

Undocumented Student Action Week

Education and Career UndocuDreams Made Possible



California Community Colleges

Institutional Approaches to Entrepreneurship for Undocumented Students:

Equity in Action |2030



Agenda

1. Welcome & Introductions
2. Icebreaker
3. Economic Mobility Benefits the Institution & Community
4. Quick Overview of Legal Considerations
5. Model
6. Moving the Needle on the Dial at Your Institution
7. Next Steps to Move the Needle on Your Campus
8. Q & A

WELCOME

About us



Carolina Yernazian, M. Ed.

*Counseling Faculty Coordinator
Dream Resource Center*

LA City College



Michelle Segura Joof, MBA

*Professor of Adult Education
and Adjunct Professor of
Business*

LA City College



Nancy Jodaitis, M. Ed.

*Founder &
Principal Consultant*

Institutional Solutions

Guest Speakers



Maryam Lucía Portillo, Ed.M, M.A.

Supervisor, Undocumented &
International Support Services
Sierra College

mportillo2@sierracollege.edu



Cindy Arce

Program Manager,
Academic Success & Equity Programs
MiraCosta College

carce@miracosta.edu

Icebreaker

Speed Dating

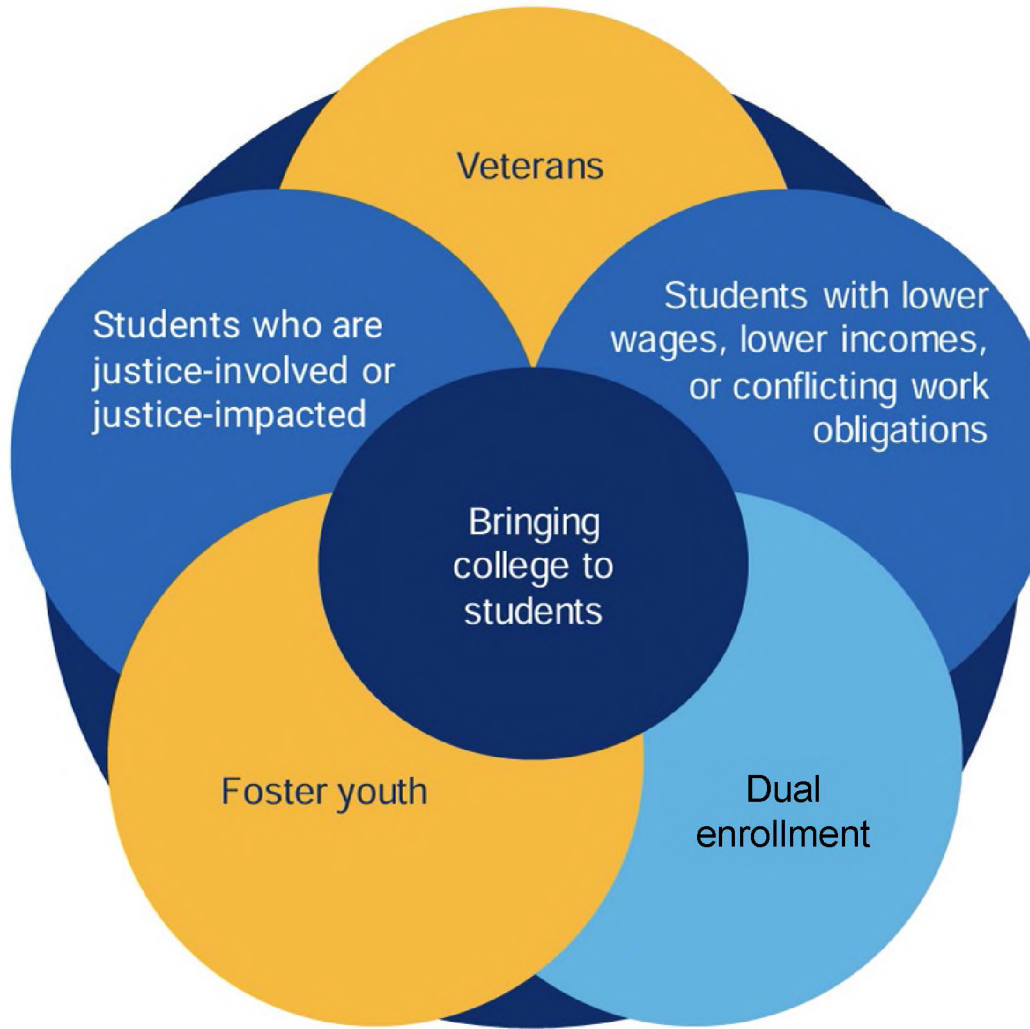
Find a partner and pick one of these questions to discuss:

- A. What is one business idea that you have in the back of your mind?
- B. Have you ever had a side hustle?

Let's foster our entrepreneurial spirit!

Economic Mobility Benefits the Institution & the Community- Vision 2030

Creating Economic Mobility for All Students



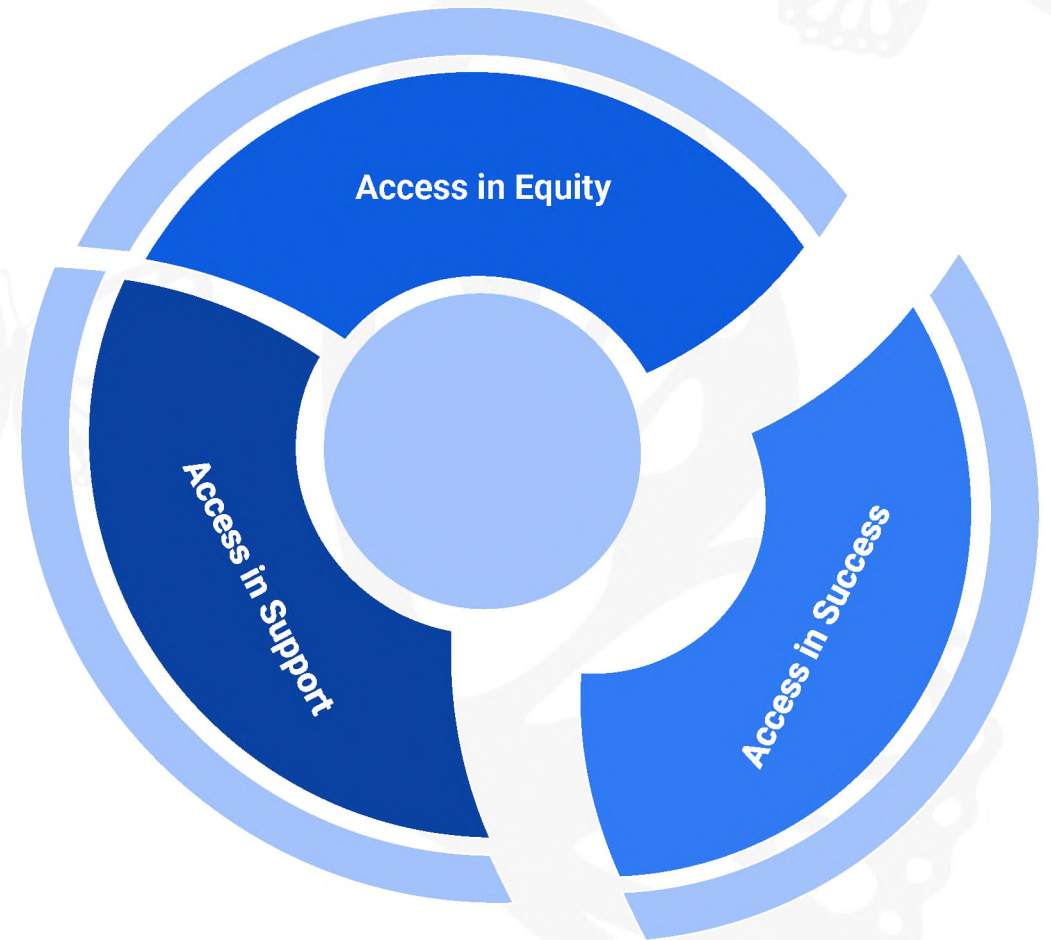
- 6.8 million Californians have a HS Diploma but no college credential-many are from underserved including undocumented students
- This vision challenges us to break down barriers, eliminate inequities, and ensure every student has a path to economic and social mobility.

Image Credit: Vision 2030

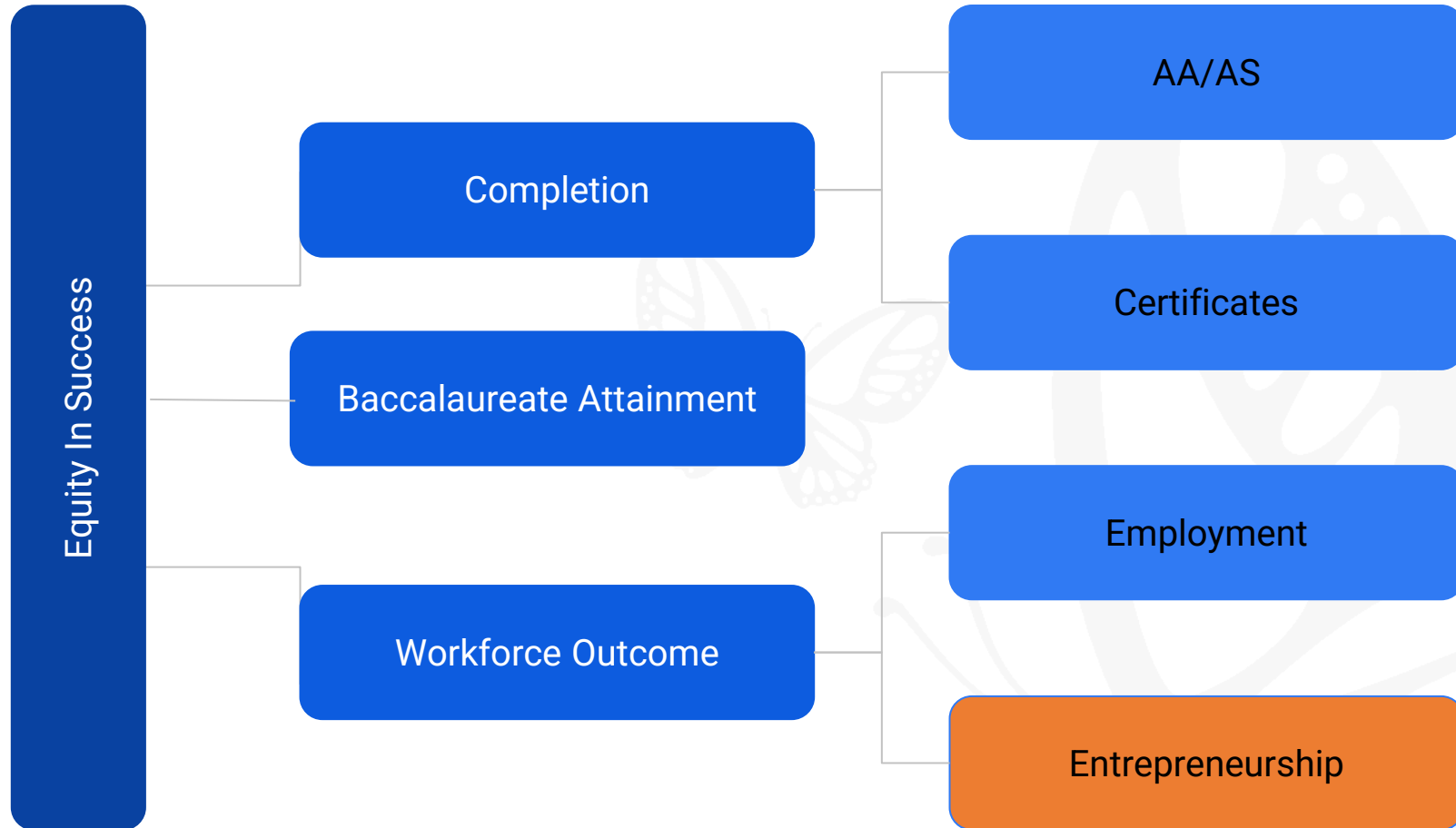
Vision 2030: A Roadmap for CCC

This seven-year plan aims to:

- Build an inclusive and equitable higher education system for all Californians by removing barriers.
- Emphasize equitable access, tailored support, and clear pathways for transfer, workforce entry, or baccalaureate degrees.
- Position community colleges at the forefront, bringing education directly to learners to ensure student success.



EQUITY IN SUCCESS



Legal Considerations for Entrepreneurship

Building an Understanding

“Entrepreneurship is the process by which individuals or a group of individuals (entrepreneurs) [explore] a commercial opportunity, either by bringing a new product or process to the market, or by substantially improving an existing good, service, or method of production”-Center for American Entrepreneurship

Independent contractors or business owners may use an ITIN, SSN, or EIN to legally earn a living in the U.S., as long as taxes are paid.

Entrepreneurship Review

If the statement is
true, please raise
the roof



If the statement
is false, give it a
no



🙌 or ✖

Entrepreneurship is
getting paid for
services or goods
sold



🙌 or ✖

Entrepreneurship is
participating in the
economy

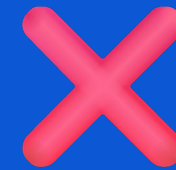




or



Entrepreneurship is
a way to “get a job”
without work
authorization



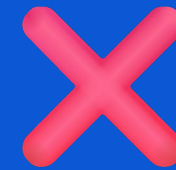
California
Community
Colleges



or



Entrepreneurship is
“under the table”
employment





or



Entrepreneurship is
leveraging your
skills, talents &
ability to make
money



A Model for Institutional Success for Entrepreneurship

A Model for Institutional Success in Entrepreneurship

IDENTIFY EQUITY GAP

- ★ Understand the Obstacle & Aware of the Need
- ★ Have a Vision - Stay Open to New Possibilities
- ★ Be Courageous & Innovative- Conversations Across Divisions

INCREASE CAMPUS CONNECTIONS

- ★ Navigational Capital
- ★ Gain Institutional Buy-In
- ★ Collectively Increase Enrollment & Success

EXPAND OPPORTUNITIES

- ★ Information & Awareness Building
- ★ Existing Programming/ Curriculum
- ★ Funding Opportunities



BUILDING CROSS-DEPARTMENTAL CONNECTIONS & NAVIGATIONAL CAPITAL

Academic Affairs

- ★ Credit & Noncredit
- ★ Business Dept.
- ★ College Success Dept
- ★ Career Tech Ed (CTE)
- ★ Workforce Development

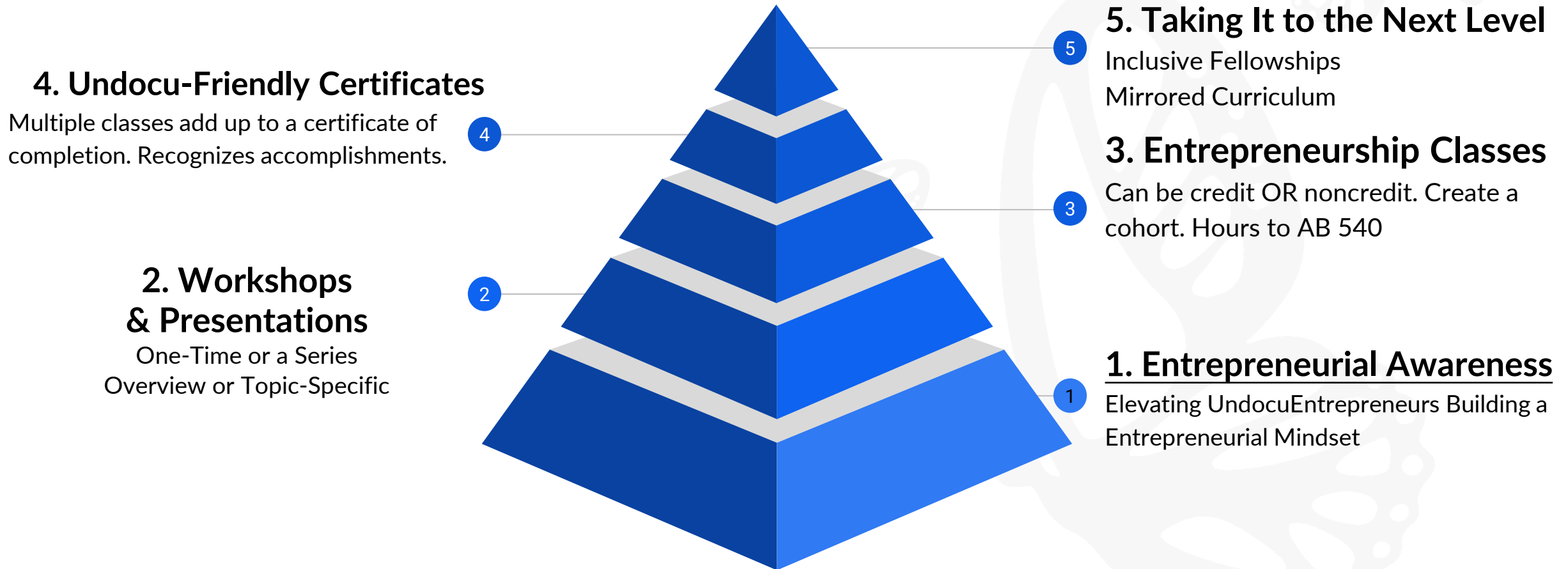
Student Services

- ★ Enrollment
 - Admissions
 - Financial Aid
 - Outreach
- ★ Student Support
 - Undocumented
 - EOPS
 - Counseling
 - Career

Administrative Division(s)

- ★ Decision Makers
- ★ Foundation
- ★ Institutional Research

Institutional Approaches to Entrepreneurship



Moving the Needle on Your Campus: Case Studies

LACC Enterprise Incubator

Our Process



Our Why

- Large number of undoc students in credit/non credit
- Primarily low income
- If no SSN, generating income is an added challenge

Collaboration/Courageous Dialogue

- Cross-divisional discussions about needs and challenges for undoc students to generate funds
- Identify gaps for undocumented students specifically

Call to Action

- Create opportunities for undocumented students to learn entrepreneurship
- Work with existing programs/supports/individuals

Result- LACC Enterprise Incubator

Collaboration of Non-Credit (Academic), Career Technical Education (Academic), Dream Resource Center (Student Services) to tailor an entrepreneurship program for undocumented students

LACC Enterprise Incubator



The LACCEI is a 10-week hybrid (virtual and in-person) program designed to lead participants through the whole entrepreneurial process.



ENTREPRENEURSHIP
(VOC ED 84CE)



MANAGING MONEY
(VOC ED 63CE)



**CUSTOMER SERVICE
SKILLS (VOC ED 239CE)**

Plus 5 additional components:

Business Dev
Software

Business
Logo
creation

Mental
Health
First Aid
Training

Mentorship

Pitch Fest

Cross-Departmental Collaboration



- Advocate for the needs/gaps for undocumented students
- Recruitment (Info Sessions, one-on-one recruitment)
- Case Management/retention throughout the program- ensure retention
- Provided materials from last Enterprise Incubator
- Supported w. funding for the project
- Connected w. industry to increase funding opportunity for students
- Connected students to Career Center
- Planned classes, selected professors, coordinated logistics like hours/dates courses are offered
- Assisted with culmination event/Pitch Fest
- Provided Non-credit Certificates



LOS ANGELES CITY COLLEGE
LACC
The City's College.



Dream Resource Center
Los Angeles City College

CTE & DRC PRESENTS

ENTERPRISE INCUBATOR

Program begins April 8, 2024

EXCLUSIVELY OPEN FOR UNDOCUMENTED ENTREPRENEURS

**APPLY
HERE**



bit.ly/LACCEI2024

APPLICATIONS DUE

THURS. MARCH 7

*OR UNTIL FILLED

The Los Angeles City College
Enterprise Incubator is designed to
prepare and support
undocumented entrepreneurs in
all stages of small business
development.

INFO SESSIONS (ZOOM)

Thursday, February 15th - 5PM

Friday, February 23rd - 12PM

bit.ly/incubatorinfo2

Thursday, February 29th - 5PM

bit.ly/incubatorinfo3

PROGRAM BENEFITS



**BUSINESS PLAN
DEVELOPMENT**



**DEDICATED
WORKSPACE**



**1-ON-1
MENTORING**

LACCEI

NOW ACCEPTING APPLICATIONS FOR THE SPRING 2024 COHORT!

The Los Angeles City College Enterprise Incubator is
designed to prepare and support undocumented
entrepreneurs in all stages of small business development.

PROGRAM DATES: APRIL 8, 2024 TO JUNE 21, 2024

Open to all Dream Resource Center members

The LACCEI is a 10-week hybrid (virtual and in-
person) program designed to lead participants
through the whole entrepreneurial process.

LACCEI
Spring 2024 cohort
space is limited to
only 25
participants!*

Programming Highlights

- Business plan development with Liveplan
- Dedicated workspace
- Managed career solutions
- 1-on-1 mentoring
- Create business logo
- Participants showcase business at PitchFest
- Mental Health First Aid Certification *in-person*
- Earn two LACC Noncredit Certificates
 - 1) Gig Economy Success Kit Certificate
 - 2) Entrepreneurship Skills Certificate

Get ready to jumpstart
your enterprise!



APPLY TODAY!

bit.ly/LACCEI2024

For more information:

@lacc_drc

yernazc@laccd.edu

*The LACCEI is committed to fostering a diverse economic opportunity



LACCEI
LOS ANGELES CITY COLLEGE
ENTERPRISE INCUBATOR



California
Community
Colleges

LACC Enterprise Incubator

LACC'S ENTERPRISE INCUBATOR PROGRAM

PITCH FEST 2024



- Students had 2-3 minutes to pitch their business idea to a panel of judges and audience
- Panel of judges: undocumented/allies business owners in the community, LACC VP Student Services
- Audience voted for first, second, third price and most innovative award
- Each student also received a \$300 stipend to be used as seed-grant to start/continue their business

Expanding Access and Empowerment through Non-Credit Coursework: A Model for Social Entrepreneurship and Innovation



Maryam Lucía Portillo
Supervisor, Undocumented & International Support Services
Sierra College

i3 and Social Entrepreneurship



- Sierra College was chosen as 1 of 4 CA community colleges for the i3 pilot with MIT.
- **Focus:** Promote invention, inclusive innovation, and engage disproportionately impacted (DI) populations.

Embedded into i3:

- Social Entrepreneurship class.
- Non-credit 21st-century skills class (first mirrored course).
- Non-credit rapid prototyping course in the Makerspace.

From Pilot Program to Long-Term Impact

- After three successful years, the challenge was how to continue and expand the impact beyond the pilot phase.
- **Our solution:** Institutionalize the model and make non-credit coursework an integral part of entrepreneurship education.
- By doing so, we not only sustained the program but also expanded access to more students by offering mirrored non-credit courses.



Key Partnerships + Student Success



- Partnerships with Growth Factory, Wells Fargo, and Sierra College Foundation.
- Ignite & Empower program: 8-12 week program-students refine prototypes, pitch decks, receive \$500 seed money with guidance from Entrepreneur-in-Residence through Growth Factory
- Microgrants, mentorship, and resources to develop entrepreneurial ideas.
- Collaboration with Undocumented Student Center to ensure undocu-friendly access.

Collaboration + Patience

This work was possible thanks to thought leaders and equity advocates beyond Sierra's Undocumented Services. MANY THANKS to:

Faculty for i3

Business & Innovation

Math

Welding

Building Industries

Denise Bushnell

Lynn Harrison-Benavidez

Jesus de la Torre

Louie Garcia

Administration

Workforce Development

Business & Technology

Amy Shultz, Dean

Jill Alcorn, Dean

Increasing Financial Opportunities for Undocumented Students to Thrive



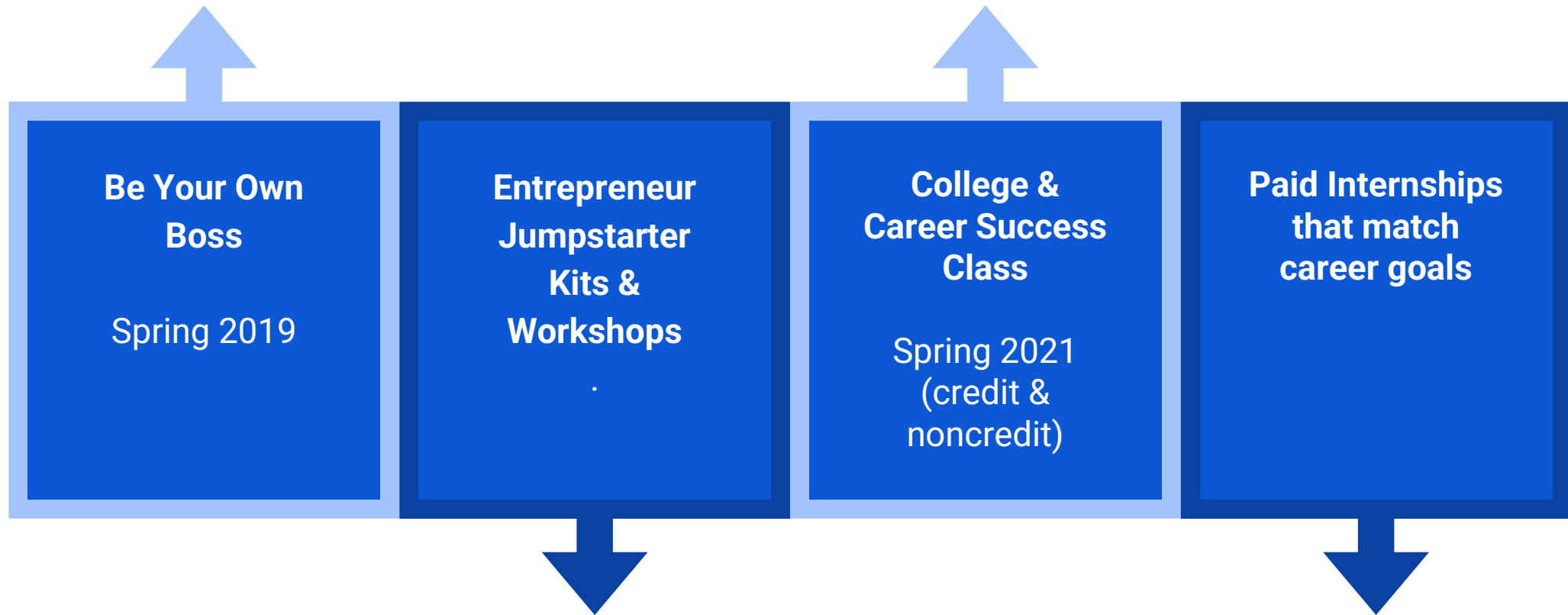
Honoring the Work of:

- ★ Cindy Arce
- ★ Karina Duarte-Braunstein

MiraCosta College



OVERVIEW of MIRACOSTA's UndocuEntrepreneurship



BE YOUR OWN BOSS WORKSHOP SERIES

- Early Pioneers in 2019
- Highlights Value of Immigrant Economy
- Explains How to Work for Yourself/
Own
Your Business
- Workshop Attendance =
Eligibility for \$1000 Scholarship
- Partnered with Various Dept & Faculty



You are invited!

BE YOUR OWN BOSS

Thursday, March 26 • 6:00 pm - 8:00 pm • CLC 114
Friday, March 27 • 10:30 am - 12:30 pm • OC 3504

Immigrants are already a vibrant force in U.S. Economy. This presentation offers an overview of what it means to work for yourself regardless of immigration status. Some of the topics include benefits of starting your own business, different business structures and legal considerations.

Attending a workshop will make you eligible to apply for a \$1,000 scholarship open to all current students, regardless of immigration status!

For more information contact:
Cindy Oropeza
coropeza@miracosta.edu



PROFESSIONAL DEVELOPMENT WORKSHOPS

- Personal Branding & Marketing
- Goes Beyond Legal Considerations
- More Faculty Involvement
- Builds on Existing Resources

PERSONAL BRANDING FOR ENTREPRENEURS, GIG
WORKERS, AND FREELANCERS

with
Isabella Janovick



28 APRIL

WEDNESDAY, APRIL 28 3-5:00 PM

Join Us!



Professor Isabella Janovick, MBA is a social media expert and marketer extraordinaire specializing in marketing strategies and solutions, content creation and social media management for small businesses.

SCAN QR CODE TO REGISTER



Part of the "Be Your Own Boss" Series.

FREE!

Jewelry-Making Workshop: Bracelets

Tuesday, November 23rd*
from 4 pm - 6 pm via Zoom

START YOUR OWN BUSINESS!

NO EXPERIENCE NECESSARY!

MIRA COSTA COLLEGE



With Teneal Taylor




To register, Scan QR code or go to link in bio

Space is limited. Sign up now!

***Deadline to RSVP: 11/19/21 at 12 noon**

PART OF THE "START-UP ON A SHOESTRING" SERIES



APIHM 2021

UndocuHustle through Art and Advocacy

Join the Asian & Pacific Islander Heritage Month Committee & the UPRISE Program to meet Boonyarit "Bo Thai" Daraphant. He's the founder and owner of his own clothing brand, which blends art and advocacy. Come learn about how he's thrived while living as an undocumented artist and activist.

May 12, 2021
2:00 - 3:30PM PST

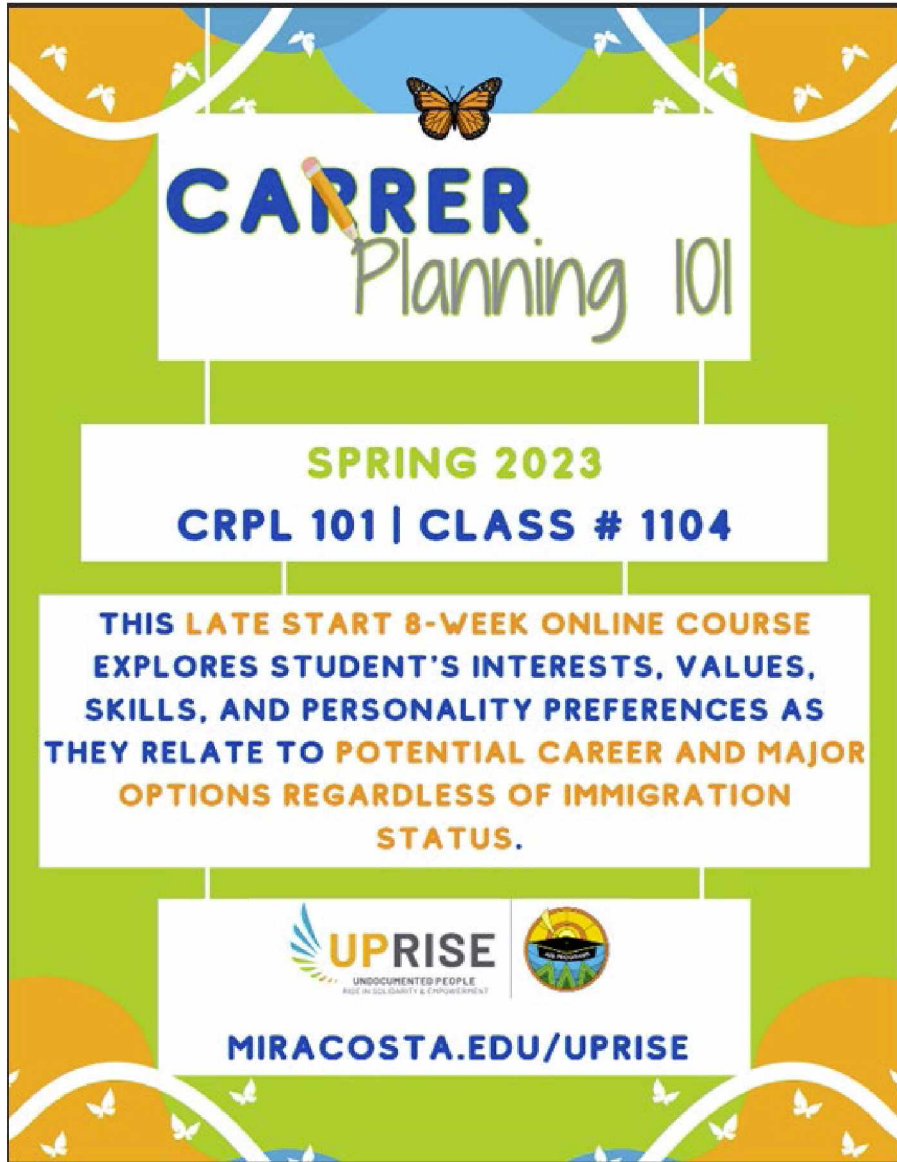
Register @ <https://tinyurl.com/UndocuhustleAA>

MIRA COSTA COLLEGE

mana
MiraCosta College

UPRISE
UNDOCUMENTED PEOPLE
WILL BE EDUCATED & EMPOWERED!



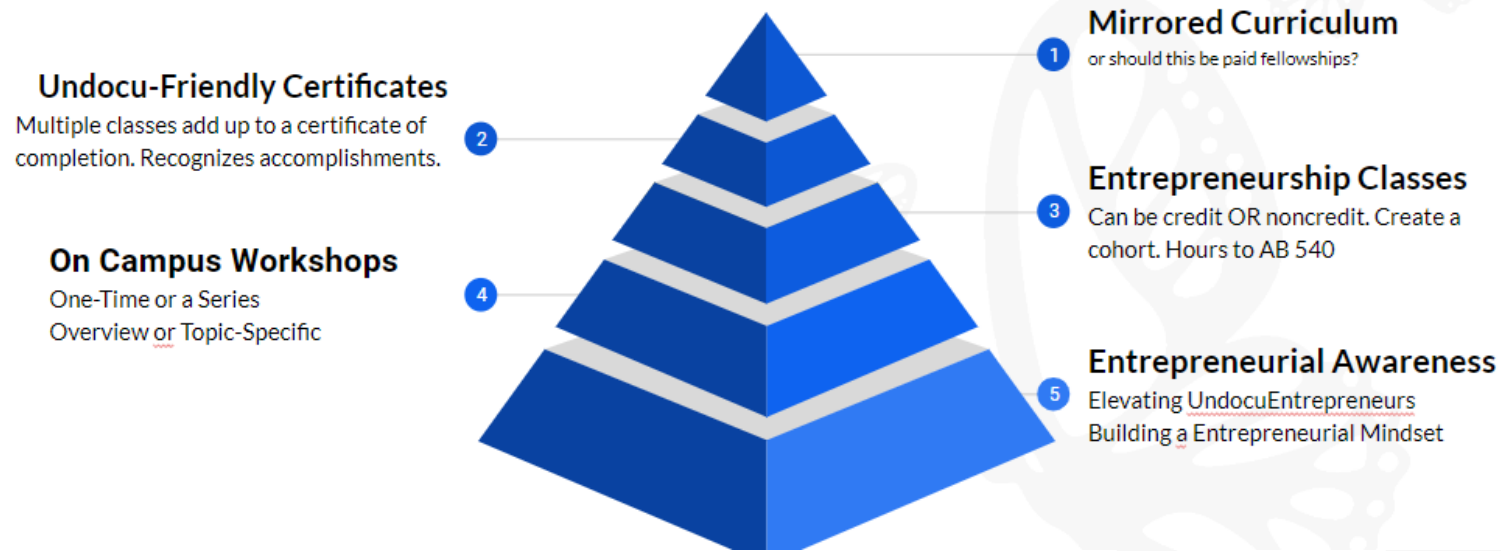
COLLEGE & CAREER SUCCESS CLASSES

- Classes Builds a Cohort & Credit(s)
- Collaboration Between UPRISE & Academics
- Online & Late Starting Course (Accessibility)
- Builds on Existing Resources

Next Steps to Move the Needle on Your Campus

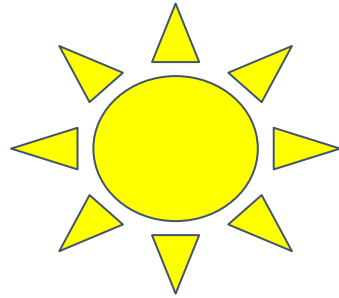
Closing Activity

Next Steps: Reflect and Apply



Considering the model and examples shared today, reflect with a partner on what actions/activities/programs you could implement on your campus to support the entrepreneurship pathway

Questions, Comments, & Hopes



Contact Information

Carolina Yernazian, M. Ed.

*Counseling Faculty Coordinator
Dream Resource Center
LA City College*

YERNAZC@lacitycollege.edu

Michelle Segura Joof, MBA

*Professor of Adult Education &
Adjunct Professor of Business
LA City College*

seguramm2@lacitycollege.edu

Nancy Jodaitis, M. Ed.

*Founder & Principal Consultant
Institutional Solutions*

solutions4institutions@gmail.com

Maryam Portillo

*Supervisor, Undocumented &
International Support Services
Sierra College*

mportillo2@sierracollege.edu

Cindy Arce

*Program Manager,
Academic Success & Equity Programs
MiraCosta College*

carce@miracosta.edu