



Guidebook for LWDB Providers

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TABLE OF CONTENTS

I. CE-OH! OVERVIEW	1
What is CE-Oh!	1
Origin.....	1
Goals.....	1
Timeline.....	1
Overview.....	1
Time Commitment.....	1
Understanding the CE-Oh! Training Content.....	2
Participant information	4
Who can participate?	4
Program Cost.....	5
How do participants register?	5
CE-Oh! Contact.....	5
II. LOCAL WORKFORCE DEVELOPMENT BOARD ROLE	6
Overview of Role.....	6
Key Responsibilities	6
Reporting.....	6
APPENDICES	7
Appendix A – Partnering Grants / Programs	7
Appendix B – TQA Enrollment Procedures (Quick Reference Guide)	8

I. CE-OH! OVERVIEW

WHAT IS CE-OH!

CE-Oh! is a virtual business and entrepreneurship training program that primes participants for success. Whether a person wants to start their own business, enter the workforce, become an apprentice, or take college courses, CE-Oh! offers timeless skills for the modern worker.

CE-Oh! consists of a blended learning curriculum that is designed for unemployed and underemployed individuals looking for ways to build their portfolio and gain economic traction. The CE-Oh! program consists of e-Learning modules, Guided Application Sessions, Guest Speaker events, and other group activities including weekly team simulations that correlate with the content learned in that week's sessions.

At the end of the 8 weeks, participants who have been fully engaged and have successfully completed the CE-Oh! program will be prepared to take the [Entrepreneurship and Small Business \(ESB\)](#) certification exam. The [ESB certification](#) is a nationally recognized certification that validates a students' understanding of core business principles, including the essentials needed to launch and maintain a successful business.¹

ORIGIN

The concept for the CE-Oh! program was conceived in 2020 in tandem with ongoing work on the [Tech Quest Apprenticeship \(TQA\) initiative](#) with Clark University. Public Consulting Group LLC (PCG) built CE-Oh! largely off of previous similar initiatives, including Startup Quest®.

GOALS

For each CE-Oh! program offering, our goal is to enroll a total of 100 participants so that a sufficient number of teams (and team members) can be formed to maximize engagement and learning potential.

TIMELINE

Overview

CE-Oh! is an eight-week program that contains a blended curriculum of online interactive learning, facilitated sessions, and additional group events and activities, which will be covered in further detail in later sections of this guide.

Time Commitment

The weekly time commitment of participants for required program components (i.e. eLearning Modules, Facilitated Sessions, Wellness Check-Ins, Team Meetings, Guest Speaker Events) is approximately **10.5 hours per week**. Because of the flexibility in program design, participants can complete the modules and daily work at a time that best accommodates their schedule. There are approximately 5 hours per week, on average, where participants will be required to attend live sessions at specific days and times of the week. Attending optional program components (i.e. Office Hours) could increase the weekly time commitment of participants.

¹ Registration and completion of the ESB certification exam are not part of the CE-Oh! program; however, participants in the program will be better prepared to complete this exam following their successful completion of the course.

Below is a breakdown of a sample week in the CE-Oh! program for a program participant.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
eLearning	1 st Weekly eLearning Module (2 hrs)		2 nd Weekly eLearning Module (2 hrs)				
Facilitated Sessions		Facilitated Session (1 hr)		Facilitated Session (1 hr)	Recap Session (1 hr)		
	Wellness Checkpoint (25 hr) (2x during the 8 weeks)			Guest Speaker (1 hr)	Weekly Facilitated Group Session (2 hrs)		
Optional		Office Hours (1 hr) (Optional)		Office Hours (1 hr) (Optional)			

UNDERSTANDING THE CE-OH! TRAINING CONTENT

The CE-Oh! program covers 15 eLearning Modules over 8 weeks. The eLearning Modules may be completed at the participant’s convenience within a certain window of time – i.e. Module 2: Problem Solving and Social Responsibility during Week 2 may be completed at any time between Monday-Tuesday of Week 2 prior to the Guided Application Session etc.

The table below provides an overview of the 15 eLearning Modules, including the learning objectives. The modules and learning objectives will be reinforced through a variety of measures including facilitator-led live sessions, inclusion of guest speakers, a dedicated mentor assigned to each team, and wellness check-ins by the CE-Oh! team to assist participants with any questions, concerns, barriers/challenges, or other needs should they arise. Our team is committed and dedicated to the success of each participant enrolled in the course from day one through program completion at the end of the 8 weeks.

Module and Description	Desired Learning Outcomes
<p>Module 1: Introduction to Entrepreneurship</p> <p><i>Learn about real entrepreneurs; compare entrepreneurs and innovators; and learn how products and services are developed in response to customer needs.</i></p>	<ul style="list-style-type: none"> Learn about an entrepreneur and identify how he used his skills to solve a real-world problem Compare and contrast the functions of an entrepreneur and an innovator Describe how products and services are designed in response to a problem or customer pain point
<p>Module 2: Problem Solving and Social Responsibility</p> <p><i>Identify ways to solve social problems; learn the purpose of mission and vision statements; and provide examples of socially responsible business practices.</i></p>	<ul style="list-style-type: none"> Identify ways in which entrepreneurs have solved social problems Explain the purpose of business mission statements and vision Provide examples of socially responsible business practices
<p>Module 3: Generating Business Ideas and Creative Thinking</p> <p><i>Learn about the entrepreneurial mindset; identify creative business ideation; engage in creative thinking activities; and learn the purpose of the business model canvas.</i></p>	<ul style="list-style-type: none"> Explain how the entrepreneurial mindset is used as part of generating new business ideas. Identify how creativity and creative thinking is used in generating new business ideas. Engage in various creative thinking activities for idea generation. Describe the purpose of the business model canvas and business plan.

Module and Description	Desired Learning Outcomes
<p>Module 4: Market Research</p> <p><i>Learn the importance of planning and using market research methodologies; explore market research resources; understand primary and secondary data; refine business ideas based on research; and learn the concept of Lean Startup Methodology and applying research cycles.</i></p>	<ul style="list-style-type: none"> ● Discuss market research methodology and identify why it is an important part of planning your business. ● Provide and compare resources learners can use to conduct market research. ● Introduce primary and secondary data, ensuring that learners can differentiate between the two. ● Discuss ways learners can refine their business ideas by analyzing the data they collect. ● Introduce the concept of lean startup methodology and applying research cycles.
<p>Module 5: Economics</p> <p><i>Focusing on the U.S. economy, learn about types of economic systems; identify the role of the entrepreneur in the economy; learn about suppliers and consumers and their relationship; and learn the concept of supply and demand.</i></p>	<ul style="list-style-type: none"> ● Learn about different types of economies and the economic principle of supply and demand. ● Compare and contrast types of economic systems, with a focus on the US economy ● Identify the role that entrepreneurs play in our economic system ● Discuss the roles and relationships between suppliers and consumers ● Understand how supply and demand impact product and service pricing and availability and given a scenario assess the effect each has on the consumer
<p>Module 6: Competition</p> <p><i>Understand different types of competition and how it impacts pricing; identify different types of competitors; explore ways for businesses to remain competitive; and learn how to gather competitive intelligence and create competitive advantages.</i></p>	<ul style="list-style-type: none"> ● Introduce different types of competition and discuss how competition impacts pricing ● Identify different types of competitors ● Define market share and how it can be determined for a business ● Outline ways businesses can stay competitive and manage their expenses ● Explain how to gather competitive intelligence, identify differentiators to create competitive advantages
<p>Module 7: Value Proposition</p> <p><i>Identify and describe value proposition; differentiate between benefits and features; and identify ways to promote value.</i></p>	<ul style="list-style-type: none"> ● Differentiate between benefits and features ● Identify and describe what value proposition means and identify the value of a product by constructing the value formula and choosing the correct criteria for each area of the formula ● Identify five ways you can promote values that you can consider including in your business plan.
<p>Module 8: Business Expenses</p> <p><i>Examine common business expense categories; understand contribution margins; determine profit and loss; apply break-even analysis; and learn ways to manage ongoing business expenses.</i></p>	<ul style="list-style-type: none"> ● Examine and categorize common business expenses into categories including fixed and variable expenses, depreciation, cost of goods or services sold ● Understand contribution margins and how they interact with variable expenses ● Use EOU to determine profit or loss of goods or services sold ● Apply break-even analysis ● Describe ways to manage ongoing business expenses
<p>Module 9: Revenue Streams</p> <p><i>Identify potential revenue streams; understand sales forecasting; and learn the parts and functions of income statements.</i></p>	<ul style="list-style-type: none"> ● Identify potential revenue streams for a business ● Explain sales forecasting so learners can plan for their business's future ● Describe the parts and function of income statements
<p>Module 10: Financing Your Business</p> <p><i>Estimate the start-up investment needed; learn about ROI and how to calculate it; and find ways to obtain investments.</i></p>	<ul style="list-style-type: none"> ● Estimate the start-up investment needed given a scenario ● Explain ROI and how to calculate it ● List ways to obtain investments to start a business

<p>Module 11: Business Financials</p> <p><i>Learn how to utilize and analyze income statements; build a balance sheet; identify the functions of various financial statements; and learn how to calculate financial ratios.</i></p>	<ul style="list-style-type: none"> • Describe how to utilize income statements (profit and loss statements) and analyze an example income statement through a ratio calculation • Build a balance sheet using example data • Identify multiple financial statements • Calculate a financial ratio from an example balance sheet
<p>Module 12: Managing Your Business</p> <p><i>Identify management functions and leaderships styles; create organizational structures; learn planning strategies; and learn how to create a healthy business environment.</i></p>	<ul style="list-style-type: none"> • Identify management functions and define leadership styles • Given a scenario identify and create an organizational structure for a business • Determine the differences between planning strategies used to accomplish your business goals • Identify actions or benefits you can offer that can create a healthy business environment •
<p>Module 13: Growth and Exit Plans</p> <p><i>Understand business growth and product life cycles; learn how to value a business; identify possible exit strategies; and understand investments and how money grows.</i></p>	<ul style="list-style-type: none"> • Understand business growth and product life cycles • Learn how to value a business • Identify possible exit strategies for business owners • Understand investments and how money grows
<p>Module 14: Legal Structures</p> <p><i>Identify different types of legal structures and their strengths and weaknesses.</i></p>	<ul style="list-style-type: none"> • Identify and discuss positive and negative aspects of business legal structures • Compare and contrast different types of legal structures
<p>Module 15: Constructing a Business Plan</p> <p><i>Apply what has been learned to create a business model canvas; create an elevator pitch; and learn how to build a pitch deck.</i></p>	<ul style="list-style-type: none"> • Complete the business model canvas • Develop an elevator pitch • Develop a presentation for investors

PARTICIPANT INFORMATION

Who can participate?

CE-Oh! is an inclusive program that aims to prime any participant for success – whether a person wants to start their own business or find new employment. CE-Oh! offers timeless skills for the modern worker.

CE-Oh! is suitable for individuals with a wide variety of backgrounds and experience. The target audiences for CE-Oh! consist of the following (but not limited to) populations:

- Unemployed individuals
- Underemployed individuals
- Employed individuals looking to upgrade their skills and/or advance in their career
- Veterans, including military spouses and transitioning service members
- Justice involved citizens
- Recipients of public assistance programs (e.g. TANF)
- Dislocated workers
- Youth and young adults

The list of targeted audiences above is a sample and is not intended to be limited to only these groups. Truly, CE-Oh! is designed to help determined people who want a great job or want to start a business of their own, but need to grow and gain experience before taking the next step.

CE-Oh! participants will be required to have access to the following items to successfully participate in the program:

- Electronic device that can be used for coursework (i.e. laptop, desktop, tablet)
- Reliable internet access and bandwidth
- Recommended soft-skills:
 - Curiosity and eagerness to learn
 - Time-management
 - Dedication and commitment to their own success

Program Cost

The CE-Oh! team will work with your organization to identify a cost structure that best fits your budget with the number of people you intend to serve. Currently, the course is offered at no cost for eligible participants served through qualified programs where costs are underwritten by grant(s) and/or other funding sources. See Appendix A for a list of approved grants and the eligibility requirements for program participants to qualify for this no cost opportunity.

How do participants register?

Local workforce development boards (LWDBs) who are approved to offer CE-Oh! to participants they serve in their local region will be responsible for determining a participants' eligibility and enrollment into the program funding the course. See Appendix A for grant specific eligibility requirements and Appendix B for staff procedures for enrolling individuals into currently approved grants covering the participants' costs.

CE-OH! CONTACT

Have questions? Email our CE-Oh! management team at ceoh@pcgus.com.

II. LOCAL WORKFORCE DEVELOPMENT BOARD ROLE

OVERVIEW OF ROLE

Local workforce development boards (LWDBs) are vital partners who are readily equipped to serve jobseekers and employers in their local communities. LWDBs offer resources and programs to assist individuals with job search, career development, training, and support.

KEY RESPONSIBILITIES

- Outreach and marketing
- Recruitment
- Eligibility determination
- Career development/case management, including support services
- Enter and track participant data

REPORTING

LWDBs will be required to enter and maintain participant data, program services and activities in the grant/program's data entry and reporting system as directed. This includes entering and tracking participant application data, eligibility and enrollment, grant services and training activities, support services provided, employment outcomes, skills gains, credentials earned, etc. through case closure.

A certificate of completion will be issued to each individual who successfully completes the CE-Oh! program. A copy of the participant's certificate may be provided to the referring LWDB. The CE-Oh! team may be able to accommodate additional requests to meet local documentation requirements such as attendance records and student progress reports.

APPENDICES

APPENDIX A – PARTNERING GRANTS / PROGRAMS

CE-Oh! may be available at no cost to participants eligible and enrolled in programs funded by grant(s) or other funding sources. A brief description of each approved program is provided as well as the eligibility requirements for participants enrolled in the respective program(s). If applicants do not meet eligibility requirements, we encourage you to continue providing services and refer them to alternate resources that may be available in your local community tailored to each individual's needs.

Tech Quest Apprenticeship (TQA) - Tech Quest Apprenticeship is a U.S. Department of Labor-funded initiative led by Clark University, Public Consulting Group (PCG), and a national consortium of workforce development boards and higher education institutions that will provide 4000 pre-apprenticeships and 1000 IT and IT-related apprenticeships to unemployed, underemployed, and incumbent workers.

Participants eligible for the TQA program must be:

1. 17 years of age or older, and not enrolled in secondary school (e.g. high school); and
2. Is a U.S. citizen or authorized to work in the United States; and
3. Is unemployed, underemployed, or employed in a low skilled job:
 - Unemployed – an individual who is without a job, is seeking employment, and is available to work.
 - Underemployed –
 - an individual who has obtained only episodic, short term, or part-time employment. It includes seasonal positions, short-term temporary positions, or those that work less than 40 hours and categorized as part-time employees when they are seeking full-time and/or long-term employment; OR
 - an individual who is not currently connected to a full-time job commensurate with the individual's level of education, skills, or wage and/or salary previously earned.
 - Employed in a low skilled job - Individuals who are lower skilled and are lacking the necessary skills and competencies to be employed in middle and high skilled occupations are eligible.

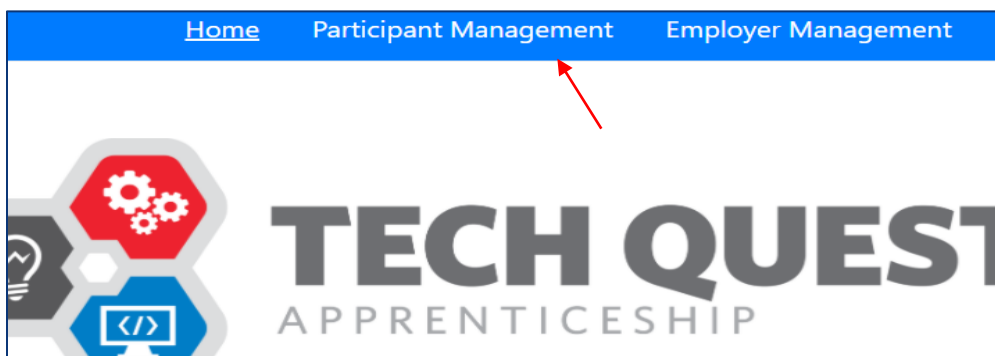
APPENDIX B – TQA ENROLLMENT PROCEDURES (QUICK REFERENCE GUIDE)

Purpose

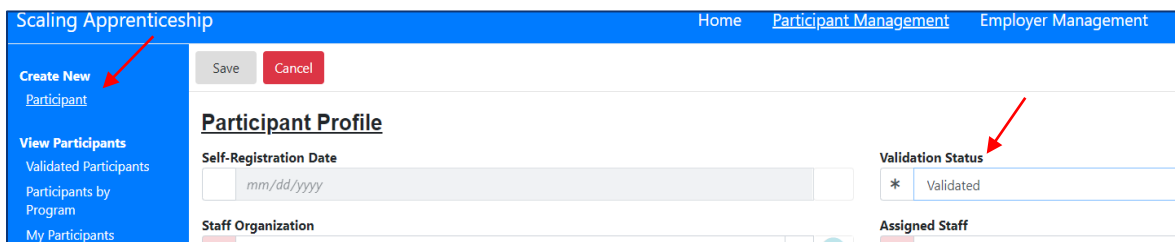
To provide LWDB program staff guidance for enrolling a TQA eligible participant into CE-Oh! This document serves as a quick reference guide; however, program staff should be familiar with and reference, as needed, the full LWDB Resource Guide and TQA Data Entry Guide for comprehensive procedures related to serving participants in the Tech Quest Apprenticeship (TQA) program.

Procedure

1. Log in to the TQA Data Entry system at <https://tqaclark.agsprime.net/> and select “Participant Management.”



2. Select “Create New Participant” and complete the required fields on the **Participant Profile** screen (stopping after “Contact Information”). If participants self-registered, then you will simply review and validate the information submitted on this screen by selecting “Validated” in the drop-down menu, as shown:

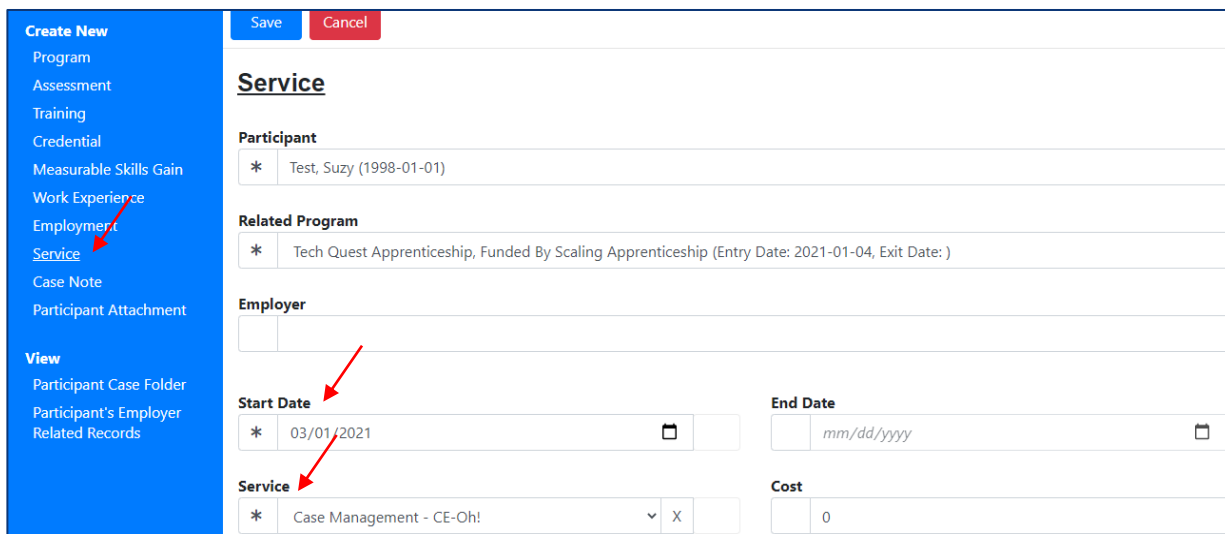


Once you save the information, the individual is registered in the system. Proceed to the next step to enroll the individual as a participant into the TQA grant.

3. Next, select “Create New **Program**” in the top left of the participant’s screen and complete the required fields to enroll the individual into the Tech Quest Apprenticeship grant. Complete only the Program Information fields and the Program Characteristics fields. Select “None” in the Apprenticeship Type drop-down menu. Select “None” in the Pre-Apprenticeship Type drop-down menu.

- Upload copies of the participant’s eligibility documents to support enrollment into the TQA grant. In the left-hand side of the screen, select Create New “**Participant Attachment**” and upload documents accordingly. Additionally, if a local application was used (instead of the self-registration process) to collect the participant’s demographic information and other related information please attach a copy of the application.

- Now that the participant is enrolled in TQA, the final step is assigning him or her to the CE-Oh! program activity. In the blue column on the left, select Create New “**Service**.” Enter the first day of class for the start date, and select the “Case Management – CE-Oh!” service from the drop-down menu of options. Click save. The screen should appear as follows:



Create New

- Program
- Assessment
- Training
- Credential
- Measurable Skills Gain
- Work Experience
- Employment
- Service**
- Case Note
- Participant Attachment

View

- Participant Case Folder
- Participant's Employer
- Related Records

Service

Participant * Test, Suzy (1998-01-01)

Related Program * Tech Quest Apprenticeship, Funded By Scaling Apprenticeship (Entry Date: 2021-01-04, Exit Date:)

Employer

Start Date * 03/01/2021

End Date mm/dd/yyyy

Service * Case Management - CE-Oh!

Cost 0

This completes the process for enrolling a new participant into TQA and CE-Oh! For any additional services, training activities, etc. provided to a participant, follow the processes detailed in the full [TQA Data Entry Guide](#).

Once a participant is enrolled in TQA and assigned to the CE-Oh! service code, a CE-Oh! staff member will reach out and work directly with each participant to assist with logging in to and navigating the learning management system, accessing the course, and in getting started.

<< End >>