

Action Item	Partner Responsible	Due Date	Related Activities/ Existing Resources	Resources Needed	Outcome Measurement	Progress
Pillar 2: Entrepreneurship		Goal: To encourage entrepreneurship by connecting students and adults with small business development programs, mentors, and other support				
<i>Strategy 2.1: Identify resources and services available in the region</i>						
2.1.1 Map assets and inventory all relevant resources available in the region	SBDC		SBDC website Economic Development resource notebook	SBDC rep is desperately needed in the region Clearinghouse	All relevant resource information is captured and gaps identified	Identified and addressed initial gaps: SBDC targeted resources to hire two reps for MOV region; Jobs posted; SCORE (See 2.3.1) Began to map regional entrepreneurship and small business development assets where individuals can obtain resources when interested in starting own business
2.1.2 Organize information from asset mapping and distribute to key partners in the region	Potentially a project for WVU-Parkersburg students as internships, co-op or existing faculty as externships during the summer		Business Incubator at WVU-Parkersburg downtown location	Someone to do the research and organize it all Additional funding for this project may be needed	Information is organized online in a user-friendly format	

<i>Strategy 2.2: Introduce entrepreneurship to students and adults in the region</i>						
2.2.1 Incorporate information about entrepreneurship within local school systems and consider creating entrepreneurship programs within career and technical centers	SCORE, community colleges, career & technical centers, guidance counselors		Working with WV Dept. of Education to get entrepreneurship into school curriculum Policy 25.10 recently passed which involves guidance counselors acknowledging other career pathways other than a 4- year college degree for students	A local champion that is passionate about entrepreneurship to get things rolling on a local level Mentor program Teachers and guidance counselors	Outreach strategies and programs developed, created and implemented	
<i>Strategy 2.2: Introduce entrepreneurship to students and adults in the region, continued</i>						
2.2.2 Create a campaign to promote entrepreneurship to residents <ul style="list-style-type: none"> • Determine best wording so as not to intimidate • Identify effective ways to disseminate information about entrepreneurship • Encourage “over 50” population • Communicate how a small business can be linked to the larger economic development projects in region • Include outlying counties • Target underserved populations such as veterans and those with disabilities • Identify opportunities to attach entrepreneurship topic to other events and activities 	SBA WVU-Parkersburg		Workshops for SBA/SBDC WVU-P GRIT Assessments WVU-P Grant Funding to teach soft skills and confidence building	Social media Partner websites Press releases	A comprehensive outreach strategy is developed, addressing various target audiences and partners begin implementation	Action Team discussed need for a flow chart of steps and resources to assist in community outreach

<i>Strategy 2.3: Support entrepreneurship in the region</i>						
2.3.1 Partner with successful entrepreneurs in the region to provide mentors to students and adults interested in pursuing their own business	SCORE		Maybe model after Circles program of using "allies"	Existing business people willing to be mentors	A mentorship program is developed and implemented; mentors and mentees are surveyed on effectiveness and suggestions for future improvement	Efforts underway to develop a SCORE chapter
2.3.2 Explore feasibility of "think tanks" and incubators in the region	WVU-Parkersburg		WVU-Parkersburg \$250,000 grant (includes funding for a Entrepreneurial Technology Instructional Specialist for 2 yrs) WVU-P space at its downtown location WVU-P faculty trained on Virtual Business Enterprise software Ritchie Co ED list of available storefronts (as a model)	Staffing for the incubator at WVU-Parkersburg (most of the pieces are already in place) Additional funding may be needed	Needs assessment and feasibility study for incubators and "think tanks" conducted	Action Team provided input into WVU-P Entrepreneurial Technology Center
2.3.3 Identify where individuals turn when they are interested in starting their own business (i.e. banks, Small Business Development Centers, etc.) and partner with those organizations to promote entrepreneurship and provide information about additional entrepreneurship resources	SBDC MOVRC		Local SCORE chapter	Information sharing Accessibility to services Website development Promote establishing SBDC	Research completed on organizations individuals utilize for business creation Information (flyers/brochures) created regarding entrepreneurship resources and disseminated to identified organizations	Developed a vision for a collaborative "entrepreneurship ecosystem" whereby all partners understand each other's' resources and strengths and adopt a common flow as they guide individuals through the system Collecting information about partners,

2014 Strategic Plan: Entrepreneurship Action Team

						services and strengths WVU P pursuing grant to support additional strategies to strengthen the ecosystem
2.3.4 Introduce asset maps to the community so residents know how to access programs and mechanisms already in place if they are interested in starting their own business	MOVRC WVU-Parkersburg		MOVRC/WIB/SCORE will work to get something together for just our area—a handout type thing	Time Funding	Related to Action 2.1.2, 2.2.2, and 2.3.3, collateral material and outreach strategies point to the online asset map	