

2024 Campus Centers and Institutes

CSUF

**Center for
Entrepreneurship**

**COLLEGE OF BUSINESS
AND ECONOMICS**

Self-Study/Program Review

Small Business Institute

Established 2001

Last reviewed: 2018

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Mission and Goals

We teach, coach, and lead the principled, cross-disciplinary practice of entrepreneurship. We believe that, through determined practice, leadership and teamwork, our students, faculty, clients, mentors, and alumni can systematically recombine the new and the old to forge new ventures, create an entrepreneurial culture, and dramatically benefit our community.

Goal #1: Provide a high touch, multi-disciplinary, applied learning experience for our students to prepare them for the diverse, global economy

Goal #2: Foster economic growth and sustainability through the CSUF Startup Incubator

Goal #3: Publish and curate applied research by CSUF entrepreneurship stakeholders to cement College as an authoritative voice in the region

Activities

CSUF Student Consulting teams from Entrepreneurship classes work with local businesses and startups to develop comprehensive strategic plans to aide said businesses in specific areas such as marketing, finance, and operations. 80 - 90 projects are completed every year and require the efforts of professors, staff, students, and mentors from the CSUF Entrepreneurship community to provide superlative support to these local businesses. Consulting projects also offer a unique, high touch learning environment to students that enable them to put into practice their lessons from the classroom.

CSUF Consulting projects are intensive, semester-long projects undertaken by groups of business students under the supervision of their professor and, for Undergraduates, with the assistance of a mentor from the professional world. Projects can either focus on a specific discipline (e.g., Operations, Finance, Marketing) or they can take the business' overall strategy into consideration.

CSUF Consulting began helping businesses in the early 1990s and won its first award for excellence in consulting in 1991 from the Small Business Institute. Since then, this program has grown to receive thirty-three more awards for consulting including eleven times as national champions.

The CSUF student consulting teams collaborate with local companies and startups to help them develop actionable go to market strategies that are used to help the entrepreneurs take their startups from concept to launch. The local companies are typically in driving distance from the campus and have a project for the students to explore. Local startups are source from the CSUF Startup Incubator. The CSUF Startup Incubator directly works with entrepreneurs to prepare them to launch their businesses supplemented by cooperation and advisement of CSUF Consulting teams, coaches from the private sector, and Incubator staff.

Student Entrepreneurship Organizations: Small Business Institute (The Center for Entrepreneurship) provides direct support to three student clubs: Sigma Upsilon Mu, the Entrepreneur Society, and the Student Innovation Collective. Combined, these clubs interact with hundreds of students and community members to help them develop entrepreneurial skills and increase their professional networks. Many of the members of these clubs also participate in CSUF Consulting projects during the semester and can work together outside of the classroom to improve the efficacy of their CSUF Student Consulting reports. This agglomerative network is a critical piece of the Small Business Institute.

Entrepreneurial Articles and Videos: More than eight hundred articles and videos have been published over the last three years that focus on skills important to entrepreneurs and are useful to the students participating in the CSUF Student Consulting program. Articles and videos are derived from seminars at the CSUF Startup Incubator and in the classroom as well as from contributions from the professors, community, and staff. This content focuses on skills that are instrumental to the success of entrepreneurs, whether they are students or members of the community.

Scholarships: More than \$50,000 in scholarships, sponsorships at the CSUF Startup Incubator, and in-kind services are provided yearly to Cal State Fullerton students through the auspices of the Center for Entrepreneurship. Additionally, students that are members of CSUF Student Consulting teams are eligible for awards if their reports place in the national Small Business Institute competition.

Organizational Structure and Governance

The Center for Entrepreneurship oversees the Small Business Institute. The Director manages the Small Business Institute. The Student Consulting Program is managed by Consulting Program Manager who reports to the College of Business and Economics.

Organizationally, John Bradley Jackson is the Director of the Small Business Institute and the Center for Entrepreneurship. Charlesetta Medina is the Consulting Program Manager. Director Jackson's mission in his role is to ensure that strategic goals are met, and Ms. Medina's role includes recruiting clients, providing mentorship to the students in the program, and managing the day-to-day operations of the program.

The Board of Directors for the Center for Entrepreneurships meets twice a year to discuss issues important to the Small Business Institute and to have input in strategic decisions affecting the Small Business Institute. Members of the Board have diverse backgrounds including professors, entrepreneurs, and professionals from different industries.

Resources and Sustainability

AY Year	# Projects	Billing	Direct Mail Cost	Compensation
FY21	85	\$115,574.00	\$3,841.56	\$57,320.30
FY22	66	\$72,996.50	\$5,797.06	\$62,258.25

FY23	65	\$64,285.00	\$4,426.12	\$67,296.00
	216	\$252,855.50	\$14,064.74	\$186,874.55

* Does not include benefits

Additional Support

Additionally, the Center for Entrepreneurship fields approximately 90 mentors each year to help students with classroom projects such as the projects under the auspices of the Small Business Institute, as mentors for Residents at the CSUF Startup Incubator, and in various other situations and they individually log approximately 50 hours per semester in these roles. Roughly speaking, this adds up to 13,500 hours over the last three years.

Faculty and Staff

The Director for the Small Business Institute is also a fulltime Lecturer at CSUF, and he dedicates a full allotment of time for the director role. Charlesetta Medina is full time in her role as Consulting Program and reports directly to CBE.

Assigned Spaces

Office space (SGMH 3280) in the College of Business and Economic building. The location is used to conduct Small Business Institute business and there is no cost associated with the space assigned. Day to day expenses at the location are provided by the Center for Entrepreneurship.

Sustainability

Historically, the Small Business Institute has been self-sustaining and has operated with a small surplus. In August of 2022, the student consulting program with Ms. Medina was assigned to CBE to increase the marketing reach to the larger CBE community. At that time the combined entities of the Center for Entrepreneurship and Small Business Institute became, became the largest customer for the CBE Consulting Program. Recently, CBE consulting revenues have modestly declined. Per agreement with CBE, the Center for Entrepreneurship covers any potential operating losses. According to most recent available reports, the Small Business Institute ASC account #09450 is at a surplus of \$5,214.81 as of April 19, 2024. Recently, the Center for Entrepreneurship has had to transfer funds into this account to cover Charlesetta Medina's payroll.

Highlights and Accomplishments

CSUF Student Consulting

Each semester, every CSUF student majoring or minoring in entrepreneurship and MBA candidates concentrating in Entrepreneurship take at least one class with a practicum. There are 80 - 90 such practicums each year with each team consisting of between four and six students. Except for the MBA teams, every team is given a mentor from the private sector to help the team connect lessons learned in the classroom with the existing businesses they are developing a consulting report for.

CSUF Startup Incubator

The CSUF Startup Incubator was launched in January 2015 and has helped over 100 entrepreneurs in the launch of their business concepts. Many of these startups have had a positive impact on the economy including the creation of jobs. These entrepreneurs were assisted by student teams sourced through the Small Business Institute.

This meets many of the goals of CSUF and the College of Business and Economic including strengthening partnerships with key stakeholders through the recruitment of local professionals, investors, and professors as mentors and speakers at the CSUF Startup Incubator; business opportunity recognition and problem solving; and increasing revenue.

Competitions

The Titan Fast Pitch competition have involved over 1,000 CSUF students and other students from the area over the past ten years with critical input from the Small Business Institute including: mentorship, experience from practicums managed by the Small Business Institute, and connections with mentors through this program. These competitions are designed to further key university and the College of Business and Economics' goals including the increased the functional knowledge of students; development of interpersonal skills; providing student-focused operations; and preparing students for participation in a global society that is responsive to workforce needs.

Planning and Strategic Outlook

Strategic Planning Process

The Small Business Institute's strategy initiated by the College of Business and Economics implemented by Ms. Medina and with the advice of the Board of Directors (Center for Entrepreneurship) and is buttressed by meetings with professors, staff and with members of the Board of Directors.

Goals for the Next Three Years

The Small Business Institute has been in operation in one form or another for more than three decades and it is in its maturity stage. Its mission is to enrich the curriculum through the recruitment of client companies to participate in semester-long practicums helmed by students creating in-depth strategic plans that directly address key deficiencies and opportunities that the client companies face. These practicums, conducted under the supervision of the students' professors, mentors, and Ms. Medina are a critical component of the educational firmament that undergirds key educational goals as outlined by Cal State Fullerton's administration.

Maintenance of the Small Business Institute with a goal set for sustainability and modest growth is a key part of this organization's strategic plan. Attaining this goal will be accomplished through the continued efforts of Ms. Medina working in concert with the broader Center for Entrepreneurship, including the CSUF Startup Incubator, and the Cal State Fullerton and business communities.