





Know how. Know now.

ENTREPRENEURIAL COMMUNITIES



ECAP - Meeting the Challenge

Communities who participate in the Entrepreneurial Communities Activation Process (ECAP) will attract and retain a larger working age population and create community vitality. A collaborative team has initiated community conversations in four rural Nebraska communities to begin the ECAP pilot in 2013.

Increased Leadership Capacity

Rural adults and youth increased leadership capacity and are making positive changes as a result of Leadership classes in: NACO Institute of Excellence, Water Leader's Academy, Leading Locally (in several communities) and community youth leadership classes. Impact from class graduates include but are not limited to:

- Opened a main street business as a result of an idea brainstormed in a leadership class.
- Actively involved in water policy development.
- Are now city council members and other organizational officers.
- Honored as "Main Street Volunteer of the Year" in one community.
- Formed a committee to improve facilities at a lake near their community. Through collaboration and commitment they raised \$102,439.08; created 19 camper pads, installed electrical service at 30 pads, and now are raising money for a tornado shelter and handicapped accessible fishing pier.
- Was the motivating force in creating a leadership class in the new community where he now resides.
- Have better communication and management of employees and constituents.
- Better at innovative thinking and with small changes in procedures, have made big changes in efficiency.

TECHNOLOGY IMPACT

UNL Broadband coaches are gathering data from a multitude of businesses and community members with the intent of helping communities increase broadband access and cost effectiveness.

One Extension professional recruited high school students to train, do research and prepare presentations on "Social Media Safety" resulting in student presentations to 185 other students in the rural high school.

One Extension Educator provided leadership and development of the UNL Entrepreneurship Action Team eShip website and social media profiles on Facebook. Blog and Twitter, resulting in:

- 2,522 page views on eship.unl.edu
 61.7% new visitors; 38%
 returning.
- 208 likes on Facebook reaching 87,409 people
- 5,599 views on Huskerpreneur blog
- By the end of 2012 counting webpages, views, there were over 95,000 people reached.

FOR MORE INFORMATION, CONTACT YOUR LOCAL UNL EXTENSION OFFICE, HTTP://WWW.EXTENSION.UNL.EDU OR PHYLLIS SCHOENHOLZ, UNL EXTENSION EDUCATOR - PSCHOENHOLZ1@UNL.EDU, FOR THIS EXTENSION INITIATIVE



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln cooperating with the Counties and the United States Department of Agriculture.