

**CEO  
Creating  
Entrepreneurial  
Opportunities**

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**THE UNIVERSITY OF  
ALABAMA IN HUNTSVILLE**

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**COLLEGE OF BUSINESS**

- Overview of CEO Program
- Alignment with Mission and Strategic Plan
- Lessons Learned

# Overview of CEO Program

# CEO Facts



Always meets in  
a business,  
not a classroom

Meets from  
**7:00AM**  
To  
**8:00AM**  
Every school day  
Spring & Fall

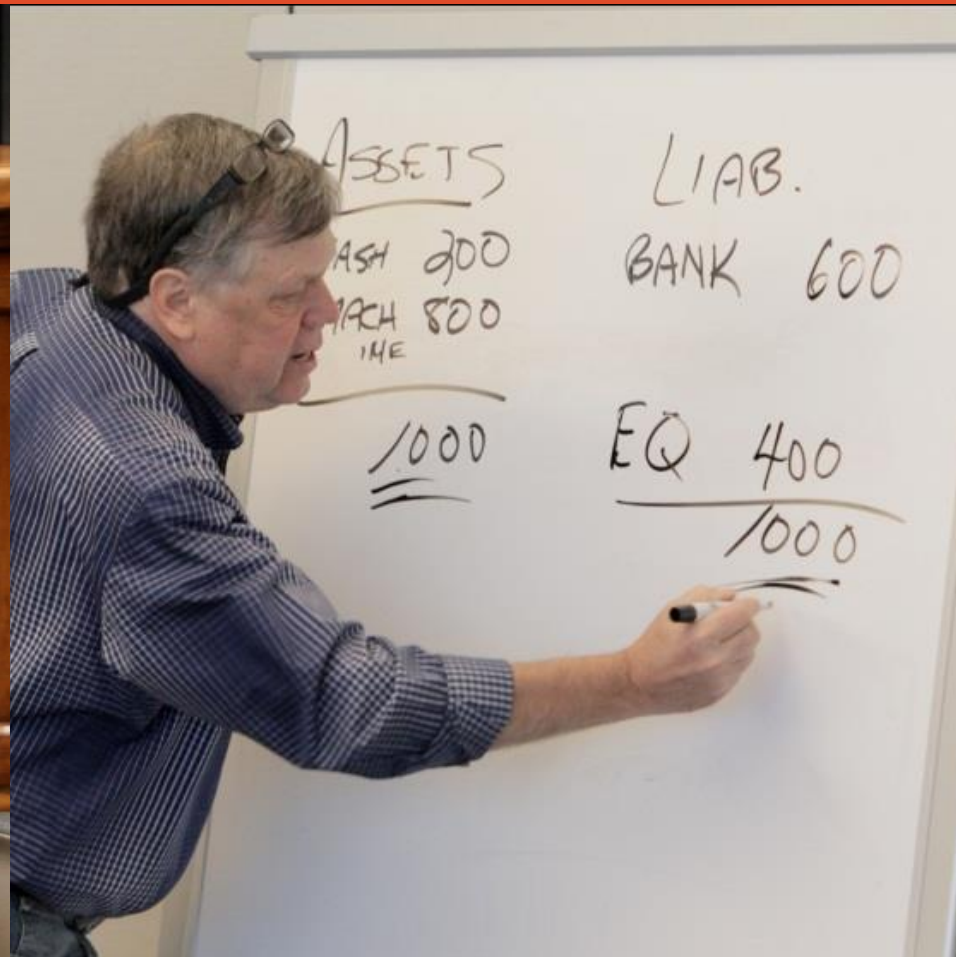


Earns credits  
for school





# High school students learn from (and are mentored by) local businesspeople





# Students visit and learn about dozens of local businesses



At the end of the CEO course, students are expected to be able to:

- Create and Present an effective business plan
- Demonstrate effective communication and collaboration skills
- Demonstrate their understanding of appropriate professional attire
- Compare and Contrast a wide variety of businesses
- Interact with business owners, community leaders, and class guests
- Execute the creation of a small business

# Curriculum Highlights of CEO

- Start and run a class business
- Start and run a personal business
- Complete two business plans
- 30 – 50 business visits; 20 – 40 guest speakers
- Mentor Days
- Banker Day
- Pitch Day
- Trade Show

















# YELLOW HAMMER *Apparel*



Supporting the community  
and young entrepreneurs  
for only \$25.

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Scan the QR code to  
purchase a T-Shirt

MADISON **CEO**

yellowhammer.apparel  
on instagram



front



back





# Operating Model

- Service and consultative support from the Midland Institute for Entrepreneurship
- Board of 9 – 11 community members
  - Entrepreneurs and businesspeople
  - Investors
  - School system representatives
- Funded by community investors (no direct cost to the schools)
- Class facilitator (instructor)
- Blind application process



# Student Feedback – “Things you learned.”

- Each person has a different way they want to be presented information.
- People are willing to help, you just have to ask.
- It's not who you know, it's who knows you.
- Depends on people's personality how you communicate with them.
- Confidence
- I now know how to get a business license, P&L

# Student Feedback – “Things you accomplished.”

- I became a better leader, created a business and made money, built a website, used square to process payments, networked, and reached out to some of the people in my network for help.
- Turned \$1 into \$30 (was supposed to be \$100 but I failed)
- Successfully started an independent business, raised 600\$, and made meaningful connections
- Meeting many people and using them and connections by reaching out and learning.
- Starting my own business! being able to reach out to manufacturer's on my own and do it alone.
- Making a profit in the whole thing.

# **Alignment with Mission and Strategic Plan**



## Mission: **Fuel. Spark. Launch.**

- Engage with community partners to **fuel** innovation in business and business education. (Community Engagement Pillar)
- Faculty and students **spark** ideas through research. (Research Pillar)
- Academic programs **launch** the careers of students. (Education Pillar)

# Alignment with Societal Impact Plan

## Three Emphasis Areas

- Workforce Development
- Sustainability
- Security and Information Ethics

All societal impact goals and objectives align with and are represented in goals, objectives, and actions in the college's strategic plan.

## Workforce Development

- Innovation & entrepreneurship: SDG 8, 9
- Diversity, Equity, Inclusion, & ethics: an ethical, inclusive, fair, healthy, and equitable workforce: SDG 5, 8, 3
- Socially responsible entrepreneurial mindset & business growth: SDG 8
- Bridge between business & technology: skill development: SDG 4

# Alignment with Strategic Plan

## **FUEL.** Goal: Engage with the community to advance business and business education.

- Objective: Enhance the brand recognition of the College of Business in Huntsville, Alabama, and beyond and encourage those who are underrepresented at UAH to attend UAH.
- Action: Engage high school and community college students in discipline/domain-specific events and programs that promote our programs, faculty, students, and alumni. Events and programs will provide educational opportunities for students, with a particular focus on majority-minority high schools and those that serve large populations of underrepresented students.
- Action: Be a visible sponsor of and participant in community activities by having faculty, staff, and students participate and serve in community professional, service, and non-profit organizations.

## **LAUNCH.** Goal: Excellence in Education: Academic programs prepare students to thrive in knowledge-based economies driven by high-tech innovation.

- Objective: Develop and implement programs that provide the tools necessary for students to successfully begin and advance their careers.
- Action: Develop and offer curricular or co-curricular programming designed to improve career preparedness of students (e.g., engage business professionals, entrepreneurs, and leaders to share their career experiences; host events that promote networking among students and business professionals; utilize experiential labs and programs; etc.



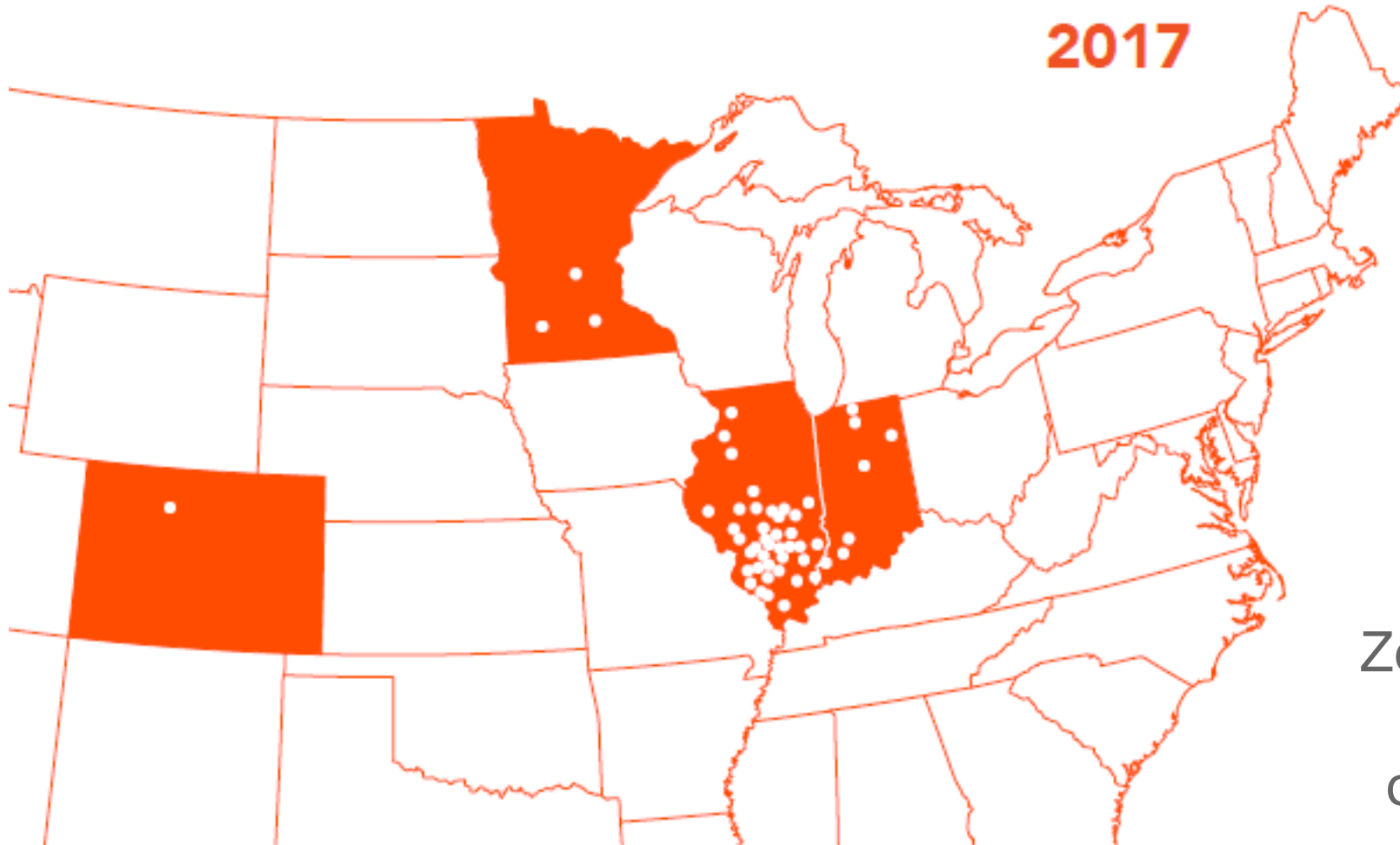
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# Lessons Learned

# Our Journey: 2017

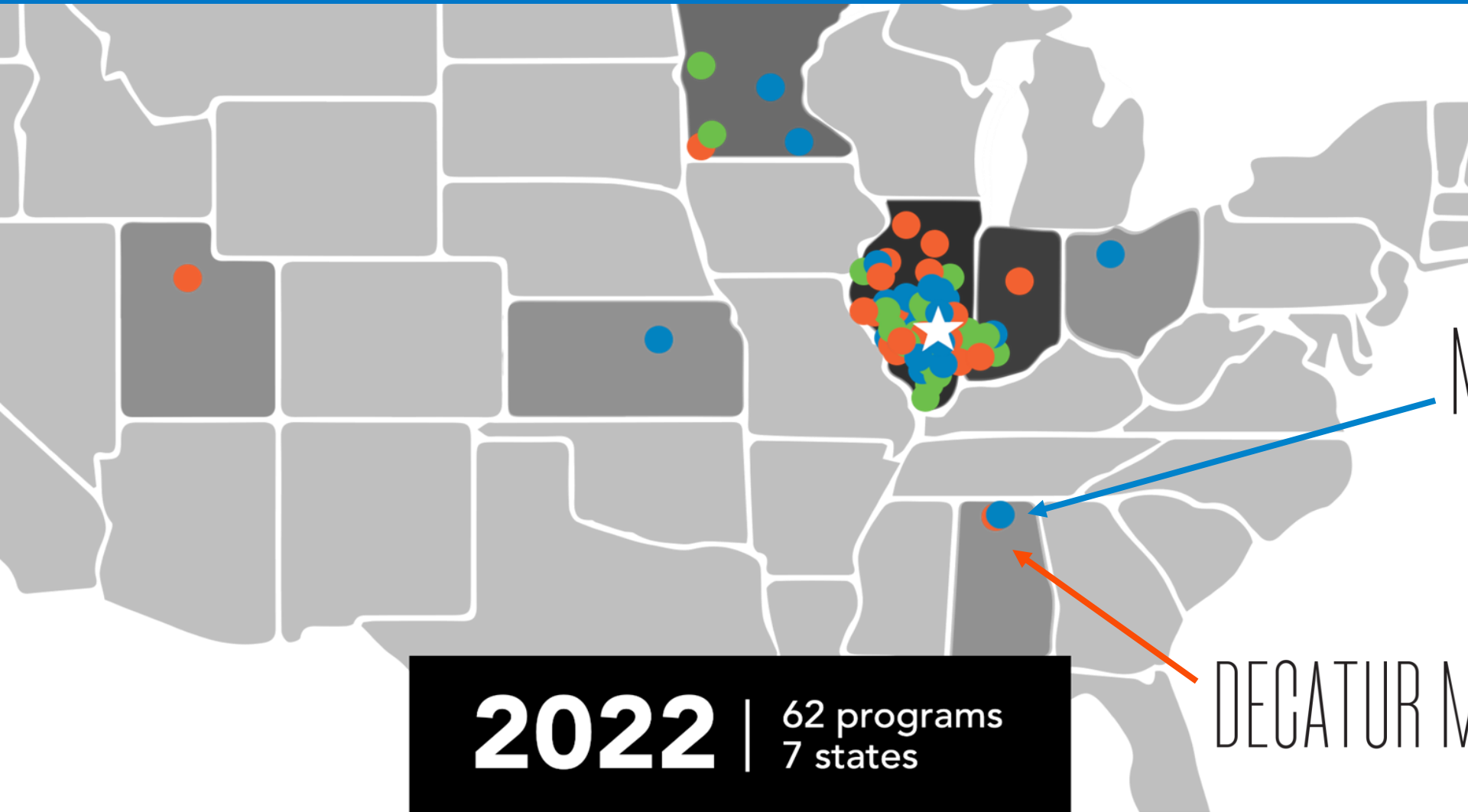
40 programs in 4 states.



**Midland**   
Institute for Entrepreneurship

Zero CEO programs in  
Alabama or  
other southern states

# Our Journey: Today



**2022** | 62 programs  
7 states

MADISON **CEO**<sup>®</sup>  
Founded 2020

DECATUR MORGAN **CEO**<sup>®</sup>  
Founded 2019

**Tip:** Don't start a CEO program during a global pandemic.





- Start-up time
- Community stakeholders
- A tale of two (or three) cities
  - Decatur, Alabama
  - Madison, Alabama
  - [Huntsville, Alabama](#)
- Facilitator
- School systems
- Student impact



**FUELING INNOVATION. SPARKING IDEAS. LAUNCHING CAREERS.**

[uah.edu/business](http://uah.edu/business)

# Discussion



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