Planning

1. Identifying the Issue

In 2004, the Harrison County Extension Office participated in Texas Community Futures Forum, where they solicited opinions from a cross-section of county residents regarding the most important needs and concerns affecting Harrison County. An issue identified during this process was the need for jobs to keep youth in the county.

2. Describing the Situation

The county-seat of Harrison County, Marshall, was once nicknamed the “Athens of Texas” for its early and progressive educational system, and boasts Wiley College, the first historically black college west of the Mississippi, which was founded in 1873. Wiley College has a rich history of its college students providing leadership to the community, to the State of Texas, and to the United States of America. Moreover, the students who attend Wiley College are generally from Harrison County or the surrounding area. They love Northeast Texas and only need the incentive of prospering to stay once they graduate. Texas Cooperative Extension and Wiley College are offering the students of Wiley College such an incentive, an incentive to become a successful businessman or woman through the Master Entrepreneur Program.

Small businesses represent a significant driving force behind our economy, and these businesses employ more than 56% of all workers. The success of these businesses is largely dependent upon the education and training of the small business owners. Texas Cooperative Extension is committed
to such training and wants the youth and young people of Harrison County to prosper, but more importantly, to prosper in Harrison County.

3. Identifying the Target Audience

The primary target audience for the Master Entrepreneur Program is the 775 college students who attend Wiley College. Of these 775 college students, it is estimated 20 students will enroll in the program. These 20 students will impact the secondary target audience, students enrolled in the eleventh grade at the six public high schools within Harrison County. Approximately 100 eleventh grade students of the 950 enrolled students in Harrison County will be the focus of the secondary target audience and will be impacted as a result of the programs delivered by the college students.

4. Intended Outcomes

**Goal:** keep youth in Harrison County.

**Process Objective:** develop an educational curriculum for a Master Entrepreneur Program targeting Wiley College students in Harrison County by October of 2007.

**Output Objectives:**

- Twenty college students will attend a 20-hour program to become master entrepreneurs. These 20 students will then teach a 10-hour entrepreneurial program to 100 eleventh grade youth in Harrison County.
- Eighty percent satisfaction of both the college students and the high school youth will be achieved.

**Outcome Objectives:**

- Upon completion of the Master Entrepreneur Program, the college students will gain
knowledge in the following areas:

- general overview knowledge regarding entrepreneurship and legal and accounting knowledge required to effectively run a small business.
- The college students will gain the skills necessary to start a new business. Then, they will gain the skills necessary to keep their business running effectively for the long-term.
- The college students will adopt a plan to start their successful businesses. The college students will also adopt a plan to educate high school youth on entrepreneurship.

5. Program Design

The Master Entrepreneur Program will consist of five four-hour workshops with the intent to assist the college students in becoming successful entrepreneurs. Community collaborators will include small business owners, lawyers, and tax accountants associated with the Marshall Chamber of Commerce, as well as Wiley College and high schools located within Harrison County. The five four-hour workshops will include the following educational content:

- Workshop 1–General overview knowledge regarding entrepreneurship
- Workshop 2–How to start your successful business
- Workshop 3–How to keep your successful business
- Workshop 4–Legal and accounting knowledge
- Workshop 5–Tips for teaching
Implementation

6. Program Delivery

The timeline for implementation of the Master Entrepreneur Program is Fall 2007, with the first of the five workshops to begin on Saturday, October 6, 2007. A workshop will follow each Saturday and will conclude on November 3, 2007. After the first of the year, the Wiley College students will deliver their educational programs to the eleventh grade students at the high schools located within Harrison County.

Results

7. Measuring Outcomes and Impact

The program will use a two prong evaluation technique to evaluate knowledge and skills learned during the program as well as satisfaction of the program. First, the program will have a case study component in which the students will be asked to use the knowledge and skills developed in the program to create their own theoretical business. This allows the facilitators to use direct observation to evaluate the knowledge and skills learned in the program. The facilitators can then make qualitative notes on the sections of knowledge that the students did not successfully learn. To measure satisfaction, a post-only, Likert-type questionnaire will be given to allow the students to give feedback on their level of satisfaction overall and of the individual parts. This allows for the program to be evaluated as a whole as well as understanding which areas of the program should be modified or removed.

8. Interpreting Results

Relevance

The youth of Harrison County are leaving the County to pursue jobs elsewhere, and the mere idea
or thought of prospering would give them the incentive to live and work in Harrison County. In
order to give youth the incentive to live and work in Harrison County, it is important to educate our
youth about the opportunities for growth and prosperity available to them. The 2004 Texas
Community Futures Forum identified the concern regarding the need for more jobs to keep the youth
of Harrison County in Harrison County, and the Harrison County Youth Board determined the
Master Entrepreneur Program allowed the youth to create their own jobs, being in control of their
own destiny.

The primary audience of the Master Entrepreneur Program was the 775 students enrolled at Wiley
College, and the secondary audience was the 950 eleventh grade students enrolled in the six public
high schools within Harrison County.

Response

Texas Cooperative Extension of Harrison County developed the Master Entrepreneur Program to
address this relevant issue. The Program consisted of five four-hour workshops and included the
following educational content:

- Workshop 1–General overview knowledge regarding entrepreneurship
- Workshop 2–How to start your successful business
- Workshop 3–How to keep your successful business
- Workshop 4–Legal and accounting knowledge
- Workshop 5–Tips for teaching

The Master Entrepreneurs then made a commitment to return at least 50 hours of service in that area,
and chose to do so by delivering educational programs to the eleventh grade youth of Harrison
County.