

# Expansion of the Business & Entrepreneurship Ecosystem in Southeastern Utah

## Overview

Utah State University proposes an expansion of business education in Southeastern Utah to provide a path to economic opportunity for rural families. This proposal would expand opportunities and job outcomes to students in Price and surrounding regions.

# Background

Business development and economic growth have a disproportionate benefit in rural communities where, in terms of employment rates, one job created in Carbon County is equivalent to 36 jobs created on the Wasatch Front (Utah Dept. of Workforce Services, 2019). However, more business entrepreneurs and leaders are needed to expand small business opportunities in Southeastern Utah and maximize its economic potential.

## Why USU

- » The Huntsman School at USU is already a vital part of the highly-skilled Utah labor market, and a primary source of economic mobility within the state of Utah. This proposal leverages existing resources at USU Eastern.
- » As many as 300 students at USU Eastern are interested in studying business but lack a pathway to accumulate coursework and credits in person, due to a lack of business faculty and staff on the Price campus.
- » As the land-grant institution in the state, USU is directly responsible and uniquely positioned for providing excellent educational programs throughout Utah.



# Objectives

- » Assist business startups in Carbon County and throughout the southeast part of the state. It will fill a crucial hole in the Southeastern Utah economic ecosystem, providing valuable resources to residents across multiple counties in helping them analyze, set up, and operate small businesses.
- » Provide a path to prosperity for families in Southeastern Utah. Business graduates in Utah tend to earn roughly \$10,000 or more per year than non-business graduates. (American Community Survey of Utah, 2015-2019).
- » Carbon County falls near the bottom of Utah in median household income (26th of 29 counties). Studying business is a means of breaking generational poverty cycles, thereby providing upward economic mobility and opportunity.
- » Provide a pathway for students to complete associate of business degrees in Price, which in turn facilitates the transition to a bachelor's degree program in Logan or through a USU statewide offering in accounting, data analytics, management, or marketing.
- » Create new career pathways, including marketing professionals for small businesses, data analytics for rural utilities, and routes to self-employed business ownership.



# Supporters

- » Ann Anderson – Eastern Utah Broadcasting
- » Bill Hicks – Director, USU Eastern
- » Bobby Houston – CEO, Intermountain Electronics
- » Brad Watson – Director, USU Eastern
- » Brady Bradford – Director, Southeast Utah Health Department
- » Brock Johansen – CEO Emery Telcom
- » C.J. McManus – AJB Broadcasting
- » Carmen Jones – WaFd Bank
- » Casey Hopes – Carbon County Commissioner, Owner Carbon Print & Design
- » Casey Wilson – Real Estate Titans

- » Danny Van Wagoner – Mayor, Castle Dale City
- » Frank Peczuh – Peczuh Printing, Former USU Trustee
- » Geri Gamber – Executive Director, Southeastern Regional Development Agency
- » Gina Gagon – Gagon Family Medicine, USU Trustee
- » Jade Powe II – Deputy Director, Southeastern Regional Development Agency
- » Jae Potter – REMAX Real Estate Group
- » Jared Haddock – Vertex
- » Jay Noyes – Castleview Hospital
- » JoAnna Hagen Manzanares – Director, Little Learners
- » Jordan Leonard – Emery County Commissioner



## REQUEST:

### ➤ **Total: \$1.05M ongoing**

- **\$900,000 ongoing**
  - » Five new full-time business faculty members at USU Eastern, who will teach lower division courses in accounting, economics, finance, data analytics, business communications, entrepreneurship, leadership, and marketing.
  - » One part-time and one full-time academic advisor on the USU Eastern campus.
- **\$150,000 ongoing**
  - » Maintain and expand existing programming, including youth entrepreneurship and business start-up workshops, at the USU Eastern Entrepreneurship Center to support community-centered economic development.

