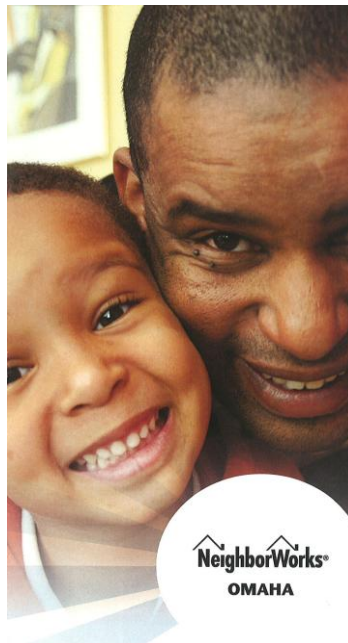




Business Development Program

Mission statement:

“Rekindle pride in neighborhoods and ignite investments in the community”
”



Proposal submitted to:

**Nebraska Department of Health and Human Services
Attention: Teri Chasten, Economic Assistance Administrator**

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PROGRAM SUMMARY

NeighborWorks®Omaha offers business courses, computer courses, and workshops to help in starting a business or in advancing business computer skills. Small businesses are using the internet to become more responsive to the needs of their customers, partners and employees. For micro businesses the ability to access company data at all times means being able to capitalize on new business opportunities.

NeighborWorks® Omaha Business Development program is geared toward assisting individuals toward becoming economically and socially independent by providing agencies and organizations within the community with these types of classes that will assist with the NeighborWorks®Omaha mission.

Workshops being offered for 2011 will include:

- **Basic Computer** - Designed to teach participants how to produce Word Documents, Excel Spreadsheets and PowerPoint Presentations; also designed to help participants navigate in Email and on the Internet.
- **Intermediate Computer** – Designed to allow participants to apply practical application of the learned skills from the Basic Computer class; also designed to help participants to identify the platform, business impact, and PROs and CONS of Social Media.
- **Advanced Computer** - Designed to teach participants computer hardware and networking terminology and concepts, building troubleshooting, and maintenance of the home/business computer, and practical application of hardware/networking concepts.
- **Basic Web Design** - Designed to familiarize participants with basic “HTML” code, Hyperlinking concepts and tools needed to create an effective web page; also designed to help participants create, design and navigate web site/pages utilizing Microsoft Front 2003 (Now termed “Web Expressions”)
- **QuickBooks** - Designed to help participants track their company's products, services, income, and expenses; course also helps them understand, analyze, manage, and measure their company's performance.
- **Buying and Selling on eBay** -Learning how fun and profitable it is to sell items on eBay, including successful tips of internet selling, instructions on creating an eBay and PayPal account, setting up an eBay Store and shopping cart to accept credit card payments, as well as successful tips of buying and selling on the internet to minimize exposure to risk.
- **Starting a Business** - Designed to help participants understand what it takes to start a business. Topics include: Budgeting, business financing, credit issues and repair, components of a business plan, identifying your customer and marketing.
- **Writing Your Business Plan** - Designed to help you develop a roadmap to a successful business. Marketing strategy, financial analysis, cash flow projections and 1, 3, 5 year goals.

OBJECTIVE(S)

The primary objective of the business development program is to offer assistance in four basic areas: training, technical assistance, micro lending, and networking, for low to moderate income individuals.

TARGET AUDIENCE

Therefore, our target audience will be any low to moderate income individual that has a desire to become economically and socially independent. Our workshops are tailored to deliver training for aspiring entrepreneurs. A computer literacy pre-assessment is a requirement for all participants.

DESIRED OUTCOMES

1. Increased accessibility to the appropriate tools and financial resources to become self-reliant.
2. Enhanced marketability in the employment arena through effective knowledge and demonstration of Microsoft Office, QuickBooks, and Business related programs.
3. Ongoing access to small business resources, education, and reference materials that will build ongoing personal development and employability skills that can be transferred into the work environment.
4. Active employment options with developed long and short-term goals for continued success.
5. Enhanced computer literacy with respect to the Internet and Social Media resources and tools.
6. Enhanced Entrepreneurship and Networking skills needed to take the business to the next level.
7. Identification of appropriate jobs/careers commiserate with participant's skill level and interests

CREATIVE STRATEGY

The creative strategy for NeighborWorks® Omaha is to rekindle the pride and initiative within each student to become economically and socially independent. This will be accomplished by educating all participants on the value of igniting investments back into their own community businesses and ventures. Based on pre-assessment results, NeighborWorks® Omaha will initially provide basic, intermediate, and advanced level computer training sessions. Participants will be grouped into learning sessions commiserate with the level of demonstrated skills. NeighborWorks® Omaha will also organize and manage these workshops to attract potential employers for employment. The core curriculums are attached.

IMPLEMENTATION PROCESS

1. Meet with agency contacts and discuss the requirements, timelines, and associated costs.
2. Discuss requested training and schedule frequency. Submit finalized calendar of proposed workshop offerings for approval.

NeighborWorks® Omaha Business Development Program BUDGET Summary

Estimated hours of services : 12 hours of service for \$95.00 USD

Each class for \$95.00 USD will typically include 12 hours of instruction which includes course materials, handouts, and books.

WHY NEIGHBORWORKS® OMAHA?

What is included in the \$95 per participant rate?

- Practical application of learned skills versus just lectures and a test
- Post assessment and demonstration of learned skills.
- All Instructors MINIMALLY possess Masters Degrees
- Certificates of Completion awarded to participants
- **Books, Handouts, Resource Materials included with NWO**
- Instructor/Class participant Ratio (MCC requires 15 versus NWO: no limit)
- NWO **12 hours** of instruction versus MCC **10 hours** of instruction

NOTE:

MCC - Metro Community College

NWO - NeighborWorks Omaha

Comparison of Metro Community College versus NeighborWorks® Omaha fees

	Metro Community College	NeighborWorks® Omaha
Business Development Course Costs	\$99	\$95
Business Development Course Hours	10	12
Computer Courses Costs	\$76 -86	\$95
Computer Course Hours	10	12
eBay Course Costs	\$39	\$95
eBay Course Hours	3	10 -12
One Class session Costs (Excel, Technology Update)	\$29 -\$54.00	\$95
One Class session Hours (Excel, Technology Update)	3- 5 hours	4 – 8 hours

Basic Computer Class Curriculum

Content Area One

PC Basics

1. Turning on and shutting down the computer
2. Setting up E-mail accounts (yahoo.com, hotmail.com, gmail.com)
3. Adding to your address book and setting up contacts
4. Computer Literacy Assessment
5. Hardware and Peripherals
6. Review and Application of learned skills

Content Area Two

Windows

1. Understanding windows
2. Using the Keyboard
3. Using the taskbar
4. Working on the Desktop
5. Managing files and Folders
6. Working with Applications

Internet

1. Exploring the World Wide Web (Career Link, Research)
2. Downloading and transferring files
3. Attaching documents, pictures
4. Pros and Cons of Social Media (MySpace, Facebook, Twitter)
5. Understanding Microsoft "Office Suite" (Business Applications)
6. Review and Application of learned skills

Content Area Three

Microsoft Word

1. Understanding Word (2003 versus 2007 layout)
2. Starting Word Using the Mouse and Taskbar
3. Using Editing Functions (Save and Save as)
4. Formatting Text/Techniques
5. Using Wizards
6. Printing Documents
7. Review and Application of learned skills

Content Area Four

Microsoft Excel

1. Exploring Excel (2003 versus 2007 layout)
2. Using Databases and lists
3. Formatting Worksheets
4. Using Templates
5. Review and Application of learned skills

Content Area Five

1. Microsoft PowerPoint
2. Exploring PowerPoint (2003 versus 2007 layout)
3. Working with Slide Masters
4. Incorporating Visual Elements
5. Creating and editing presentations
6. Viewing presentations
7. Review and Application of learned skills

Intermediate Computer Skills Curriculum

Content Area One

Microsoft Office/Word Projects

1. Office 2007 versus Office 2003 (Layout)
2. Using Editing Functions
3. Formatting Text/Techniques
4. Using Wizards
5. Printing Documents
6. Review and Application of learned skills

Content Area Two

Microsoft Excel Projects

1. Exploring Excel
2. Using and creating formulas
3. Formatting Worksheets and generating reports
4. Using Templates
5. Review and Application of learned skills

Content Area Three

Microsoft PowerPoint Projects

1. Exploring PowerPoint
2. Working with Slide Masters
3. Incorporating visual elements and custom animations
4. Creating and making presentations
5. Viewing presentations
6. Review and Application of learned skills

Content Area Four

Microsoft Publisher

1. Exploring Publisher
2. Using Editing Functions
3. Using Templates
4. Review and Application of learned skills

Content Area Five

Practical Applications and Review

1. Exploring on-line business (eBay, PayPal)
2. Review and Practice of learned applications and skills
3. Other Program projects (FrontPage)
4. Social Media (Facebook, MySpace)
 - i. Platform
 - ii. Pros and Cons
5. Review and Application of learned skills

Advanced Computer (Networking/Hardware) Curriculum

Content Area One

Hardware

1. Definition
2. Components
3. Removable Media Devices
4. Secondary Storage
5. Other peripherals
6. Review and Application of learned skills

Content Area Two

Motherboard make up

1. Sockets
2. Memory Slots "DIMM"
3. BIOS
4. Power Supply
5. Review and Application of learned skills

Content Area Three

1. Hardware Terminology
2. Integrated Peripherals
3. Input Devices
4. Output Devices
5. Data Ports
6. Review and Application of learned skills

Content Area Four

1. Building, Troubleshooting and Maintaining your home computer
2. Building a barebone computer
3. Troubleshooting problems and error messages
4. Tips and Secrets to maximize computer performance
5. Review and Application of learned skills

Content Area Five

1. Practical Applications and Projects involving Content Area Four
2. Checking Hard Drive Space
3. Checking for RAM and adding memory
4. Wired versus wireless internet connection

Basic Web Design Curriculum

Content Area One

HTML Basics

1. Exactly what is HTML
2. How to code your first page
3. Formatting text with HTML
4. HTML Forms (surveys, feedback, information)

Content Area Two

Hyperlinking Basics

1. Page Layouts
2. Linking to Documents
3. Color and Graphics
4. Images

Content Area Three

How it all works –Publishing to the Web

1. Publish to the site
2. Register with search engines

Content Area Four

1. Microsoft FrontPage
2. Edit and Format Text
3. Add Images
4. Create Links
5. Create Tables
6. Work with Navigational Structure
7. Create Forms
8. Publish Web Pages

Content Area Five

E-Commerce

1. Promoting your business
2. Passive income
3. Shopping Carts
4. Buy it now buttons

Buying and selling on eBay

Class Curriculum

Content Area One

Understanding e-Commerce

1. Definition
2. Introduction to eBay
 - a. Garage sale ,business, or hobby
 - b. Passive Income
3. How to set up eBay Account
 - a. Search for ANYTHING on www.eBay.com
4. Introduction to PayPal
 - a. Types of PayPal Accounts
 - b. Advantage and Disadvantages of each type
5. How to set up PayPal Account
 - a. Core features of PayPal Account
6. Review and Application of Learned Skills

Content Area Two

Understanding User Agreement Terms and Policies

1. Shipping and Handling
2. Prohibited or restricted Items
3. Buyer/Seller Protection Plans
4. Review and Application of Learned Skills

Content Area Three

Understanding Fraud

8. Unauthorized activity and Limited Access
 - a. High Restriction
 - b. Low Restriction
9. Verifying/Confirming your account
10. Tips to Avoid SPOOFS and unauthorized access
11. Review and Application of Learned Skills

Content Area Four

Buying and selling on-line

1. Things to look for as a Buyer
2. Things to look for as a Seller
3. On-line Auction Tools and Resources
4. Merchant and shopping cart tools (Web site)
5. How to open an eBay store (level options)
6. Review and Application of Learned Skills

Content Area Five

Taking to the next level

1. What is a Powerseller?
2. Discovering eBay Power Tools
3. Group Activity and Garage Sale
4. Review and Application of Learned Skills

QuickBooks

Class Curriculum

Content Area One

Introducing QuickBooks

1. Getting around in QuickBooks
2. Moving between Company Files
3. Creating a QuickBooks Company
4. Customizing QuickBooks for your business

Content Area Two

Working with lists and bank accounts

1. Using QuickBooks Lists
2. Adding Custom Fields
3. Managing Lists
4. Writing a QuickBooks check
5. Reconciling checking accounts
6. Using other accounts in QuickBooks

Content Area Three

Entering sales information and receiving payments

1. Using sales forms
2. Entering Sales items and using price levels
3. Tracking backorders
4. Recording payments
5. Making deposits

Content Area Four

Analyzing Financial Data

1. Creating Quick Reports
2. Creating and Customizing preset reports
3. Exporting Reports to Excel
4. Balance Statement
5. Income Statement
6. Financial Statement Analysis

Content Area Five

Entering and Processing information

1. Setting up Inventory
2. Tracking and paying sales tax
3. Doing payroll
4. Estimating and progress invoicing
5. Tracking time ,mileage, employee records
6. Customizing forms and writing QuickBooks letter

Creating a Business Plan

Class Curriculum

Content Area One

Business Plan Considerations

5. Reason for Writing
6. Pre-Work
7. Components (Cover Sheet, Executive Summary)
8. Review and Application of learned skills

Content Area Two

Organizational Plan

7. SWOT Analysis definition
8. Conducting SWOT Analysis
9. Organizational Chart
10. Review and Application of learned skills

Content Area Three

Marketing Plan

6. Market Analysis
7. Market Strategy
8. Pricing Your Product or Service
9. Marketing to Win
10. Review and Application of learned skills

Content Area Four

Financial Documents

7. Sources and Uses of Funds
8. Pro Forma Financial Statements
9. Cash Flow Statements
10. Balance Statement
11. Income Statement
12. Financial Statement Analysis
13. Review and Application of learned skills

Content Area Five

Packaging and Updating Your Plan

7. U.S Tax Information
8. Business Planning for a Non Profit
9. Financing Your Business
10. Supporting Documents and Resources
11. Review and Application of learned skills

Starting A Business

Class Curriculum

Content Area One

Getting Started

9. Examining personal objectives, skills, strengths
10. Finding a Business
11. Determining Business Feasibility
12. Choosing a Business Name and Location
13. Legal Structure
14. Review and Application of learned skills

Content Area Two

Presenting and Protecting Your Business

11. Presentation tools and resources
12. Protective measures and tools
13. Securing a Business license
14. Registering for a Fictitious Name ("DBA")
15. Obtaining a Seller's Permit
16. Setting Up a Bank account
17. Selecting Your Insurance
18. Review and Application of learned skills

Content Area Three

Using the Internet and Financing the Your Business

11. Communicating with Customers and Vendors
12. Buying and selling products and services online
13. Will you need to borrow money?
14. Financial sources available to you
15. The importance of Good Recordkeeping (Accountant?)
16. Keeping the books on schedule
17. Success or Failure depends on your cash flow
18. Review and Application of learned skills

Content Area Four

Developing a marketing plan and promoting your business

14. Product/Service, Place ,Price, Promotion
15. Media Advertising
16. Publicity
17. Developing a Company Website
18. Alternative methods (internet)
19. Review and Application of learned skills

Content Area Five

Business Planning: The Key to Your Success

12. Why Should You Write a Business Plan
13. A winning Business plan format
14. Anatomy of a Business Plan
15. Resources for Small Business

Review and Application of learned skills