

Proposal for Jacksonville Small and Emerging Business Continuing Education Program Curriculum

The Jacksonville Small and Emerging Business (JSEB) Continuing Education Program is designed to foster effective educational training and professional development for JSEB Vendors with varying skillsets and professional services. JSEB Vendors will be encouraged to apply skills acquired from the continuing education program to their personal educational goals, staff, and overall business operations. The JSEB Continuing Education Program Curriculum uses the Adult Learning Theory as a theoretical framework, which specifically focuses on the Self-directed learning model. Furthermore, the curriculum is created to reflect an Interdisciplinary Studies program format. With this framework, learning model, and program format combined, JSEB Vendors will be able to build an educational coursework pathway that is germane to their business needs. This journey is advised, guided, and in some instances created by the Equal Business Opportunity Education Coordinator. The JSEB Continuing Education Program comprises of three educational tracks: Executive Program (Includes Cohort) intended for experienced and advanced level JSEB Vendors, Craft-Based (May include Cohort) intended for entry level and mid-level JSEB Vendors, and Professional Development (Includes on-going training opportunities) intended for all level JSEB Vendors who are interested in sharpening their skill set; choosing from a plethora of disciplines.

Theoretical Framework Defined:

The JSEB continuing education program is formulated from the Adult Learning Theory. Developed by Malcolm Knowles in 1968, Adult Learning Theory or “Andragogy” is the concept of how adults learn. In this theory, Knowles described 6 assumptions about how adults learn which are: *Need for knowledge, Motivation, Willingness, Foundation or Experience, Self-Direction, and Orientation*. The JSEB Continuing Education program relies on Knowles’ *Self-Directed* assumption as a basis for vendors. Self-directed learning is the idea of adults directing their own learning with the goal of self-development in mind (Merriam & Bierema, 2014).

Interdisciplinary Studies Defined:

Interdisciplinary Studies is a discipline that allow students to gather knowledge from several disciplines to streamline their learning journey to fit their specific learning goals. Students practice self-directed learning but are guided by an academic advisor/professor who evaluates and determines the learning needs. The JSEB continuing education program reflects this disciplinary format.

Educational Tracks Defined:

Executive Program: The Executive Program is an advanced level cohort offered annually. It is designed to provide advanced level JSEB vendors with applicable information for their business. Includes the following cohort: Jim Moran Small Business Executive Program

Growth and Elevation Program: The Growth and Elevation Program will consist of the “Doing Business With The City of Jacksonville” pre-requisite course, the Jax Bridges (Growth Cohort), and the Small Business Government Contracting Series (PTAC Cohort). Both entry level and mid-level vendors are required to take the Doing Business With The City of Jacksonville course. After course completion, entry level vendors will be required to take the Jax Bridges (Growth Cohort). Mid-Level vendors will take the PTAC Cohort..

Professional Development Program: The Professional Development Program is designed for all vendors who would like to sharpen their skills and business acumen. The professional development component is intended to promote self-directed learning so that vendors can guide their own educational journey. Also, the professional development component is designed to motivate vendors to develop the willingness to gain knowledge that will foster business growth. The EBO will partner with various educational institutions to provide the professional development courses needed for JSEBs.

The Jacksonville Small and Emerging Business Continuing Education Program Curriculum

Track 1 Executive Education Program:

Upon consultation with the JSEB Education Coordinator, JSEB vendors may qualify for the Executive Education Program. Vendors will be required to provide a detailed education plan as well as a listing of all professional development courses taken within the past 2 to 5 years. Once coordinator reviews all submitted information, determination will be made for vendor eligibility for the JSEB Executive Education Program.

Program Requirements:

Completion of the below Small Business Executive Program cohorts

-Jim Moran Small Business Executive Program

-Business Intelligence Program: *Using Blockchain Technology to measure learning outcomes and preserving data while centralizing EBO reporting functions.*

Track 2 Growth and Elevate Education Program:

Required Prerequisite:

Doing Business With The City of Jacksonville – 1 Hr.

Course Description: This course explores the fundamentals of the Jacksonville Small and Emerging Business (JSEB) Program as well as effective core principles in the City of Jacksonville's Procurement process. Students will be provided applicable skills that equip them to better understand the JSEB Program and to effectively do business with the City of Jacksonville. Some of the course topics are as follows: JSEB Program benefits, How to Search for Bidding Opportunities, and How to Write a Bid Proposal.

**Must complete required prerequisite course then consult with JSEB Education Coordinator to proceed to the PTAC Cohort. **

JAX Bridges (Growth Cohort):

The Bridges Entrepreneur Program Details: The Bridges Small Business Initiative launched in 2014 by Dr. Carlton Robinson, is a program of the JAX Chamber Entrepreneurial Growth Division and is designed to be a key facilitator for supplier quality and development in Northeast Florida. It helps smaller companies grow and promotes supply chain diversification among corporations. This is accomplished through a series of entrepreneurial activities that prepare small and medium enterprises (SMEs) for growth. During the qualification process, small businesses will perfect plans, pitches, and strategies through entrepreneurial education, teaming & mentoring.

Formats: Traditional Face-to-Face, Online, and Hybrid

Tools Used: Adobe Connect, entrepreneurial canvases, LMS, & online workflows.

Florida PTAC Small Business Government Contracting Series Cohort:

Purpose and Responsibilities:

Each specially developed Florida PTAC/SBDC workshop will consist of one, four-hour workshop held every month for six months, including training events and a graduation ceremony at the UNF training location. Subject matter experts, provided by the Florida PTAC/SBDC along with UNF PTAC Specialists, will be utilized to prepare and deliver these workshops. Number of attendees is limited to 25. Each session builds upon the previous session; attendees will be expected to attend the entire series in a cohort fashion. In depth business development assistance will also be offered through Florida PTAC at UNF one-on-one, confidential consulting support, tailored to each business for all participants following training. JSEB will be responsible for administrative functions, attendee recruitment, outreach efforts, and attendee pre-registration. Florida PTAC/SBDC will be responsible for facilities, refreshments, presenting the program, providing materials / handouts / books to attendees, on-site attendee registration, post-workshop evaluations and a program report once completed.

Track 3 Professional Development Program:

*This track offers courses from the following industries: Health & Human Services and Business Administration. *

Health and Human Services:

COVID Health Assessment

First-Aid/CPR/AED/BBP

Business Administration:

Federal Tax Accounting

Auditing Procedures

QuickBooks/QuickBooks Pro

Lean Six Sigma

Customer Service