

Unit level report

Department: Center for Entrepreneurship in Business Technology

Unit Missions

 **CEBT Mission Statement**

Mission statement

The Office of Entrepreneurship in Business Technology’s mission is to assist entrepreneurs, small business owners/managers, educators, students, and people in the Mississippi Delta, seeking to start their own business in gathering information to reach their goals. Counseling, workshops, and training are offered to help business owners in the Mississippi Delta in expanding their professional networks and understanding the local environment for small businesses. Primarily, the Office offers assistance to entrepreneurs, small business owners/managers, educators, and students in the Northern Delta Counties in efforts to advance community and economic development in the Delta region.

Related Items

There are no related items.

User Outcomes

 **CEBT 01: Assist public and private sector leaders and individual business owners make informed strategic decisions.**

Start: 7/1/2013

End: 6/30/2014

User Outcome

Assist public and private sector leaders and individual business owners make informed strategic decisions for creating greater business opportunities, and making contributions to local economic development. Services and information that will be provided include:

- Serve as the source of information for entrepreneurs, owners of existing small businesses, and economic development organizations.
- Offer workshops and training sessions that respond to the needs of entrepreneurs, small businesses, and supports regional economic development.

Data Collection (Evidence)

From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
- Student counseling sessions
- Speaking engagements

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- Workshops presented
- Workshops developed
- Unit publicity
- Web page developed
- Advisory board
- Faculty advisory council

An evaluation document was used to assess the effectiveness and satisfaction of workshops and training sessions offered by the unit. Results were used to make appropriate changes to improve services offered by the unit.

Workshops and training sessions currently are and will continue to be provided in a timely manner – normally within two weeks.

Results of Evaluation

Partnerships formed:

- AY 2013-14: 73
- AY 2012-13: 76
- AY 2011-12: 62
- AY 2010-11: 66
- AY 2009-10: 44

Conversations with Entrepreneurs lecture series:

- AY 2012-13: Discontinued
- AY 2011-12: 1
- AY 2010-11: 2
- AY 2009-10: 4

Business counseling sessions:

- AY 2013-14: 69
- AY 2012-13: 79
- AY 2011-12: 70
- AY 2010-11: 53
- AY 2009-10: 63

Student counseling sessions:

- AY 2013-14: 112
- AY 2012-13: 89
- AY 2011-12: 86
- AY 2010-11: 112
- AY 2009-10: 47

Speaking engagements:

- AY 2013-14: 16
- AY 2012-13: 31
- AY 2011-12: 18
- AY 2010-11: 28
- AY 2009-10: 19

Workshops presented:

- AY 2013-14: 16
- AY 2012-13: 13
- AY 2011-12: 15
- AY 2010-11: 22
- AY 2009-10: 18

Workshops developed:

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- AY 2013-14: 22
- AY 2012-13: 20
- AY 2011-12: 19
- AY 2010-11: 20
- AY 2009-10: 20

Unit publicity:

- AY 2013-14: 33
- AY 2012-13: 40
- AY 2011-12: 51
- AY 2010-11: 56
- AY 2009-10: 55

- Web page (1)
- Advisory board (1)
- Faculty advisory council (1)

Data regarding the assessment of workshops and training sessions was gathered. Data measured the effectiveness of and satisfaction with the workshops and training sessions as reported by attendees.

Evaluations of workshop and training sessions were measured on a five point scale ranging from strongly agree (5) to strongly disagree (1). The average score for:

- AY 2013-14: 4.91
- AY 2012-13: 4.85
- AY 2011-12: 4.84

The score of 4.91 for AY 2013-14 indicates continued outstanding effectiveness and satisfaction with the workshops and training sessions.

Use of Results and Recommendations

Continue:

- Developing partnerships with stakeholders in the service region
- Business and student counseling sessions
- Speaking engagements
- Workshop development and presentations
- Unit publicity
- Maintain web page
- Maintain relationships with unit and faculty advisory boards


Assessments of the workshops and training sessions indicate outstanding effectiveness of and satisfaction with the workshops and training sessions.

It is clear that stakeholders are well satisfied with the programs being offered given the average score of 4.91 with a score of 5.00 being the highest score available as compared to a score of 4.84 in AY 2012-13.

The unit will continue to provide quality presentations and to evaluate the presentations. Changes will be made based on feedback from stakeholders.

Related Items

There are no related items.

 **CEBT 02: Share knowledge of the economic and social aspects of business and entrepreneurship.**

Start: 7/1/2013

End: 6/30/2014

User Outcome

Share knowledge of the economic and social aspects of business and entrepreneurship with Center stakeholders through research presentations, newsletter publications, seminars, and speaking engagements.

Services and information that will be provided include:

- Serve as the source of information for entrepreneurs, owners of existing small businesses, and economic development organizations.
- Offer workshops and training sessions that respond to the needs of entrepreneurs, small businesses, and supports regional economic development.

Data Collection (Evidence)

From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
- Student counseling sessions
- Speaking engagements
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Use of Results and Recommendations

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It is clear that stakeholders are well satisfied with the programs being offered given the average score of 4.91 with a score of 5.00 being the highest score available as compared to a score of 4.84 in AY 2012-13.

The unit will continue to provide quality presentations and to evaluate the presentations. Changes will be made based on feedback from stakeholders

Related Items

There are no related items.

Unit Goals

 **CEBT 2014_01: Faculty, Staff, and Community Participation**

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Increase or maintain at the current level faculty, staff, and community participation in Unit activities.

Evaluation Procedures

Measure faculty and community participation in Unit activities and compare to previous years.

Actual Results of Evaluation

	AY 2010-11	AY 2011-12	AY 2012-13	AY 2013-14
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Faculty	3	16	17	18
Community	66	62	76	73

Use of Evaluation Results


The chair of the unit will continue to work with faculty and community stakeholders in an effort to increase participation in Unit activities.

Related Items

 **SP5.Ind06: Community Outreach**

 **SP5: Improve the quality of life for all constituents**

 **SP5.Ind07: Economic Development**

 **SP5: Improve the quality of life for all constituents**

 **CEBT 2014_02: Increase/Maintain number of partners**

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Maintain/Increase the number of partners among Chair and constituents groups.

Evaluation Procedures

Measure partnerships established/maintained and compare to previous year.

Actual Results of Evaluation

AY 2010-11	AY 2011-12	AY 2012-13	AY 2013-14
66	62	76	73

Use of Evaluation Results

Results will be used in conjunction with other information to help improve the operations of the unit as it provides valuable information and service to those in the Mississippi Delta who are interested in entrepreneurial activities.

Related Items

 **SP5.Ind06: Community Outreach**

 **SP5: Improve the quality of life for all constituents**

 **SP5.Ind07: Economic Development**

 **SP5: Improve the quality of life for all constituents**

CEBT 2014_03: Student Counseling

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Increase/Maintain the number of student counseling sessions to provide students with information regarding entrepreneurship and small business ventures.

Evaluation Procedures

Review of internal office documents to determine the number student counseling sessions.

Actual Results of Evaluation

AY 2010-11	AY 2011-12	AY 2012-13	AY 2013-14
112	86	89	112

Use of Evaluation Results

Student counseling sessions will assist in student success and retention and support Unit activities.

Related Items

 **SP5.Ind07: Economic Development**

 **SP5: Improve the quality of life for all constituents**

Section IV.a

Brief Description

Narrative

The Chair of Entrepreneurship in Business Technology provides leadership in the College of Business on curriculum development, teaching, scholarship, and service in the areas of entrepreneurship and business technology. The Chair works closely with area entrepreneurs, University and community partners to expand the entrepreneurial knowledge and effective use of business technology.

Section IV.b

Comparative data

Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

Narrative

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Center of Entrepreneurship in Business Technology					
	AY 2013-14	AY 2012-13	AY 2011-12	AY 2010-11	AY 2009-10
Partnerships formed	73	76	62	66	44
Conversations with Entrepreneurs lecture series	Discontinued		1	2	4
Business counseling sessions	69	79	70	53	63
Student counseling sessions	112	89	86	112	47
Speaking engagements	16	31	18	28	19
Workshops presented	16	13	15	22	18
Workshops developed	22	20	19	20	20
Unit Publicity	33	40	51	56	55

**Section IV.c
Diversity Compliance Initiatives and Progress**

Narrative

Partnerships with small business owners, entrepreneurs, and other Unit stakeholders are diverse in terms of age, gender, and race.

**Section IV.d
Economic Development Initiatives and Progress**

Narrative

Selected Activities

- Small Business Development Forum
- The Chamber and Economic Development Center of Washington County: Small Business Leadership Series
- Belzoni Humphreys Development Foundation: Business Training Workshops
- Consulting to small businesses
- Dollar General Warehouse – Student employment
- SuperValu/Lewis Grocery – Student employment
- Corporate Education Program
- Grant Proposals
- Business counseling sessions (79)
- Speaking engagements (31)
- Workshops presented (13)
- Workshops developed (20)
- Included students in unit activities: research, presentations, and outreach
- Included community partners in unit activities
- Included faculty in unit activities

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Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Narrative

- Grant Proposals
- Scholarships
- Curriculum Development
- Academic Program Development
- Student Research
- Partnerships
- Business Counseling
- Classes
- Speaking Engagements
- Workshops
- Developed Workshops
- Unit Publicity
- Scholarship
- Journal Publications
- Web Page
- Small Business Research
- Faculty Advisory Council
- Faculty Athletics Representative
- Continuing Education/Professional Development
- Mississippi Burn Foundation – Board Member
- Small Business Lecture Series – The Chamber and Economic Development Center of Washington County
- Faculty and Community Participation in Unit Activities
- Collaborate With Faculty and Students For Research
- Service to the Profession
- Fundraising
- Dissertation Committee Member
- Student Recruitment and retention

Section IV.f

Service Learning Data

List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

Narrative

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**Section IV.g
Strategic Plan Data**

Only use this section if you have strategic plan info to report that is not covered in other areas of your report

Narrative

**Section IV.h
Committees Reporting To Unit**

Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit's goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit's annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

Narrative

**Section V.a
Faculty (Accomplishments)**

Noteworthy activities and accomplishments

Narrative

**Section V.b
Staff (Accomplishments)**

Narrative

**Section V.c
Administrators (accomplishments)**

Narrative

Cooper Johnson, Ph.D., Chair of Entrepreneurship in Business Technology and Professor of Management Partnerships

- Partnerships established and/or maintained with various stakeholders of the unit

Business Counseling

- Counseling provided to sixty nine entrepreneurs and those interested in becoming small business owners

Student Counseling

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- Counseling sessions (112) provided to students

Speaking Engagements

- The Chamber and Economic Development Center of Washington County (21)
- The Chamber and Economic Development Center of Washington County (22)
- The Chamber and Economic Development Center of Washington County (20)
- The Chamber and Economic Development Center of Washington County (21)
- The Chamber and Economic Development Center of Washington County (23)
- The Chamber and Economic Development Center of Washington County (21)
- Small Business Management Class – DSU (21)
- The Chamber and Economic Development Center of Washington County (23)
- Operations Management Class, College of Business (20)
- Operations Management Class, College of Business (21)
- The Chamber and Economic Development Center of Washington County (25)
- The Chamber and Economic Development Center of Washington County (25)
- The Chamber and Economic Development Center of Washington County (23)
- Academic Business World International Conference (28)
- Small Business Management Class, College of Business (20)
- Small Business Management Class, College of Business (20)

Workshops

- How to Create Successful Teams presented for the Chamber and Economic Development Center of Washington County (21)
- How to Make the Best Decisions presented for the Chamber and Economic Development Center of Washington County (22)
- Time Management: How to Get More Accomplished in Less Time presented for the Chamber and Economic Development Center of Washington County (20)
- Calm Down! How to Manage Employee Work-Related Stress presented for the Chamber and Economic Development Center of Washington County (21)
- Increasing Profitability presented for the Chamber and Economic Development Center of Washington County (23)
- Marketing Your Business presented for the Chamber and Economic Development Center of Washington County (21)
- How to Hire the Best Employees presented for the Chamber and Economic Development Center of Washington County (23)
- Fundamentals of Small Business Ownership and Management presented to the Small Business Management Class at DSU (21)
- Inventory Control Systems and Management presented to the Operations Management Class, College of Business (20)
- Resource Management presented to the Operations Management Class, College of Business (21)
- Goal Setting For All Employees presented for the Chamber and Economic Development Center of Washington County (25)
- Importance of Employee Training presented for the Chamber and Economic Development Center of Washington County (25)
- Communication: Listening and Hearing Are Different presented for the Chamber and Economic Development Center of Washington County (23)
- The Need to Practice What We Teach: Assessing the Preparedness of Chairs and Deans to their Leadership Appointments in Mississippi's Public Universities presented at the 2014 Academic Business World International Conference
- Budgeting and Tax Issues presented to the Small Business Management Class at DSU (20)
- Business Financing Options presented to the Operations Management Class, College of Business (20)

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Workshops Developed

- Developed twenty two workshops

Unit Publicity

- Publicized the Unit through various mediums

Web Page

- Research to determine the appropriate material to include on web page
- Unit web page monitored

Faculty Advisory Council

- Maintained a faculty advisory council consisting of representatives from the various academic disciplines. This council provides support to entrepreneurs.

Scholarship

- How to Create Successful Teams presented for the Chamber and Economic Development Center of Washington County (21)
- How to Make the Best Decisions presented for the Chamber and Economic Development Center of Washington County (22)
- Time Management: How to Get More Accomplished in Less Time presented for the Chamber and Economic Development Center of Washington County (20)
- Calm Down! How to Manage Employee Work-Related Stress presented for the Chamber and Economic Development Center of Washington County (21)
- Increasing Profitability presented for the Chamber and Economic Development Center of Washington County (23)
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- How to Hire the Best Employees presented for the Chamber and Economic Development Center of Washington County (23)
- Fundamentals of Small Business Ownership and Management presented to the Small Business Management Class at DSU (21)
- Inventory Control Systems and Management presented to the Operations Management Class, College of Business (20)
- Resource Management presented to the Operations Management Class, College of Business (21)
- FORBS – January
- FORBS – February
- DMI/COB Collaboration Project
- Goal Setting For All Employees presented for the Chamber and Economic Development Center of Washington County (25)
- Importance of Employee Training presented for the Chamber and Economic Development Center of Washington County (25)
- Communication: Listening and Hearing Are Different presented for the Chamber and Economic Development Center of Washington County (23)
- The Need to Practice What We Teach: Assessing the Preparedness of Chairs and Deans to their Leadership Appointments in Mississippi's Public Universities presented at the 2014 Academic Business World International Conference
- Budgeting and Tax Issues presented to the Small Business Management Class at DSU (20)

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- Business Financing Options presented to the Operations Management Class, College of Business (20)

Small Business Research in Progress

- Expanded research of the “Sticky Floor Effect” within the Southern U.S.’s Higher Education’s College of Businesses
- Examination of Appropriate Training for First Line Managers in Academia
- Researching the Educational Needs of Local Small Businesses/Entrepreneurs

Journal Publication

“The Need to Practice What We Teach: The Sticky Floor Effect in Colleges of Business in Southern U.S. Universities”
accepted for publication in the Journal of Academic Administration in Higher Education (Spring – 2014 Issue).

Conference Presentation

- The Need to Practice What We Teach: Assessing the Preparedness of Chairs and Deans to their Leadership Appointments in Mississippi’s Public Universities presented at the 2014 Academic Business World International Conference, Nashville, TN.

Faculty and Community Participation in Chair, EBT Activities

- Faculty and community partners are involved with EBT activities

Collaborate with Faculty and Students In Regards to Publication and Presentation Opportunities

- Faculty and students are engaged in business research that should result in publications and presentations

Student Research

- Students engaged in business related research

Continuing Education/Professional Development

- SBA Mississippi Small Business Week and Lender Awards Reception
- ARGOS Case Studies Webinar
- College of Business COBALT Retreat
- Annual Athletics Staff Meeting
- Reimagining the Delta: Our Unfinished Business presented by William Winter
- SAP Webinar
- Financial Aspects of Professional Sports presented by Joe Caruso
- Affordable Care Act Information Meeting
- FORBS – October
- FORBS - November
- University Budget Meeting
- The Honorable Bennie Thompson – Congressional update
- The Delta State University Colloquia: Distinguished Speakers Lecture Series
- ExpressJet Presentation
- Waste Connections Presentation
- College of Business Career Fair
- Chamber of Commerce Career Day
- Time for the US to Reskill - Seminar
- Pay and Performance Management – Webinar

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- FORBS – January
- FORBS – February
- The Affordable Care Act: Are You Ready? A Simple Guide For Employers – Webinar
- Transforming Job Descriptions From Tactical to Strategic – Webinar
- 2014 State of Entrepreneurship Address – Webinar
- SACS Information Meeting
- Making the Economic and Business Case For Racial Healing and Equity – Conference
- Winning the Race: A Conference on Diversity and Community
- Mississippi Development Authority – Entrepreneurship Center Opening
- DMI/COB Collaboration Project
- President’s Faculty Forum
- Conference Sessions at Academic Business World International Conference
- Lean Management Presentation presented by CEO of North Sunflower Medical Center
- Mississippi Development Authority Webinar: Ask Me Anything – Entrepreneurship in Mississippi
- International Conference on Learning and Higher Administration – Reviewer
- Academic Business World International Conference – Reviewer
- Southern Management Association - Reviewer
- Institute of Behavioral and Applied Management Conference – Reviewer
- International Conference on Learning and Higher Administration – Session Moderator
- Academic Business World International Conference - Moderator
- Open Forum: General Education Classes
- SACS Information Meeting
- SACS Welcome Conference
- SACS Exit Conference
- Mississippi Development Authority – Asset Mapping
- DMI/COB Collaboration Project

The Chamber and Economic Development Center of Washington County

- Member of the Education/Workforce/Healthcare Committee

Student Recruitment and Retention

- Assisted with student recruitment and retention activities

University Classes

- Taught graduate and undergraduate classes

Delta State University Faculty Athletics Representative

- Administer NCCA Coaches Recruiting Exam
- Prepare and submit various NCAA and Gulf South Conference reports
- Search committee: Head Women’s Basketball Coach
- Athletic Scholarship Appeals Committee - Member
- Attended Gulf South Conference Annual Meetings

Service to the Profession

- EUMMAS 2014 International Conference on Marketing, Management, and Economics: Editorial Board
- EUMMAS 2014 International Conference on Marketing, Management, and Economics: Reviewer

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- 2014 Institute of Behavioral and Applied Management Conference - Reviewer
- International Conference on Learning and Higher Administration – Reviewer
- Academic Business World International Conference – Reviewer
- Southern Management Association - Reviewer
- Institute of Behavioral and Applied Management Conference – Reviewer
- International Conference on Learning and Higher Administration – Session Moderator
- Academic Business World International Conference - Moderator

Mississippi Burn Foundation

- Serve as President of the Mississippi Burn Foundation

Dissertation Committee

- Dissertation committee member – DSU College of Education

Curriculum Development

- Advisor to the General Business curriculum committee – Entrepreneurship Track
- Developed workshops for small business owners/entrepreneurs

Relationships with Gaming

- Maintained relationship with the Isle of Capri, Lula

Program Development

- Developed proposal for the Division of Entrepreneurship, Organizational Development, and Business Technology

International Business Symposium

- Chaired organizing and planning committee for the 2014 International Business Symposium

Section V.d

Position(s) requested/replaced with justification

Narrative

No new positions requested.

Section V.e

Recommended Change(s) of Status

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Narrative

No recommended changes of status.

Section VI.a

Changes Made in the Past Year

Narrative

Section VI.b

Recommended Changes for the Coming Year

Narrative