

## Joint Entrepreneurship Task Force

In 2006, a study commissioned by the Iowa Department of Economic Development assessed the state's entrepreneurial support infrastructure. The Iowa Department of Education and Iowa Department of Economic Development charged the Entrepreneurship Education Task Force with addressing concerns raised in the study. The committee was asked to work with business and educational entities in the state to ensure entrepreneurship was embedded in education at all levels.

## Highlights

- A joint Entrepreneurship Task Force was formed by the Iowa Department of Education and the Iowa Department of Economic Development.
- A variety of workshops were given to high school and community college teachers on the National Entrepreneurship Standards and Benchmarks.
- Five community colleges currently offer a complete program in entrepreneurship education.
- Twelve community colleges currently offer adult education courses in entrepreneurship education.
- One charter school will begin offering a complete program of entrepreneurship education in Fall 2007.
- Schools participating in the Iowa Jobs for America's Graduates (I-JAG) program have begun teaching entrepreneurship education.

## Iowa Entrepreneurship Education Taskforce 2017 Vision Statement

An Iowa that nurtures an entrepreneurial culture of creative and innovative thinkers that recognize opportunity, manage risk, contribute to economic vitality, and add value to society.



## Taskforce Mission Statement

Establish entrepreneurship as a visible and valued part of the economic and educational system in Iowa by supporting communication and collaboration among business, industry, education, government, community organizations, and citizens resulting in venture education.



# Entrepreneurship Education



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# ENTREPRENEURSHIP

## The Importance of Entrepreneurship

Entrepreneurship is a key driver of Iowa's economy. A significant percentage of jobs and wealth are created by small businesses started by entrepreneurially-minded individuals, many of whom go on to expand their enterprises into big businesses. People exposed to entrepreneurship frequently express that they have greater opportunity to exercise creative freedoms, higher self esteem, and an overall greater sense of control over their own lives. As a result, many business leaders, political leaders, economists, and educators believe that fostering a robust entrepreneurial culture will increase individual and collective economic and social success.

## Entrepreneurship Education

Education in entrepreneurship is necessary to prepare youth and adults to succeed in the innovation economy. It is a lifelong learning process, starting as early as elementary school

"An entrepreneurial culture can be one of the biggest factors in determining whether a state or region will experience growth in today's economy."

-- Battelle's Technology Partnership Practice

and progressing through all levels of education, including adult education. Programs are emerging at all levels of education, from elementary through high school, college and adult education that provide students with increasingly advanced expertise in creating and running a business.

## Focusing on What Might Be

Entrepreneurship education is different from education in business management. It focuses on three critical aspects of the entrepreneurial process: opportunity recognition, marshalling resources and accepting risk, and building a business venture. Business management, in contrast, focuses on only the last of these three. The education process can instill the value of components of the first two components at a relatively early age -- far before students must apply the technical skills of business management. Beyond practical business skills, entrepreneurship education cultivates creativity, opportunism, autonomy, risk-taking, and initiative. Entrepreneurship is unique in that it focuses on "what might be" rather than managing "what is" or "what was."

## Entrepreneurship and High School Career and Technical Education

Iowa law requires high school career and technical programs to incorporate entrepreneurship into their curricula. Entrepreneurship can be a vehicle to bring together academic and career and technical instruction. The National Content Standards

"Contrary to popular conceptions, successful entrepreneurs are developed and "made" rather than born ... Education can help nurture a more entrepreneurial culture by influencing beliefs, values and career perceptions among young people."

-- National Governors Association  
Center for Best Practices

for Entrepreneurship Education and Iowa's minimum competencies encourage the use of entrepreneurship as context for academic skill development as well as content for understanding the processes inherent in our entrepreneurial economy.

