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## THINK ENTREPRENEURS! A CALL TO ACTION

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Columbus, OH - How can the unemployed find a job in spite of huge loss of jobs nationwide? What happens when job-seekers turn to the unemployment office in their community for help?

These were questions asked by the Consortium for Entrepreneurship Education during the past year as these educators explored the support provided by the Public Workforce System. Although the US Department of Labor/Employment and Training Administration (DOL/ETA) advocates self-employment, this project found that there were many barriers in state and local systems preventing actual assistance to job seekers to consider creating their own businesses.

SBA data reveals an amazing fact about American businesses. Although there are 27 million businesses in the US, **20 million of them have no employees**. And an additional 4 million businesses employ 5 people or less. This says to us that self-employment is a "real job". All you need is an opportunity ...and the skills required to provide a product or service that a customer will pay you to provide.

According to Dr. Cathy Ashmore, Executive Director of the Consortium for Entrepreneurship Education, "In this year-long exploration of the system we found a number of One-Stop Career Centers that had found ways to encourage self-employment in spite of barriers within the system. The resulting "CALL TO ACTION" Report is designed to spotlight these success stories, identify the barriers, and recommend changes to the system and the mindset of its managers."

**DOL Entrepreneurship Competency Model** - One important tool to assist local areas is the newly published entrepreneurship competency model. This is an addition to the 10 Industry-based Competency Models published by DOL/ETA and is available on their website. The Consortium provided assistance in development of this model based on the National Content Standards for Entrepreneurship Education published in 2004. Consortium members provided evaluation of the final Career Center product and have assumed responsibility for working with DOL on future changes. See the model and related resources for the workforce system at <http://www.careeronestop.org/competencymodel/pyramid.aspx?ENTRE=Y>

**Recommendations** - As a result of involvement in this year-long project the Consortium suggests that communities would benefit ...as well as individuals... if the One-Stop Career Centers (and all related systems) encouraged "Entrepreneurship Values for Career Centers". <http://www.entre-ed.org/how/ccr/tools.html>  
Workforce Investment System administrators acknowledged that self-employment would be useful as an option

for job-seekers, but most of the 12 values related to entrepreneurship were not actively promoted among the staff of the One-Stop Career Centers.

Horace Robertson, project director said, "One very important recommendation is expansion of partnerships in the community between services for the unemployed and the training and coaching services provided by local educators and agencies. Most of them provide short term upgrading assistance to potential entrepreneurs (SBDCs and other SBA related groups, community colleges and other available entrepreneurship training programs). In addition the opportunities to build entrepreneurial skills throughout the education system (K-16) will build a pipeline of Americans that are prepared to create their own jobs when the situation is right for it. We see this as a great opportunity for building bridges between the Consortium members and the Workforce Investment System on a continuous basis."

**Read All About It on the Web** - To assist national, state, and local acceptance of the "CALL FOR ACTION" the Consortium has added a special section to its new website entitled "Career Center Resources" at <http://www.entre-ed.org/how/ccr/onestop.html> This site features the entire project Report "THINK ENTREPRENEURS", an executive summary providing 10 major recommendations, case studies from 17 sites that are addressing self-employment for job-seekers, and a great variety of tools developed to assist in adopting "entrepreneurship" as a viable career option for the unemployed. This site will be a continuous source of information to develop partnerships in support of the self-employment option for the unemployed. Contributions from organizations supporting entrepreneurship for job-seekers are welcome.

### **What is a job?**

**A job is work that needs to be done....that someone will pay you to do.  
For the entrepreneur that "someone" is the customer.**

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**About the Consortium for Entrepreneurship Education** The Consortium is a national membership organization that provides leadership to educators nationwide in support of entrepreneurship education as a lifelong learning process. The Consortium was created at the Ohio State University in 1981 to focus on professional development for teachers involved in creating entrepreneurship education programs and activities in the schools, and is now serving educators nationwide as a non-profit 501 ( c ) ( 3 ) corporation. Composed of over 100 member organizations, the Consortium celebrated its 27th year with the very successful anniversary conference in Norfolk, VA. Next CEE is currently advocating nationwide leadership in the 4th annual **National Entrepreneurship Week** to be celebrated February 20 - 27, 2010. For details go to [www.entre-ed.org](http://www.entre-ed.org)

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