

## **Unit Level Report AY 2012**

**Department: Center for Entrepreneurship in Business Technology**

### **Delta State**

#### **Academic Affairs/Provost and VPAA**

#### **College of Business**

#### **Center for Entrepreneurship in Business Technology**

### **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.*

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

**Start:** 7/1/2011

**End:** 6/30/2012

#### **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.

SP5.Ind6

SP5.Ind7

## **Data Collection (Evidence)**

From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
- Student counseling sessions
- Speaking engagements
- 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 2011-12: 62

AY 2010-11: 66

AY 2009-10: 44

Conversations with Entrepreneurs lecture series:

AY 2011-12: 1

AY 2010-11: 2

AY 2009-10: 4

Business counseling sessions:

AY 2011-12: 70

AY 2010-11: 53

AY 2009-10: 63

Student counseling sessions:

AY 2011-12: 86

AY 2010-11: 112

AY 2009-10: 47

Speaking engagements:

AY 2011-12: 18

AY 2010-11: 28

AY 2009-10: 19

Workshops presented:

AY 2011-12: 15

AY 2010-11: 22

AY 2009-10: 18

Workshops developed:

AY 2011-12: 19

AY 2010-11: 20

AY 2009-10: 20

Unit publicity:

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 was 4.84 indicating 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 4.84 with a score of 5.00 being the highest score available. The unit will continue to provide quality presentations and to evaluate the presentations. Changes will be made based on feedback from stakeholders.

### **Related Items**

 **SP5.Ind06: Community Outreach**

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

**Start:** 7/1/2011

**End:** 6/30/2012

### **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.

SP5.Ind6

SP5.Ind7

### **Data Collection (Evidence)**

From internal records:

- Partnerships
- Conversations with Entrepreneurs lecture series
- Business counseling sessions
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- Unit publicity
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- Faculty advisory council

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AY 2010-11: 66

AY 2009-10: 44

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AY 2011-12: 86

AY 2010-11: 112

AY 2009-10: 47

### Speaking engagements:

AY 2011-12: 18

AY 2010-11: 28

AY 2009-10: 19

### Workshops presented:

AY 2011-12: 15

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AY 2009-10: 18

### Workshops developed:

AY 2011-12: 19

AY 2010-11: 20

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### Unit publicity:

AY 2011-12: 51

AY 2010-11: 56

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Advisory board (1)

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### **Use of Results and Recommendations**

Continue:

- Developing partnerships with stakeholders in the service region
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- Maintain web page
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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 4.84 with a score of 5.00 being the highest score available.

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

### **Related Items**

  **SP5.Ind06: Community Outreach**

  **SP5.Ind07: Economic Development**

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## **CEBT 2012\_01: Faculty and Community Participation.**

**Start:** 7/1/2011

**End:** 6/30/2012

### **Unit Goal**

Increase both faculty and community participation in Unit activities.

### **Evaluation Procedures**

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

### **Actual Results of Evaluation**

In AY 2011-12, 16 faculty members and 62 community stakeholders participated in Unit activities. This compares to 3 faculty members and 66 community stakeholders for AY 2010-11.

### **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.Ind07: Economic Development**

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## **CEBT 2012\_02: Collaborate with faculty and students for research**

**Start:** 7/1/2011

**End:** 6/30/2012

### **Unit Goal**

Collaborate with faculty and students to increase research, publication, and presentation opportunities for faculty and students.

### **Evaluation Procedures**

Review of internal office documents.

### **Actual Results of Evaluation**

In AY 2011-12 10 faculty members worked with 90 students to provide research, publication, and presentation opportunities.

### **Use of Evaluation Results**

Faculty members and students will have the opportunity to present research findings via various outlets. Students experienced practical application of material learned in the classroom.

### **Related Items**

 **SP5.Ind06: Community Outreach**

 **SP5.Ind07: Economic Development**

## **CEBT 2012\_03: Fundraising Activities**

**Start:** 7/1/2011

**End:** 6/30/2012

### **Unit Goal**

Increase the number of fundraising activities to support Unit activities and student scholarships.

### **Evaluation Procedures**

Review of internal office documents to determine the number fundraising activities.

### **Actual Results of Evaluation**

Grant Proposals: Kings Daughters and Sons, University Center, McNair Post baccalaureate Achievement Program, and USDA. External Funding: Rock River Foundation - \$15,000 for student scholarships, Retzer Resources Inc. - \$2,500 for student scholarships, Wealthview Capital - \$500, and SBA Prime Grant - \$60,300.

### **Use of Evaluation Results**

Funding supported Unit activities with assisting Assist public and private sector leaders and individual business owners in making informed strategic decisions for creating greater business opportunities, and making contributions to local economic development. Funding also assisted Unit in sharing knowledge of the economic and social aspects of business and entrepreneurship with Center stakeholders.

### **Related Items**

 **SP4.Ind03: External resources**



## **Section IV.a**

### **Brief Description**

### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

### **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.

### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

### Narrative

The unit is not an academic unit. Following is comparative data for the unit.

- Partnerships formed:

AY 2011-12: 62  
AY 2010-11: 66  
AY 2009-10: 44

- Conversations with Entrepreneurs lecture series:

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AY 2010-11: 2  
AY 2009-10: 4

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AY 2009-10: 20

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AY 2011-12: 51  
AY 2010-11: 56  
AY 2009-10: 55

## **Section IV.c**

### **Diversity Compliance Initiatives and Progress**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **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**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

- Small Business Development Forum
- Delta Economic Development Center: Small Business Leadership Series
- Grenada Chamber of Commerce: Business Training Workshops
- Belzoni Humphreys Development Foundation: Business Training Workshops
- Cleveland/Bolivar County Chamber of Commerce
- Conversations with Entrepreneurs lecture series.
- Business counseling sessions (70)
- Speaking engagements (18)
- Workshops presented (15)
- Workshops developed (19)
- Included students in unit activities: research, presentations, and outreach

## **Section IV.e**

### **Grants, Contracts, Partnerships, Other Accomplishments**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

SBA PRIME Grant - \$60,300  
Partnerships: 62

## **Section IV.f**

### **Service Learning Data**

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

### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

### **Narrative**

N/A

## 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

### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

### Narrative

N/A



## 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.

### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

### Narrative

N/A

## **Section V.a**

### **Faculty (Accomplishments)**

Noteworthy activities and accomplishments

### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

### **Narrative**

N/A

## **Section V.b**

### **Staff (Accomplishments)**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

Tomeka Harbin

Director, Debt Education for Business Transformation and Sustainability (DEBTS)

Ms. Harbin successfully defended her dissertation proposal on May 2, 2012. Presented at a Small Business Development Forum conducted by the Federal Reserve Bank of St. Louis, in Grenada MS on October 28, 2011. Presented at the 1st International Conference on Innovation and Entrepreneurship in Health. Oklahoma State University. Oklahoma City, OK. March 5, 2012. DEBTS continues to assist small businesses with accounting, understanding credit and capital management, as well as offering resources and counseling as needed.

## Section V.c

### Administrators (accomplishments)

#### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

#### Narrative

##### Cooper Johnson, Ph.D.

##### Scholarship

- Improving Employee Performance presented for the Delta Economic Development Center of Washington County
- Important Leadership Skills presented for the Delta Economic Development Center of Washington County
- Marketing Your Business presented for the Belzoni-Humphreys Development Foundation
- Calm Down! How to Manage Employee Work Related Stress presented for the Delta Economic Development Center of Washington County (24)
- Creating the Ideal Workforce presented for the Delta Economic Development Center of Washington County (10)
- Calm Down! How to Manage Employee Work Related Stress presented for the Dollar General Distribution Center in Indianola (20)
- Calm Down! How to Manage Employee Work Related Stress presented for the Dollar General Distribution Center in Indianola (22)
- Communication: Listening and Hearing are Different presented for the Dollar General Distribution Center in Indianola (20)
- Communication: Listening and Hearing are Different presented for the Dollar General Distribution Center in Indianola (22)
- Important Leadership Skills You Should Know presented for the Dollar General Distribution Center in Indianola (20)
- Important Leadership Skills You Should Know presented for the Dollar General Distribution Center in Indianola (22)
- Communication: Listening and Hearing are Different presented for the Delta Economic Development Center of Washington County (18)
- The Roadmap to Your Success presented for the Academic Success Workshop Series (119)
- Time Management: How to Get More Accomplished in Less Time presented for the Chamber and Economic Development Center of Washington County (19)
- Important Leadership Skills You Should Know presented for the Chamber and Economic Development Center of Washington County (18)
- Increasing Profitability presented for the Chamber and Economic Development Center of Washington County (20)
- The Need to Practice What We Teach: Succession Management in Higher Education presented for the Academic Business World International Conference (28)

##### Journal Publication

- Long, Jamye, Johnson, Cooper, Oakley, Jose. Changes Created by the Introduction of Legalized Gaming: A Review of the Tunica County, Mississippi Experience *Journal of Management Policy and Practice* (ISSN# 1913-8067), Volume 12, Number 4, Summer 2011.



### **Journal Acceptance**

- “Roles of Community Satisfaction and Community Attachment in the Out-migration of Rural Residents”, submitted to the Journal of Management and Marketing accepted for publication in the Journal of Management and Marketing Research.

### **Conference Presentation**

- The Need to Practice What We Teach: Succession Management in Higher Education presented at the Academic Business World International Conference, Nashville, TN (28)

### **Small Business Research in Progress**

- Exploring the “Sticky Floor Effect” within the Southern U.S’s Higher Education’s College of Businesses
- Researching the educational needs of local small businesses/entrepreneurs
- Researching the economic impact of the Mississippi River Flood of 2011 on the river casino industry in Mississippi and developing a strategy for maintaining operations during future floods
- Effects of Government Incentives on Workforce Retention
- Transforming Entrepreneurial Workforce health Systems Through Innovative Programs: Exploring the Needs of the Mississippi Delta
- Examination of Appropriate Training for First Line Managers
- A Comparison of Industry and Higher Education Succession Management Strategies

### **Service to the Profession**

- Institute of Behavioral and Applied Management – Conference reviewer
- Global Economic Week - Participant
- Institute for Behavioral and Applied Management (IBAM): Reviewer
- Academic Business World International Conference: Board of Reviewers and Session Moderator
- International Conference on Learning & Administration in Higher Education: Board of Reviewers and Session Moderator

### **The Chamber and Economic Development Center of Washington County**

- Member of the Education/Workforce/Healthcare Committee

### **Continuing Education/Professional Development**

- Global Economic Week
- Leaders Run Deep: Best Practices to Design and Execute Succession Management
- Organization Next: “Change” Is The New Normalcy
- Succession Management: Proven Strategies to Impact Your Organization
- Employment Law Workshop
- Graduate Business Programs Information Session
- FORBS
- Legislative Update - Don’t Let Uninformed Compensation Planning Land Your Company in Court
- The Secrets of Best-in-Class Hiring
- Mississippi Economic Council Open Scrambler on Appropriations
- PeopleAdmin Training
- Academic Business World – Presentation (Include title of Presentation)
- Academic Business World International Conference: Nashville, TN. Presentations Attended:
- Choosing the Most Viable Research Methodology for Studying Entrepreneurial Success Factors
- A Look at Entrepreneurship Programs in Higher Education around the Globe
- Examining the Tools of Entrepreneurship Education: Is it Time for a Change?
- That Job Should Have Been Mine: A CASE STUDY of A Hiring Nightmare

- Developing Adaptive SmartPhone Apps via HTML5, CSS, and JavaScript
- Product and Service Comprehensiveness: Another Piece of the Technology Acceptance Puzzle
- The Need to Practice What We Teach: Succession Management in Higher Education
- The Attractive Nuisance: A Model to Prevent Workplace Distractions
- Prevalence of Sexual Harassment in Organizations
- The Role of Industry and University Partnerships in Developing Significant Learning Outcomes Related to Business Concepts
- Leadership, Service, and Community: A Regional Focus
- Best Practices in Student Teaching: A Critical Inquiry into Classroom Instruction Towards Quality Teacher Education
- An Investigation into Good Teaching Traits
- Cooperative-Experiential Learning: Using Student-Developed Games to Increase Knowledge Retention
- The “You Owe Me!” Mentality: A Student Entitlement Perception Paradox (Evaluation of Student Perceptions of Entitlement within Higher Education)
- Faculty Experiences in Academic Advising for Undergraduate Business Majors Who “Don’t Know What I Want to be When I Grow Up”
- Ethical Climate, Organizational Commitment, and Job Satisfaction of Full-Time University Faculty Members
- An Evaluation on the Differences of Information Quality Resulting from New and Traditional Methods of Qualitative Research

### **Corporate Education Program**

- Dollar General
- Supervalu
- Isle of Capri Casino
- Hollywood Casino
- Baxter Healthcare

### **Speaking Engagements**

- The Delta Economic Development Center of Washington County (10)
- The Delta Economic Development Center of Washington County (11)
- Belzoni-Humphreys Development Foundation (14)
- The Delta Economic Development Center of Washington County (24)
- The Delta Economic Development Center of Washington County (10)
- Baxter Healthcare (55)
- The Delta Economic Development Center of Washington County (18)
- Dollar General (20)
- Dollar General (22)
- Dollar General (20)
- Dollar General (22)
- Dollar General (20)
- Dollar General (22)
- Academic Success Workshop (119)
- The Chamber and Economic Development Center of Washington County (19)
- The Chamber and Economic Development Center of Washington County (18)
- The Chamber and Economic Development Center of Washington County (20)
- Academic Business World International Conference (28)

### **Workshops**

- Improving Employee Performance presented for the Delta Economic Development Center of Washington County (10)
- Important Leadership Skills presented for the Delta Economic Development Center of Washington County (11)
- Marketing Your Business presented for the Belzoni-Humphreys Development Foundation (14)

- Calm Down! How to Manage Employee Work Related Stress presented for the Delta Economic Development Center of Washington County (24)
- Creating the Ideal Workforce presented for the Delta Economic Development Center of Washington County (10)
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- The Need to Practice What We Teach: Succession Management in Higher Education presented for the Academic Business World International Conference (28)

### **Workshops Developed**

- Developed nineteen workshops

### **Faculty Advisory Council**

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

### **Fundraising**

- Rock River Foundation - \$15,000
- Retzer Resources Inc - \$2,500
- Monsanto
- St. Cecilia Foundation
- WealthviewCapital - \$500
- Chair – College of Business Fundraising Committee

### **Mississippi Burn Foundation**

- Serve as President of the Mississippi Burn Foundation

### **Center for Community and Economic Development**

- Co-author of a Business/Management Plan for DSU's Center for Community and Economic Development

### **Delta State University Faculty Athletics Representative**

- Administer NCCA Coaches Recruiting Exam
- Prepare and submit various NCAA and Gulf South Conference reports
- Chair of the Head Football search committee
- Chair of the Head Men's Basketball search committee
- Advised Union University officials as they move forward in joining the GSC
- Attended Gulf South Conference Annual Meetings
- Chair of the Head Women's Basketball search committee

## **Section V.d**

### **Position(s) requested/replaced with justification**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

No new positions requested

## Section V.e

### Recommended Change(s) of Status

#### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

#### Narrative

No recommended changes of status

## Section VI.a

### Changes Made in the Past Year

#### Judgment

Meets Standards    Does Not Meet Standards    Not Applicable

#### Narrative

N/A

## **Section VI.b**

### **Recommended Changes for the Coming Year**

#### **Judgment**

Meets Standards    Does Not Meet Standards    Not Applicable

#### **Narrative**

N/A