

EXPERIENCE + EDUCATION = SUCCESS

The Building Blocks to Greatness



Welcome



PAMELA LOPEZ-FETTES

Executive Director

Growth Dimensions – Economic Development for Belvidere & Boone County



MISSION

Fostering economic opportunity and quality of life.

Presenters



ANISSA KUHAR, MBA
*Director of Adult
& Graduate Admission*



DR. MANDOLEN MULL
Chair, Puri School of Business



ROBERT JONES, JR.
*Board Business
Account Manager*



HEATHER WICK
Business Enterprise Manager



GROWTH DIMENSIONS
ECONOMIC DEVELOPMENT
BELVIDERE & BOONE COUNTY, IL



LEE REVELS
Executive Assistant



BELVIDERE AREA
Chamber of Commerce

Welcome!

Virtual **Degree Completion Programs**
Information Session.

*Your **ROCK SOLID** future starts here.*

ROCKFORD
UNIVERSITY
— 1847 —



Virtual Degree Completion Information Session



Meet Your Team

Anissa Kuhar, MBA

Director of Adult & Graduate Admission



Lisa Blakeley-Snyder '17, '20 MBA

Adult & Graduate Admission Recruiter



Mandolen Mull, Ph.D., MBA

Chair, Puri School of Business

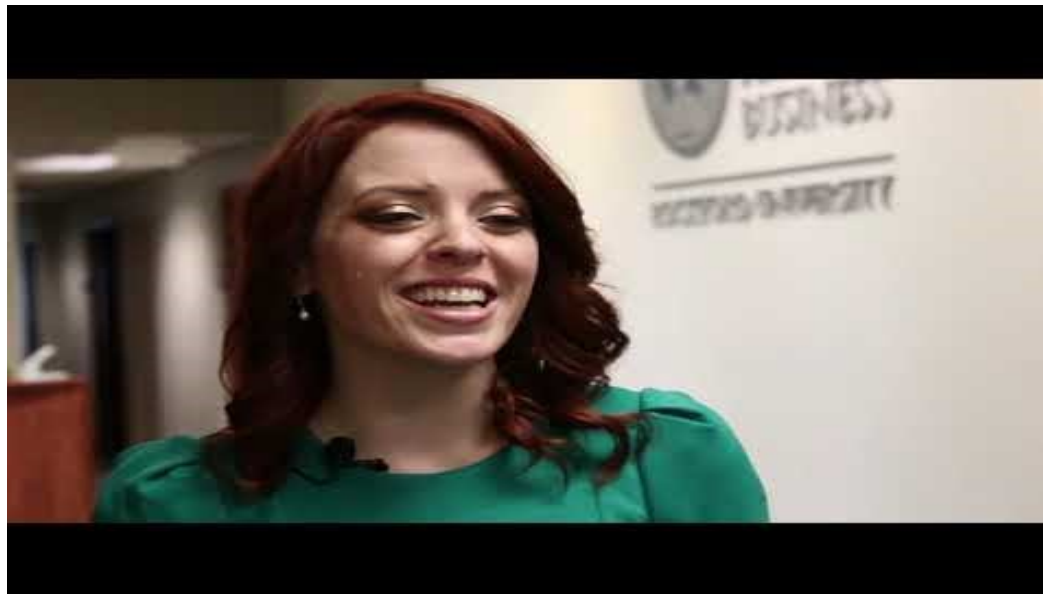


Director, Bachelor's Degree Completion Programs

Virtual Degree Completion Information Session



Welcome from our Chair.



Mandolen Mull, Ph.D.



Bachelor Degree Completion Programs

Bachelor's of Science in Accounting Studies (BSAS)

- **New this Fall 2020!**
- Made for those who want to work in accounting without pursuing a CPA track bachelor's program
- Coursework will cover Bookkeeping, Audit, Tax, and QuickBooks

Bachelor's of Science in Business Management (BSMS)

- Made for those who want to move into a management role
- Coursework will cover organizational communication, leadership, and various management strategies & topics

Virtual Degree Completion Information Session



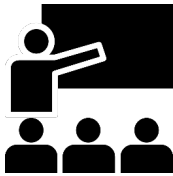
Quick Facts



Credits: 124
needed for the
bachelor's



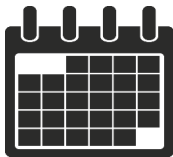
Flexibility with
hybrid & online
courses



Average Class
Size: 18 students



Accredited by
the IACBE & HLC



Complete in
18 months
depending on
transfer credit



FREE dinner
provided for
hybrid courses

What makes RU stand out?

- Bloomberg Business Lab
- Living Laboratory
- In-demand Courses
 - Team Dynamics, Strategy & Policy, Auditing & Fraud, Gov't & NFP Accting
- Faculty Experience & Education
 - Consultants, Executive Management, C-Suite, Ph.D.'s, MBA's, CPA's
- Transfer Friendliness!
 - Occupational Specialization (AAS credit) and Documented Work Training



What is transfer friendliness?

Meet Pat

Occupational Specialization

- Tool & Die Precision Machine Certificate program at RVC
- 36 transferred credits:
 - 15 General Education credits
 - 21 Occupational Specialization credits
- 21 Occ. Spec. credit hours saved Pat from taking 1 additional year of coursework
- Now pursuing RU's MBA

Meet Example Jo

Documented Work Training

- Some college credit, but never finished a degree
- Works at Caterpillar and does a lot of training that's documented with HR
- 55 transferred credits:
 - 30 General Education credits
 - 25 Documented Work Training credits



What local colleges are transfer friendly?

- **Highland Community College**
 - Accounting
 - Business Administration
- **Kishwaukee College**
 - Automotive Technology
 - Automated Engineering Technology
 - Marketing and Management
- **Rock Valley College**
 - Accounting
 - Business Administration



Virtual Degree Completion Information Session



Hear from a student.



Monica Villarreal, Class of 2020
Bachelor's of Science in Management Studies

How do students like you finance their bachelor's?



**COST PER
CREDIT \$450**



**FAFSA opens
October 1!**

- Employer tuition assistance
- FAFSA
 - Federal Grants, Federal Student Loans
- Monthly Payment Plans
- Veteran Benefits
- Outside grants and scholarships

Have you heard about the Charles Box Scholarship?



- Opportunity for Black students to earn a college degree debt-free
- Programs available
 - Business Management (BSMS)
 - Accounting Studies (BSAS)
- Applications be taken now

www.rockford.edu/cbscholarship



When can I start?

NOW ENROLLING FOR FALL

- Fall semester begins August 17, 2020
 - September and October are other available fall starts
 - Exciting courses: Management & Supervision, Organizational Communication, Change Management
- Spring semester begins January 19, 2021
 - Registration opens November 1, 2020
 - Exciting courses coming soon!

Virtual Degree Completion Information Session



Admission Requirements



Online



Transcript



2.00



**WAIVED for
attending
today!**



Your Next Steps

- ✓ Apply at rockford.edu/apply
- ✓ Request your transcripts to be sent to RU

E-Transcripts: Agadmissions@rockford.edu

Mail: Rockford University Adult & Graduate Admission
5050 E. State St., Rockford, IL 61108

- ✓ Complete your FAFSA
- ✓ Meet with your advisor
- ✓ Register for classes
- ✓ Pick out your first day of school outfit



Services & Solutions

LWA 3 Serving Boone, Stephenson and
Winnebago Counties

WHO ARE WE!

- The Workforce Connection
 - Your local Workforce Development Agency
 - To provide Business solutions by assisting Employers & Career Seekers to **Get Connected** to available resources

Our Priorities



With a network of providers, we offer high-quality career services, education and training, and supportive services for individuals to get good jobs and stay employed, and help employers find skilled workers and access other services, including education and training for their current workforce.

Service Delivery

- Training Programs Leading to Credentials/Degree and Meaningful Employment
- Workshops
- Basic Skills Classes
- Resume and Interview Assistance
- Work Experience
- GED, Tutoring, Counseling, Mentoring, Career Exploration

Service Delivery Cont.

- Work Readiness
- Rapid Response for Dislocated Workers
- Incumbent Worker Training
- Apprenticeships

Why Do We Provide This?

- *To create a competitive, skilled and educated workforce by providing a system for individuals to gain meaningful employment in response to the needs of business.*



ABOUT THE VENTURE PROGRAM

- Supports and fosters entrepreneurs
- Offers comprehensive, educational opportunities for entrepreneurs
- Provides tools and resources needed to build and grow businesses
- Makes businesses sustainable

PARTNERING WITH THE BEST



KAUFFMAN
**FAST
TRAC**®



GROWTH DIMENSIONS
ECONOMIC DEVELOPMENT
BELVIDERE & BOONE COUNTY, IL



IDEATE

POSITION

COMMIT

REFINE

LAUNCH

COURSE OVERVIEW

Section 1 IDEATE

Assess your entrepreneurial traits and personal priorities to better understand how your business goals might be affected by your strengths or weaknesses and your personal vision.



- What are the characteristics of a successful entrepreneur?
- What are my entrepreneurial traits?
- What is my personal vision?
- Does my idea fit with my personal vision?
- Do I need a co-founder? Who should I pick?

Section 2 POSITION

Any good idea will remain just that – an idea – unless it finds a place in the market and earns customers. In this section, you'll figure out just who your customers (and competitors) are and where to find them. You'll design your business model and think about the key factors that will help you transform your idea into a business. You will learn about legal structures that are best suited to your business, and you'll start to think about how you'll exit your business when the time comes.

- Is there opportunity?
- Are there customers?
- Is there a path to reach them?
- Who are my competitors?
- How will I compete?
- What elements make up my business? And what makes my business special to customers?
- What legal entity should I use for my business?
- How do I want to exit my business?
- Based on what I learned, how do I move forward?



Section 3 COMMIT

A business isn't real unless it is reaching paying customers and generating revenue. In this step, you'll focus on your brand, your distribution and your sales strategy. Finally, you'll learn how to protect your intellectual property, your business and protect yourself from legal risks.

- What do I want my brand to communicate?
- How can I best communicate that brand message?
- Will my marketing reach my customers?
- How will I sell?
- How will I distribute my product?
- How much money can I expect from my customers? What startup costs will there be?
- How much money will I need?
- Do I have any intellectual property?
- How do I stay on the right side of the law?



Section 4 REFINE

Now that you've sold and distributed your product/service, you have valuable information about the assumptions you made about your customer and your market. Now is the time to refine your business before you publicly launch. In this section, you'll measure and analyze your financial results against your previous predictions. You'll consider what people might be needed, and you'll think about how to protect the assets of your business. You'll learn what advisors and boards might do to help you as you work to launch. You will think about how you might fund your business. Finally, you'll learn how to build and communicate the plan for your business with potential funders and others.



- What are your early sales numbers, and what are they telling you?
- Who might you need to help you in the business?
- How will you identify, recruit and retain those people?
- How can you protect your intellectual property as you involve others in your business?
- Who might you want to help you make decisions and think about the business?
- How much money will I need?
- Where will you get any money that you need?

Section 5 LAUNCH

You're ready to launch your business. In this section, you'll learn strategies for launching, leading and developing processes that will allow your business to grow. You'll learn how to draw attention to your new business. You'll think about your leadership style, your company's culture and how to manage the exciting challenges of growing a business. You'll learn about best practices in process management and identify the success metrics that make sense for your business. You'll forecast the financial future for your company and think about how to set yourself up for success.



- What does launching mean, and how can I let more customers know I exist?
- How can I lead, inspire and develop a healthy culture for my new business?
- How should I think about and document the critical processes that allow my business to run smoothly?
- How will I measure success?
- What financial metrics can I forecast?
- Which financial tools can I use to summarize and monitor my predictions?
- How might I exit this business?
- What actually happened with the finances of my business, and why?
- What can I do to improve my business finances?



LEARN MORE

Visit Us: Growth Dimensions' website at www.growthdimensions.org

Call Us: 815.547.4252

Email Us: office@growthdimensions.org



GROWTH DIMENSIONS
ECONOMIC DEVELOPMENT
BELVIDERE & BOONE COUNTY, IL

Strengthen the Employee-Employer Relationship



EMPLOYER

Looking for creative resources to find potential employees



EMPLOYEE

Opportunity to improve themselves



EMPLOYER-EMPLOYEE

- Employee Retention
- Improved Skill Sets

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Questions

