work have been identified as the executive director's responsibility subject to the receipt of \$100,000 from annual membership and sponsors and \$300,000 from Sponsors and the FORUM. Membership in the Consortium brings the benefits of sharing output and avoiding duplication of efforts.

**Specific tasks to be accomplished during the year are identified as follows:**

**1.0 Provide professional development opportunities for teachers.**

- 1.1 Share materials developed by members and other resources that support entrepreneurship and educational standards
- 1.2 Share nationally the industry-based curriculum standards for entrepreneurship education as a lifelong learning process
- 1.3 Involve members in creating methods to assist teachers and other educators at all levels of education and training.
- 1.4 Encourage Teacher-Ambassadors to assist other organizations in using and adopting the Standards
- 1.5 Identify curriculum materials appropriate for various entrepreneurship education programs and promote them in the newsletter, in the magazine, on the Web Page, and by submitting them to Curriki.
- 1.6 Encourage participation of teachers at the annual FORUM by soliciting sponsors to provide scholarships, promoting the conference throughout the year, and encouraging all members to promote participation among their networks.
- 1.7 Test the options of providing teacher training and other meetings by Internet and/or conference calls

**2.0 Design and Maintain Web Page for Internet Access**

- 2.1 Write articles for regular update of the Web page. **(URL is [www.entre-ed.org](http://www.entre-ed.org))**
- 2.2 Collect information from programs and organizations that can be put out on the Web page.
- 2.3 Respond to inquiries via E-Mail that are generated as a result of the Web page.
- 2.4 Promote use of web page by contacting search engines and other potential linking sources.
- 2.5 Scan the Internet for new information on entrepreneurship education to share with Consortium members. Maintain an Email network to keep members updated.
- 2.6 Continue development of the online entrepreneurship program database, ENTREPRENEURSHIP EVERYWHERE, that was originally created for the Appalachian Regional Commission (ARC)
- 2.7 Develop new pages for the Consortium website for targeted audiences.
- 2.8 Explore new services to be made available on our website

**3.0 Develop Strategies for Advocacy/Outreach**

- 3.1 Continue involvement with the National Entrepreneur Advisory Council to assist the Consortium in reaching out to educators and business leaders to build support for entrepreneurship education.

- 3.2 Continue to seek support for the Consortium strategic plan to position the Consortium as the leading national organization advocating entrepreneurship education as a lifelong learning process.
- 3.3 Provide leadership in the support for National Entrepreneurship Week with focus on building the image of entrepreneurship education at the local, state, and national level.
- 3.4 Develop State Leadership Teams in support of National Entrepreneurship Week to provide leadership in supporting entrepreneurship education in each state and to connect education to other state agencies and organizations in support of entrepreneurship.
- 3.5 Encourage members including a team of teachers (Ambassadors) who will use the National Content Standards and the National Standards of Practice to develop strategies for advocacy and membership development.
- 3.6 Develop relationships at the national level to support the expansion of entrepreneurship education as a lifelong learning process.
- 3.7 Develop projects with external partners that will provide a continuous income stream for the Consortium in the future.
- 3.8 Seek private sector sponsors interested in supporting the mission of the consortium. Special benefits for serving as a "sponsoring associate" will include visibility for their sponsorship in all consortium activities.
- 3.9 Encourage new and continuing support for the Entrepreneurship 101 Award (scholarships for teachers), especially to recognize leaders in Consortium states and Partner organizations.
- 3.10 Share information about grant opportunities with entrepreneurship educators.

#### **4.0 Publish and Disseminate Communications Materials related to Entrepreneurship Education**

- 4.1 Publish at least two issues of EntrepreNews & Views newsletter that will feature new concepts, programs and products of members. An electronic version will be shared with members as well as print copies.
- 4.2 Publish 10 issues of Future CEO Stars that focus on sharing success stories of young entrepreneurs from member organizations.
- 4.2 Seek new issues and philosophies about entrepreneurship to feature in communications documents.
- 4.3 Disseminate the documents to members and to potential member organizations and supporters.
- 4.4 Send targeted mailings to the field based on the topics addressed in the communications

#### **5.0 Organize Meetings**

- 5.1 The Consortium Annual Meeting will be planned for members in November, 2008, and November 2009 for the purpose of sharing activities and planning for the future growth of the field of entrepreneurship education. The Consortium will be involved in FORUM planning and featured on the FORUM program.
- 5.2 Explore the opportunities for targeted professional development via conferences, internet, and phone conferences.
- 5.3 Prepare PowerPoint presentations and handouts targeted for the specific audiences of various conference opportunities.

- 5.4 The executive committee will meet once to plan activities for the future. The meeting will be scheduled for January, 2009. Other meetings and conference calls will be scheduled as budget permits and work requires it.
- 5.5 Consortium officers will participate and speak at meetings as invited at minimal costs.
- 5.6 Other entrepreneurship-related meetings will be co-sponsored as opportunities appear and budget permits.

## **6.0 Consortium Management**

- 6.1 Additional consultants will be hired to manage components of the Consortium Scope of Work and serve as a staff to do planning and coordination, as funds permit.
- 6.2 A major focus of Consortium management will focus on nurturing of current members to increase member retention.
- 6.3 Many on-going services to members are handled by contracted consultants including scope of work delegated activities, group planning and brainstorming, assistance to members, speaking in support of the Consortium, and problem-solving activities.
- 6.4 Primary responsibility for administration of the Consortium including accounting and financial responsibilities, communications, and management of activities identified in this scope of work will be the responsibility of the executive director.
- 6.5 The executive committee will serve as officers of the organization, provide vision and ideas for growth of the field, and evaluate the work of the executive director.