

impact

University of Idaho Extension programs that are making a difference in Idaho.

Let's talk business! Extension reaches Latinas with adult entrepreneurship education

AT A GLANCE

U of I Extension offers free face-to-face entrepreneurship workshops in Spanish and English, building entrepreneurial skills in targeted Latina audiences.

The Situation

There are limited educational opportunities available to Spanish-speaking residents due to language and/or cultural, resulting in participant intimidation. This can be seen through a trend of Latina entrepreneurs lacking confidence to establish and/or expand their business.

Our Response

In the summer of 2018, utilizing federal grant funds, University of Idaho Extension began providing free face-to-face workshops targeting Latina entrepreneurs. This program has been conducted five times at three different locations, with each program providing 12 hours of educational content. Individual educational focus areas included; knowledge gain, personal confidence-building and networking skills.

The program reduces barriers for Latina entrepreneurs by offering program instruction and written materials to participants in Spanish and English. Workshops are adapted from an online curriculum, DreamBuilder™, which teaches basic components of how to start, run and maintain a business. This online curriculum was modified to be delivered in an in-person format where the importance of confidence-building, empowerment,



University of Idaho Extension and community partner delivering workshop content to participants in Burley, Idaho.

motivation and networking are strongly emphasized. To support these objectives, a Latina empowerment workshop facilitator, female entrepreneurs with established businesses, and various community partners have been invited to speak, provide resources, and mentor program participants. These speakers are crucial components of this 12-hour program.

Program Outcomes

In the summer of 2018, a total of 53 people participated in this adult entrepreneurship program. The majority of participants (68 percent) identified as Hispanic/Latino/Latina, over 75 percent identified as female, and age ranged from 17 to 70 years. Of the 53 total workshop participants, 49 completed the final evaluation. On this evaluation, 33 percent of participants

stated that language was a moderate or significant barrier.

Workshop participants had a variety of entrepreneurial experience. Participants range from never having considered starting a business to having an already established business that they want to expand and/or continue to learn. These include business ideas such as: landscaping, restaurants, home goods, canning, food trucks, solar-powered systems, gaming, movie production, home health care, substance abuse care, construction, agriculture, machinery and others.

Participants gained knowledge surrounding entrepreneurship. As a result of this program:

- 100 percent of participants learned more about their strengths and weaknesses as an entrepreneur
- 98 percent of participants stated a knowledge gain in how to write a business plan
- 96 percent of participants learned more about finding funding sources for a business

Participants also indicated confidence in their own skills after the program.

- 54 percent of participants were very confident in identifying business risks
- 54 percent of participants were very confident in their ability to give an effective elevator pitch
- 69 percent of participants were confident they had the skills necessary to have a business

The program content discusses each piece of a business plan, allows time for business plan brainstorming and encourages participants to begin their business plan. 65.2 percent of participants had at least started or completed their business plan after the program.

A vast majority (92 percent) of participants reported the program was “very good” or “good.” Participants

listed these comments when asked what they liked about the program:

- The volume and variety of information was phenomenal! The presenters were great, too.
- I loved how informative it was. Even though I don’t know everything now, I have the resources to advance.
- Speakers from different organizations with different perspectives/knowledge. Program is very comprehensive.

The Future

University of Idaho Extension will continue to develop these entrepreneurship workshops and improve the facilitation between Spanish and English-speaking participants. There is still a need to minimize the gaps of language and/or cultural differences within Idaho communities. Through continued work with community partners, the program will continue to develop, modify and adapt to meet expectations and needs of future participants.

Cooperators and Co-Sponsors

These workshops were supported by many organizations and individuals within Idaho communities.

Cooperators include:

Central District Health Department; Centro de Comunidad y Justicia; Children’s Therapy Place; Community Council of Idaho; Idaho Central Credit Union; Idaho Department of Labor; La Panera Market #2; La Poderosa/La Gran D Radio Station; Maricela Rios, Joy Ignitor; Southwest District Health; Susie Rios, Burley Community Champion; U.S. Small Business Administration; Wells Fargo; United State Department of Agriculture, National Institute of Food and Agriculture, Agriculture and Food Research Initiative (Award No. 2016-69006- 24831)..

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25-18-sgreenway-entrepreneurship • 9/10