

**College of Marin
Entrepreneurship and Small Business Advisory Committee**

Minutes of the Meeting

Tuesday, November 13, 2018

1:00pm

Academic Center 303

Members Present

Michael Cairns, BUS P/T Faculty, COM	Elizabeth Pratt, BIS Dean, COM
Cheryl Cincelli, Bank of Marin	Jesse Madsen, Marin County Office of Education
Nancy Willet, BUS F/T Faculty, COM	Cyane Dandridge, Strategic Energy Innovations
Alex Jones, Career Center, COM	Heather Rahman, Workforce Program Specialist, COM
Vivian Olsen, BIS Administrative Assistant, COM	Lisa Jones, Throckmorton Jones
Miriam Karell, Small Business Development Center	Floyd Thompkins, SF Theological Seminary

INTRODUCTION TO MEETING

Elizabeth Pratt, Business and Information Systems Dept. Dean, opened the meeting by welcoming all attendees and thanked all for their participation on attending the meeting. Then Elizabeth asked everyone in attendance to introduce themselves.

LABOR MARKET INFORMATION

Elizabeth informed all that the number one county in the whole Bay Area with largest numbers of entrepreneurs working out of their home is Marin County. Heather then passed out a handout on Labor Market Information Report for Entrepreneurship and Small Business for the Bay Area. Even though it is hard to track self-employed businesses, in our North Bay sub-region which includes Marin, Napa, Solano, and Sonoma Counties, data does indicate an increase in the number of self-employed workers at 1.4% annually which means if the trend holds there will be 887 more self-employed individuals within the next year. As far as students the report shows that we are sustaining 15 new students annually.

SKILLS ENTREPRENEURS NEED TODAY

Elizabeth lead a discussion on what skills are needed for entrepreneurs and small business owners. Some of the skills discussed was the need for technical, social media, sales, and financial skills. Mindset support on how to deal with fears and challenges that come up where it is important not to get overwhelmed. Goal orientated structure for example a business plan. The skill of pitching. Data analysis such as understanding the data and then managing it. "Embrace your ignorance" by not being afraid to ask for help. It is really easy to get overwhelmed with the accounting and management of a business. A priority should be goals and scheduling your time.

There is the need for networking, support, and knowledge on how to create a team that works well together and collaborates.

Elizabeth asked what is access to capital like? Not easy to get funded. High interest rates. This ties into the importance of understanding financial management and also marketing strategies. What kinds of loans and understanding about money.

ENTREPRENEURSHIP AND SMALL BUSINESS CERTIFICATE

Michael Cairns presented a PowerPoint on key skills needed for entrepreneurs and small businesses. Some of the skills listed were leadership, communication, marketing sales, financial management, negotiation, networking, design thinking, problem solving, and strategy formation. Mike then presented and asked for feedback on a new College of Marin certificate titled Entrepreneur/Small Business Certificate which has 11 credit units of required courses and 7 credit units from a list of elective courses. Mike suggested courses to develop were design thinking, negotiations, and storytelling (presentation) skills. There was a question on the time frame to complete this certificate. If you take the classes full-time it can be completed in one year or it may take two years. It was suggested by industry to perhaps have shorter skill-based certificates that are stackable and perhaps offer weekend classes to teach them. Offering courses where students can choose from a list of courses so they can pick what they are interested in to earn units toward a certificate. A certificate in selling was suggested. Teaching design thinking was mentioned as important.

NEXT MEETING

Possibly Spring 2019

ADJOURNMENT

The meeting adjourned at 2:34pm.

Respectfully Submitted,
Vivian Olsen