

## M State Action Project Template

**Title/Key Words** (A name that will quickly help others recognize the focus of this project or search for it in a document repository):

Developing credit-based programming for the Business and Entrepreneurial Services Center (BES)

**Problem Statement** (Write out a clear problem statement – what problem are you trying to solve? What opportunity are you trying to leverage? What needs to be changed?)

The Business and Entrepreneurial Services Center has experienced tremendous success. Using the Supporting Institutional Operations AQIP framework, we believe it is time for M State to combine the strengths of the BES and our current academic programs. We need to create classes, certificates and short courses to serve the needs of prospective students, entrepreneurs, small business owners and other area stakeholders.

**Reason(s) for the Project** (Briefly describe your reasons for suggesting this action project at this time. What is the origin/basis for this project? How was this project need identified? Why should this project be among your program or the college's top priorities?):

- Create synergies between the BES and the academic division by leveraging the strengths of both areas
- Generate additional revenue to support institutional operations by expanding the population of individuals participating in our entrepreneurial course offerings.

**Project Outcomes** (What overall outcomes will determine whether this project has been successful?):

This project is focused on the following outcomes for M State:

- Credit-based course offerings will be developed through the joint efforts of BES and academics.
- Courses will be taken by students who otherwise would not have enrolled in credit-based courses at M State.
- Additional revenue will be generated through these combined efforts.
- M State / BES will seek recognition as a leader in credit-based entrepreneurial training and education.

**Project Assessment** (How do you intend to measure/monitor how successful your efforts on this project are progressing?):

- Record credit-based courses and programs that are developed through this process.
- Track and monitor students enrolled in these courses.
- Feedback from participants for improvement – expansion of offerings or creation of additional offerings.

**Budget** (Identify any anticipated costs associated with this project -- Examples: materials, software, training, travel, speakers/consultants, stipends, meeting costs... Where possible, itemize your list and provide cost estimate):

Cost of time to meet to develop courses and programs.

**Timeline** (How long will it take? What is the project's start to finish timeline for key milestones?):

Overall length will be two years with time allowed for academic approvals. Ongoing monitoring will be necessary to assess additional opportunities.

**Project Team** (A: List the person or group of persons committed to working on and seeing this project through to completion. B: Who will serve as the project leader?)

A: Project Team...Dr. Peggy Kennedy, Kathy Brock, Tom Whelihan, G.L. Tucker, Beth Pridday, Tony Parker... will pull in other faculty / academic resources as necessary to develop offerings

B. Project Leader (include contact information)...Beth Pridday / Tom Whelihan.