

Entrepreneurship Education and Training in Maine

Prepared for:

Maine Quality of Place Council

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Executive Summary

In today's world, entrepreneurial skills development and training are necessary to sustain growth. More and more, entrepreneurship is becoming a cornerstone of Maine's economy. However, at this time, the available programming in Maine is limited, with very few K-12 schools and adult education programs offering entrepreneurship curricula. While more programming is available from the university and community college systems as well as through support services, it is important to integrate an understanding of entrepreneurship into all levels of education. Development of the skills necessary for entrepreneurship should begin at an early age. Given the lack of programming for children and youth, it appears that a belief in the importance of entrepreneurial education has not yet been integrated into Maine culture. Similarly, there are many adults who would benefit from entrepreneurial training, regardless of whether they are themselves entrepreneurs. The cultivation of problem solving, risk-taking, innovation, and related skills leads to a population that is better equipped to handle all types of endeavors and situations.

While the current state of entrepreneurial education represents a tremendous opportunity for growth, there are obstacles that could slow down improvements. Until a belief in the importance of entrepreneurship at all levels is widespread, interest in and resources for entrepreneurial education will likely remain limited.

Geographically there is great diversity in programming – training and education are offered in locations all around Maine, something that is particularly valuable for the more rural areas of the state where entrepreneurship may provide a living for a larger part of the population. As additional programs are developed, it is critical to maintain the geographic diversity of education and training opportunities.

It is important to note that the conclusions expressed within this report are based on a limited survey of readily available sources and information and are therefore to be considered preliminary and tentative. Currently, there is no single source listing all of the entrepreneurial education and training programs around the state. Information about the

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different programs is sparse, and difficult to track down. There is essentially no data available on enrollment figures without contacting each individual program. The lack of data on outcomes makes it nearly impossible to measure the effectiveness of programming. Coordination of these programs across the state would likely make it easier for those interested in taking advantage of entrepreneurial training to do so and would also provide opportunities for tracking the outcomes of these programs.

As Maine's economy relies ever more strongly on entrepreneurs and the skills that define an entrepreneurial mindset, the role of entrepreneurial training and education will increase in importance. There is a great deal of opportunity for improving and expanding the current offerings in the state, despite initial obstacles. Increasing opportunities for entrepreneurial education would benefit more than just the entrepreneurs in the state. Developing skills related to problem solving, innovation, and decision-making better equips everyone to perform in an entrepreneurial economy.

Principles of Entrepreneurship Education and Training. In today's world, entrepreneurship is critical for economic growth. In Maine, the shift away from larger manufacturing firms has led to an increase in the number of small, innovative businesses. More and more, entrepreneurship is becoming a cornerstone of Maine's economy. Entrepreneurial skills development and training are necessary to sustain growth. There is general agreement among scholars that this training should take place not only through support systems for entrepreneurs, but also throughout the educational systems, including K-12, higher education, and adult education.

The argument for entrepreneurship education at the post-secondary level may be the easiest to make; after all, business schools have embraced entrepreneurship in their curricula for years. A report from the Kauffman Panel on Entrepreneurship Curriculum in Higher Education identifies four reasons why entrepreneurship belongs in college:

First, entrepreneurship is critical to understanding and succeeding in the contemporary global economy. Second, entrepreneurship is already an expanding area of American college learning. Third, entrepreneurship is becoming a basic part of what universities themselves do. Fourth, entrepreneurship meets many of the goals of a quality American undergraduate education.¹

Yet it is not enough to just include entrepreneurial education in higher education. The Kauffman Panel report points out that "for entrepreneurship to be a mainstream and routine business practice, it must reflect its society's view of how the world should work and how human beings should behave." *It is important to integrate an understanding of entrepreneurship into all levels of education.* Children and youth, many of whom are already predisposed to entrepreneurial mindsets, should be exposed to entrepreneurs throughout their K-12 education. Development of the skills necessary for entrepreneurship should begin at an early age.

¹ Kauffman Panel on Entrepreneurship Curriculum in Higher Education. *Entrepreneurship in American Higher Education*. Kansas City, MO: Ewing Marion Kauffman Foundation, 2008.
http://www.kauffman.org/pdf/entrep_high_ed_report.pdf

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Similarly, adults and those who may not have had the opportunity for entrepreneurial skills development in school would benefit from receiving this training through adult education and other support services. In particular, those workers who may have been laid off from Maine's traditional industries could benefit from the opportunity to learn about entrepreneurship. Giving these workers the chance to develop entrepreneurial skills could pay off many times over through their successful application. As mentioned earlier, Maine's economy is increasingly dependent on entrepreneurs for growth. However, policy makers cannot assume that these entrepreneurs will emerge on their own – they need to be trained beginning at an early age and continuing throughout their lives.

A second report by the Kauffman Foundation, "On the Road to an Entrepreneurial Economy," notes that "it is becoming increasingly clear that having an entrepreneurial mindset and perspective is critical not only for entrepreneurs themselves and policymakers [...] but for all members of society."² This report also suggests several ways that policymakers might encourage entrepreneurialism in education, including a pay structure for teachers based on job performance, increased options for parents and students, and the integration of entrepreneurship curricula.

Entrepreneurship Education. The debate between entrepreneurs being born or created is addressed by Calvin Kent in the book *Entrepreneurship Education*. In the introduction to this book, with chapters written by many experts in the field, Kent suggests that "while none of these authors would deny that there may be some genetic and environmental proclivities that tend to destine some people towards entrepreneurial careers, the preponderance of evidence suggests that many more people have entrepreneurial potential than ever become entrepreneurs."³

Bill Rushing contends that entrepreneurship education should be integrated throughout the broader curriculum to increase the entrepreneurial capacity of all students. This may

² *On the Road to an Entrepreneurial Economy: A Research and Policy Guide*. Version 2.0. Kansas City, MO: Ewing Marion Kauffman Foundation, 2007.

http://www.kauffman.org/pdf/entrepreneurial_roadmap_2.pdf

³ Kent, Calvin A., ed. *Entrepreneurship Education: Current Developments, Future Directions*. Westport, CT: Quorum Books, 1990.

be done in two ways: focusing on the historical context of entrepreneurship, and developing those skills most used by entrepreneurs. Placing entrepreneurs in their historical context gives students a better understanding of the contributions entrepreneurs have made to the economy. Developing skills related to problem solving, innovation, and decision-making better equips students to perform in an entrepreneurial economy. Rushing also emphasizes the need for this education at all levels, from childhood through adulthood.

A more recent book, *Entrepreneurship Education and Training*⁴, acknowledges that there is still a great deal of debate around the issue of whether entrepreneurship can be taught. One school of thought is that entrepreneurship has two elements: science and art. The science of entrepreneurship – the business and management skills related to successfully running an entrepreneurial endeavor – may be taught. The art of entrepreneurship – the creative and innovative aspects of entrepreneurial behavior – cannot be taught in any traditional sense. However, it is suggested that, like an artistic talent, some people are born with entrepreneurial talent and others must work hard to achieve the same level of ability. If this is the case, education is key for developing entrepreneurs.

A common theme throughout the literature on entrepreneurship education is that *everyone*, not just individuals who are or become entrepreneurs, benefits from entrepreneurship education. The cultivation of problem solving, risk-taking, innovation, and related skills leads to a population that is better equipped to handle all types of endeavors and situations, not just entrepreneurial ones.

Entrepreneurship Education and Training in Maine

Entrepreneurship programs in Maine exist in a variety of locations and formats. Training and education are available through high schools, career and technical schools,

⁴ Henry, Colette, Frances Hill and Claire Leitch. *Entrepreneurship Education and Training*. Burlington, VT: Ashgate Publishing Company, 2003.

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community colleges, the university system, adult education programs, and support services. However, information on these programs is not available at any one centralized location, making it difficult to take stock of their availability. The inventory below is not exhaustive, but represents the most current and readily available information. In 2004, Margaret Harvey of the Maine Department of Education conducted a survey of entrepreneurship programs in career and technical schools, community colleges, and high schools in Maine. Many of the programs listed below were identified through this survey. Some of the programs in this inventory may no longer exist; likewise, other programs may be available but not included.

Overall, the opportunities for entrepreneurship training and education in Maine appear to be limited, particularly in K-12 and adult education. While approximately one-third of the career and technical education schools offer some form of entrepreneurship education, only a handful of the high schools around the state include this programming. While many adult education programs are utilized by entrepreneurs, very few of these programs actually include specific entrepreneurship training. The University of Maine System and the Maine Community College System offer more comprehensive entrepreneurship education, primarily through business schools and programs. Support services and other resources offer the widest range of entrepreneurship training, but most of these programs are geared towards entrepreneurs themselves, rather than potential entrepreneurs. Geographically there is great diversity in programming – training and education are offered in locations all around the state, something that is particularly valuable for the more rural areas of the state where entrepreneurship may provide a living for a larger part of the population.

There are two likely causes behind the limited opportunities. The first of these is limited resources. Many schools and adult education programs simply do not have the funding or staff to offer an entrepreneurship curriculum. In some places this curriculum may be integrated into other courses, most often business-related courses, but this depends heavily on the format of the course and the capacity of the instructor. The second likely cause is lack of interest. In some cases, entrepreneurship programs were cancelled due to

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insufficient enrollment or a general lack of interest. This may be an even more challenging obstacle to overcome than the lack of resources, and may require a cultural shift towards a more entrepreneurial mindset.

Grades 7-12

- * Bath Regional Technical Center (now Bath Regional Vocational Center): grades 10-12; entrepreneurship education is incorporated into management, business, and marketing courses (four one-hour classes each week for one semester).
- * Biddeford Regional Center of Technology: grades 10-12; offers programs in entrepreneurship and small business management (75 minutes per day, 5 days per week for one semester).
- * Foster Regional Applied Technology Center (Farmington): grades 10-12; provides curriculum on entrepreneurship and small business management.
- * Lewiston Regional Technical Center: grades 10-12; offers a course that gives an introduction to entrepreneurship (80-minute blocks every other day for entire school year).
- * Oxford Hills Technical School: grades 11-12; entrepreneurship education is incorporated into a marketing course (2.5 class periods per week for 16 weeks).
- * Presque Isle Technology Center: grades 11-12; entrepreneurship education is incorporated into a small business ownership course (one period per day).
- * Region 10, Brunswick: grades 10-12; offers a course in marketing and entrepreneurship (program meets for half a day, five days per week).
- * Region 2, Houlton: grades 11-12; offers a business technology course that integrates entrepreneurship curriculum.
- * Westbrook Regional Vocational Center: grades 8-12; offers a course in marketing education and real-life experience operating the school store (80-minute classes, five days per week plus at least two 30-minute shifts in school store).
- * Jay High School: grades 11-12; offers a course in exploration of business topics, including entrepreneurship (one class period every other day).
- * Oak Hill High School (Wales): grades 9, 11, 12; offers two courses: intro to business in grade 9 and economics and marketing in grades 11-12; courses include entrepreneurship curriculum (one-semester class).
- * Windham High School: grades 11-12; course in entrepreneurship offered (one-semester course).
- * Brooksville Elementary School: grades 7-8; electronic publishing course that develops yearbook also includes entrepreneurship curriculum (two hours per week).
- * The University of Southern Maine's Center for Entrepreneurship offers "The Buzz on Biz" for high school students.
- * Machias Memorial High School offers an entrepreneurship program for students interested in starting their own company.
- * Hebron Academy hosted the week-long EntrePrep Summer Institute in July 2008. This institute provides rising juniors and seniors with the opportunity to learn entrepreneurial practices and principles. For more information: <http://www.entreprep.org/home.php>

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Hebron Academy also offers an entrepreneurship program and the Entrepreneurial Challenge competition. For more information:

<http://www.hebronacademy.org/academy/upper/leadership.asp>.

Adult Education

* Rockland Adult Education: includes some entrepreneurial education as part of a 3-week intensive job readiness program.

* Windham Adult Education: offered a training opportunity for Lakes Region entrepreneurs and entrepreneur training series.

* Upper Androscoggin Collaborative: had planned to offer a class on entrepreneurship for high school completion students but had to cancel due to insufficient enrollment.

Community College

* Eastern Maine Community College: certificate program in entrepreneurship launched in 2005.

* Kennebec Valley Community College: certificate program in new business offered; courses include Introduction to Entrepreneurship and The Entrepreneur's Guide to Small Business Management. An online course in small business management offered the spring semester of 2008 had 11 students enrolled.

* Southern Maine Community College: program in entrepreneurship and business ownership offered.

* Entrepreneurial Center at Southern Maine Community College: the Entrepreneurial Center has a business incubator program as well as a six-credit business start-up certificate and a 15-credit certificate of business ownership. There are also non-credit courses offered on a regular basis to both enrolled students and the general public. For more information: <http://www.smccme.edu/docs.php?section=3&navid=143&docid=0>

University of Maine System

* Augusta: courses offered through the College of Mathematics and Professional Studies. Outreach with Women, Work, and Community.

* Farmington: 2-3 related courses offered in the Department of Social Sciences and Business. Outreach with FastTrac.

* Fort Kent: the e-commerce and small business management degree programs both incorporate entrepreneurship curriculum.

* Orono: offers an entrepreneurship course through College of Business, Public Policy, and Health. The UMaine Cooperative Extension does research on microenterprise development.

* Presque Isle: offers an entrepreneurship course through the Department of Business and International Studies.

* University of Southern Maine: the School of Business offers a concentration in Entrepreneurship in its academic program.

Support Services and Other Development Resources

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* University of Southern Maine's Center for Entrepreneurship at the School of Business In 2003, the Center for Entrepreneurship and the School of Business in which the Center is housed were awarded a grant by the Kauffman Foundation to develop an entrepreneurship curriculum. To begin this three-year process of development, the Maine Higher Education Entrepreneurship Faculty Forum was held in 2004. The Forum brought together faculty from a variety of disciplines who were interested in integrating entrepreneurship into their curricula. Participants came from the University of Maine System, the Maine Community College System, private Maine colleges, the Maine Department of Education, and Maine entrepreneurs. The purpose of the Forum was three-fold:

1. Provide the fundamental framework for Entrepreneurship education through workshops and seminars on content and pedagogy;
2. Foster "champions" for Entrepreneurship at each campus. It was anticipated that the participants in the Forum would become advocates for encouraging students to consider enrolling in Entrepreneurship courses;
3. Develop a state-wide network of faculty to be involved in the continuous improvement of Entrepreneurship education, to share best practices, and to identify issues in content and pedagogy.

The Center for Entrepreneurship offers several non-credit courses and coordinates both credit and non-credit course offerings in other USM units. The Center also hosts the Student Business Plan Competition, which offers undergraduate and graduate students, both part- and full-time, the chance to win \$10,000 in cash and \$15,000 in services to launch their business idea. The competition is now in its eighth year. Students who participate also receive a non-credit workshop in "How to Prepare a Business Plan." For more information on the Student Business Plan Competition, visit:

http://www.usm.maine.edu/sb/current_students/bc.html.

The Center for Entrepreneurship offers a non-credit business development program entitled FastTrac in partnership with the Heart of Maine, a US Department of Agriculture Resource Conservation and Development Agency. Owned by the Kauffman Foundation, FastTrac consist of two offerings: FastTrac New Ventures for start-up businesses and FastTrac Planning for existing business owners.

The Center also offers "Listening to Your Business", a workshop designed to help entrepreneurs focus on vision and strategic planning, as well as targeted non-credit programs in Marketing for entrepreneurs.

For more information: <http://www.usm.maine.edu/cesb/>.

* Maine Center for Enterprise Development (Portland)

Vision: To be a center of excellence for launching successful start-up companies, nurturing entrepreneurship and implementing innovation as an economic development tool for Maine.

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Mission: To create high quality jobs for Maine through best practice incubation services that systematically assist new businesses with intellectual property and business plan needs, R&D activities, early-stage financing and product commercialization.

The Center for Enterprise Development has partnered with the School of Business at the University of Southern Maine. The business incubator moved to the Bioscience Research Wing at USM in the fall of 2006. For more information: <http://www.mced.biz/index.htm>

* Maine Small Business Development Centers (Statewide)

The Maine Small Business Development Centers began in 1977 as a pilot project of the US Small Business Administration. The Centers offer statewide assistance, with 13 service centers and 18 outreach offices. The state office is in Portland. In 2007 the Centers served 4,685 training clients and 2,231 counseling clients around the state and through online training. For more information about the Centers: <http://www.mainesbdc.org/>

The Maine Small Business Development Centers are a sponsor of the annual Entrepreneur's Summit, which is a half-day event designed to "provide entrepreneurs with the tools, resources, and inspiration to launch a new business or grow an existing one." For more information about the summit: <http://www.preti.com/file/pdf/publications/esbrochure08final2.pdf>.

The Maine Small Business Development Centers also administer Maine Business Works, which is an online development resource, originally developed in 1996 to connect Maine's Economic Development Districts with USM's Center for Business and Economic Development and the Maine Small Business Development Centers. Maine Business Works maintains an extensive listing of training sessions, workshops, and events as well as listings of resources around the state and financing options. For more information: <http://www.mainebusinessworks.org/>

* Maine Centers for Women, Work, and Community (Statewide)

The Maine Centers for Women, Work, and Community offer business start-up training, including workshops and individual assistance. There are 18 locations around the state where services are offered. For more information: http://womenworkandcommunity.org/?page_id=18.