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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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COS Offers Entrepreneurship Course, Opens Business Start-up Incubator



Weed / COS - College of the Siskiyous (COS) is offering an Introduction to Entrepreneurship class (BA0985) starting this coming spring 2018 semester beginning January 30th. In conjunction with this course, and also as part of a grant, Self-Employment Pathways in the Gig Economy, COS will also open a Business Start-up Incubator and co-working space, called "The Hatchery" on the Weed Campus, with a second incubator to open at the Yreka Campus in the future.

The College's president, Dr. Stephen Schoonmaker, remarked, "College of the Siskiyous is committed to serving as a catalyst for economic development locally, regionally, and beyond." One of the ways the College is able to be that catalyst is in offering this new entrepreneurship course. Schoonmaker added, "an entrepreneurial mindset is important in achieving success in today's economy, and the launch of our Eagle Hatchery incubator for small businesses and student freelancers is a vital step in fulfilling our mission."

Registration is now open for this 2-unit Introduction to Entrepreneurship course. The class will be taught by entrepreneur trainer Heather Stafford, beginning January 30th. This hybrid course will meet primarily online, with in-person sessions once per month throughout the semester at the Weed COS campus. As Heather summarizes, "Portfolios are the new resumes. The entrepreneur mindset includes vital skills to have in the 21st century workforce. This course is about helping any student, whether they want to start a business, get a great degree, a great job or develop a freelancing business in the new Gig Economy." Students enrolled in the class will have free access to The Hatchery to incubate their business.

The College has also partnered with the Women's Business Center at JEDI and the Siskiyou County Small Business Development Center (SBDC) to provide free one-on-one business start-up consulting for students. In addition, guest speakers will be invited to PUB (public) Talks in an effort for students and the community to learn more about entrepreneurship in Siskiyou County. Additional funding and expert support is also provided by the Far North Small Business Deputy Sector Navigator and the Center for International Trade & Development for the North/Far North region.

The course utilizes the Lean Canvas method developed originally as the Business Model Canvas by Alex Osterwalder at Stanford and adapted by Ash Maurya. The Lean Canvas is a method to help entrepreneurs rapidly conceptualize their business start-up idea. Students will also practice pitching their business idea to prepare for a pitch competition at the end of the course. Students in this course have free access to the business incubator on campus.

The Self-Employment Pathway in the Gig Economy grant was awarded by the Small Business Sector Navigator for the Doing What Matters for Jobs and The Economy project at California Community Colleges. The grant has a primary focus on entrepreneurs interested in freelancing, temp, contract or gig work where location of the client is irrelevant with the use of technology. While the class will explore freelancing as an entrepreneurial option, all entrepreneurial ventures can be explored during this course.

For more information contact College of the Siskiyous at www.siskiyous.edu or call (530) 938-5555.