

Membership Year 2006

May Survey

SUBJECT: *What Do CEOs Want to Know About – Entrepreneurship Education?*

The survey below addressed the use of Entrepreneurship Education. This survey sought your responses to questions about programs offered, classes offered, and what key partners offer your institution support.



What Do CEOs Want to Know About. . . ENTREPRENEURSHIP EDUCATION?

A Quarterly Survey of League Alliance CEOs

These survey results are composed of the responses submitted by your fellow CEOs as part of the Alliance quarterly CEO survey service. The response rate for this survey was 16 percent (n=101).

1.	Does your institution provide entrepreneurship education?	YES	NO					
		74.3%	25.7%					
2.	If you answered no to Question #1, are you working to incorporate entrepreneurship education offerings in the future?	YES	NO					
		58%	35%					
3.	<p>If you answered yes to Question #1, what entrepreneurship offerings does your institution provide?</p> <p>17.8% Associate's Degree 34.7% Certificates 55.4% Credit Classes 12.9% Majors/Concentrations 54.5% Noncredit Classes 48.5% Seminars/Workshops 5.0% Other: Responses for this question included an SBDC partnership with local economic development agency, entrepreneur support services, corporate college, assignments inside the business curriculum.</p>							
4.	Does your institution have a small business development center or entrepreneurship development center?	YES	NO					
		56.4%	43.6%					
5.	<p>At your institution, which programs provide entrepreneurship offerings?</p> <p>84.2% Business 2.0% Education 5.9% Health Care 21.8% Technology 23.8% Other: Answers also included continuing education, all programs encourage their students to take the entrepreneurship certificate, Small Business Development Certificate, corporate and community programs, small business technology center, the career center and SBAC, extended education, Center for Business and Industry Solutions, Workforce Development Division and Solutions, noncredit, design programs as needed, and business program is in development.</p>							
6.	<p>What classes does your institution provide in your entrepreneurship programs?</p> <p>62.4% Accounting 19.8% Fundraising 71.3% Marketing 76.2% Management 15.8% Other: A number of colleges also provide business-plan development and writing; legal aspects of entrepreneurship; economics and computer technology (web development and business applications); leadership; organizational behavior; business ethics; small-business startup; small-business management; student business incubator; and creativity (turning your passion into a business).</p>							
7.	<p>What key partners support the entrepreneurship education offerings provided by your institution?</p> <p>36.6% Federal Government Agencies 71.3% Local Business Community 21.8% Foundations 41.6% State Government Agencies 10.9% Other: Responses for this question included entrepreneur; tribal government; international; students themselves; local governments (SCORE); local secondary school systems; Regional Economic Development Agency; Business Advisory Council; local university; and other colleges and universities.</p>							
8.	Do you believe the demand for entrepreneurship studies and training in community colleges will increase over the next three years?	YES	Yes	yes	?	no	No	NO
		54.4%	32.7%	7.9%	3.0%	1.0%	1.0%	0.0%