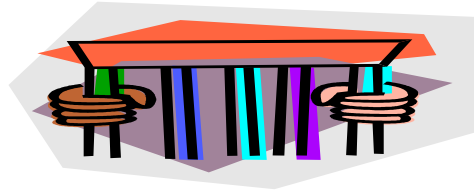


Why Entrepreneurship...Why Now Urban Extension Conference 2009

Zira J. Smith, Educator
Entrepreneurship & Small Business
University of IL Extension-Cook County
1111 East 87th Street, Ste. 600
Chicago, IL 60619
(773) 933-6774 zsmith@illinois.edu

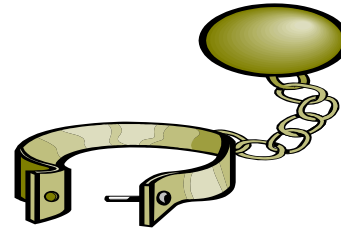


U.S. Leads world incarceration: 3% of population; 25% of world imprisonment



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- More than 2 million prisoners
 - *95% of all prisoners will eventually get out and return to our communities*
 - 650,000 released to communities each year; 1,800 return each day
 - 42,000 IL prisoners currently

Chicago is unique...home to 53% of IL prison releasees



- ~~○ No other county in Illinois has more than 3% of returning Illinois ex-offenders~~
- Primarily released to 6 of the 77 Chicago communities: Austin, Garfield, Englewood, West Englewood, Humboldt Park, and Lawndale
- Unemployed, unemployable adults in communities; 48% return within 3 yrs

Teaching entrepreneurship to adults in inner-city Chicago communities

- enter on free will, with desire but unsure of selves
- pressing needs for income to meet the same responsibilities of all adults, rent, children, food
- internalized understanding that traditional employment is unlikely; wages too low for needs
- much lower income levels than other residents
- limited travel and other experience exposures
- lack of access to computers and skills
- many have low education levels; low self esteem
- backgrounds of incarceration, substance abuse, sexual abuse, and domestic violence, etc.



High-risk inner-city “E” students, include formerly incarcerated women

- Formerly incarcerated women: As of ~~2002, a 173% increase in 10 years in~~ women in Illinois state prisons
- About 15,000 women are detained in Cook County Jail annually and about 1,200 women are in the jail on any day.
- 82 % of all women detained at Cook County Jail in October 2001 were charged with non-violent offenses



Imprisonment disproportionately affects women of color, just like poverty

- In 2002, 72% of women in pre-trial detention in Cook County were African-American, 7.5% were Latina, 11% were white, and 9% were multi-racial or other.
- Between 1990 and 2001 women admitted to Illinois prisons were 67.3% African-American, 26.9% white, and 5.1% Latina, with Asians and American Indians making up the other less than 1%.
- Nationally, black women were more than eight times as likely as white women to be in prison in 1997.



Gender-specific issues not addressed in male-oriented programs

- Sex abuse, domestic violence, & parenting are primarily female issues, not in male programs
-
- When a woman goes to prison her children are frequently placed in foster care, with aging grandparents or other relatives; youth homelessness has greatly increased
 - In order to regain parental custody of children, a woman must have a place to live and income that will enable her to provide for her family
 - 65% of all employers say they would not knowingly hire an ex-offender, regardless of the offense, even for misdemeanors




E”...a Second Chance for High-Risk Populations (after huge life mistakes)



- “**Mindset**” is most important asset
- Low education, limited finances, and troubled backgrounds do not prevent biz ownership (discuss CCC study)
- Able to explore *personal* biz ideas, use talents, connect with relevance
- Be better prepared to “get a job”; employers will know that you understand his/her biz issues

Orientation to UIE Community Entrepreneurship Programs



- Getting ordinary residents on the ~~same page & lighting the flame~~
- Establishing self-employment as a career option for those who have not been prepared to consider it
- Introducing fundamental skills
- Making personal decisions about it
- Moving to next level 
- Urban E Curriculum...stay tuned

It's a different world!...No economic barriers



- 1985—**2.5 billion** global people involved in international trade and commerce...**jobs in U.S.**

(then came first mainstream web browser/Internet on any computer in world; collapse of Soviet Union communism[145 ML]; India[1.1 BL] and China[1.3 BL] shifted to market capitalism, population growth worldwide)

- By 2000—global economic world expanded to **6 billion** people, another 1.5 billion new workers

*(150 million of those are educated, computer connected and able to effectively compete, which is entire size of U.S. workforce)
[U.S. total 2007 pop 300 ML]*

Today's Work Environment



- Computerization—will continue throughout our lifetime
- Globalization—workers 'all over the world' will increasingly compete for the same jobs
- Privatization—creates opportunities for small business development, locally, and globally via the Internet

U.S. Population: 305,890,311

World: 6,747,375,276 *as of December 16, 2008*

- UNITED STATES has 'only' ***300 MILLION PEOPLE***

[*NOTE: one thousand MILLION = ONE BILLION]

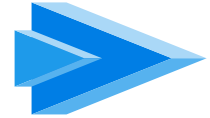
- CHINA HAS 1.3 BILLION PEOPLE (***1,000 MILLION PLUS 300 MILLION***)

- INDIA HAS 1.1 BILLION PEOPLE (***1,000 MILLION PLUS 100 MILLION***)



Only Two Ways to Work!...Thee or Me

- For someone else—employee



(We've all been prepared to consume jobs that we expect "others" to create, and to control, i.e., resume' development, interview skills, etc.)

- For yourself—employer



(Schools have completely ignored preparation to work for ourselves, i.e., recognizing opportunities; business planning concepts, action steps, etc.)

Entrepreneurship for Everyone!



- More than 95% of jobs in Illinois are in small entrepreneurial firms, where you're most likely to get a job, if you get one
- Employers hire as few workers as possible, so employees must think like entrepreneurs to keep the doors of the biz open so that you will have a job to come to—filling in wherever needed
- Employees must perform more like biz partners, understanding what makes a business successful and be willing to do what it takes

Today...

- ❖ **EVERYBODY** needs to know how to “*make a job,*” as well as being prepared to “*take a job*” that is controlled by others

“Yes You Can!”

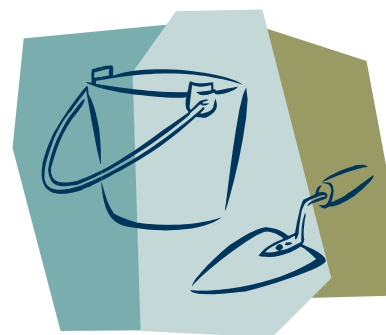
- ❖ *Start your own business;*
- ❖ *Buy into a franchise; or*
- ❖ *Buy an existing business*



Cast Down Your Bucket Where You Are

Booker T. Washington

- Start Where You Are
- Do What You Can...
- With What You Have!
- If you intend to survive, doing *nothing* is not an option. Develop the understanding that “if it’s to be, it’s up to me!” IT IS!!!



Basic Business Planning “*Process*”

- Recognize an opportunity...they are all around you; look, listen, talk with people in community
- Respond with a business idea...what can you do to help solve people’s concerns **and** make a profit
- Determine if it is an “opportunity” for YOU (*it must match needs of your customers; be affordable; able to make a profit; you must be able to provide the products/services; be better than competition*)



First Things First! The Business Idea... Description of the Business—Section 1

- Description
- Name
- History
- Location
- Equipment and Supplies
- Management/Helpers
- Legal matters
- Ownership structure



The Marketing Plan—Section 2

- Identify your customers
- Checking out the competition
- Finding suppliers
- Advertising methods
- Pricing
- Customer services



Financial Summary—Section 3



- Start up costs to get the biz open
- How much money will I make (sales)
- How much money will I spend (expenses)
- Ways to cover needs for cash (cash flow)

Personal Plan for Action



- Identify support needs at beginning
Family, friends, business owners, business agencies, educational, professional and personal development sources
- Five strategic personal goals
Personal reasons that motivate you to begin and develop your business, and to get the support you identified
- Three action steps to accomplish your goals
Three logical, well-planned steps to achieve your goals, with a specific timeline to execute the actions

Some Results; Partners; Organizations Requesting Programming



- Home & office cleaning services; handmade items; childcare; gift baskets; event planning; film production; lawncare services; moving company; web site development; catering; transportation for disabled; real estate strategies; handyman services; telecommunication services; non-profit organizations

UIE Cook County Chicago Entrepreneurship Programs

- ❖ **Black-on-Black Love—My Sister’s Keeper**
 - Formerly incarcerated women need work
 - Biz Idea: Used clothing boutique from donated overstock

- ❖ **Grace House**
 - Formerly incarcerated women need work and job skills
 - Biz ideas: Individual ideas from the participants

UIE Cook County Chicago Entrepreneurship Programs

- ❖ **TASC: Treatment Alternatives for Safe Communities**
 - Adjudicated adults need work and job skills
 - Individual biz ideas of participants
- ❖ **Chicagoland Prison Outreach Academy**
 - Formerly incarcerated persons need life and work skills to be eligible for CPO work training programs

UIE Cook County Chicago Entrepreneurship Programs

❖ **The Beloved Community**

- Mission is self-sufficiency and business development for community residents
- Individual biz ideas of participants

❖ **Greater Faith Ministries**

- Mission: Self-reliance for community residents and congregation; and Small Biz Chamber
- Individual biz ideas

UIE Cook County Chicago Entrepreneurship Programs

❖ **North Lawndale Employment Network**

- NLEN bee products business, and
- Formerly incarcerated persons need work and job skills
- Individual biz ideas of participants

❖ **Exodus Renewal Society, Inc.**

- Formerly incarcerated persons need work and job skills
- Integrating self-employment education into re-entry programs
- Individual and organization biz ideas

UIE Cook County Chicago Entrepreneurship Programs

- **Home of Life**

- Formerly incarcerated persons need work and job skills

- Community economic development requires business ownership

- **Restoration Ministries**

- Disadvantaged persons need work and job skills

- Potential RM business venture operation to provide work to clients, and individual biz ideas

UIE Cook County Chicago Entrepreneurship Programs

❖ **Teamwork Englewood**

- Re-entry citizens need work and job skills
- Renters need self-reliance education and skills
- Landlords need marketing information

❖ **Family Focus**

- Young mothers need work and job skills education
- Children need self-employment education for self-esteem and business leadership awareness

UIE Cook County Chicago Entrepreneurship Programs

❖ **Women's Treatment Center**

- Women in treatment need work and job skills
- Women need legal alternative work options to support selves and families

❖ **Empowerment Zone**

- Community residents need self-reliance programs
- Business owners need knowledge and skills development

A Few Resources to Learn More

- *The World is Flat*, Thomas Friedman
- *When Work Disappears*, Julius Wilson
- *Jobshift, How to prosper in a workplace without jobs*, William Bridges
- *Venturing beyond the gates, Facilitating successful reentry with entrepreneurship*, Nicole Lindahl, with assistance from Debbie Mukamal
- Urban Institute www.urban.org
- Institute for Social and Economic Development www.ised.org
- *Mompreneurs*, Ellen Parlapiano