



## The Center for Entrepreneurial and Business Excellence (CEBE)

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Howard Community College  
"Learn to create opportunity for yourself."



### The Mission

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- "You can get there from here."
- We provide the resources.  
--You provide the passion.



## The Goals

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- Helping aspiring and existing business owners and students develop themselves and their businesses
- Targeting under-served populations (minorities, women, and people with disabilities)
- Assuring all business students will have the opportunity to participate in or create a sole proprietorship or an LLC



## The Structure

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- CEBE provides
  - Support—one-on-one guidance with a business coach
  - Resources—over a dozen credit courses focusing on experiential learning
  - Services—office space, students to help with the business launch, networking



## The Creative Spirit

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- Combining traditional course work, experiential learning, and community involvement
  - Gives every student the opportunity to start a business or be part of a business
  - Applies to all students, not just business students
  - Provides core mentor programs for entrepreneurship students



## The Creative Spirit (con't.)

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- Integrates community resources with courses and projects
- Encourages team teaching of courses, partnering active business leaders with faculty members
- Facilitates creative course development and delivery



## The Successes

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- 8 Businesses
  - Gold Rush Scanning
  - Empowerment Coaching
  - Moss Communications
  - Affordable Mail
  - Friendship Greeting Cards
  - Aquatic I-Pods
  - New Genesis Organization, LLC
  - Kangaroo Coach



## The Successes (con't.)

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- \$70,000 worth of furniture donated
- Active Community Advisory Board
- Increased enrollments in entrepreneurship courses



## The Process

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- Concept
- Faculty/Staff
- Marketing
- Community Coordination



## The Opportunities

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- Hands-on, real life training for students
- Assistance to the community
- Partnerships with other community agencies
- Expanding concept of entrepreneurship



## The Challenges

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- Funding
- Space
- Branding
- Capacity and Sustainability



## The Center for Entrepreneurial and Business Excellence

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- Creativity requires passion and risk and there's no guarantee of immediate positive bottom line results.