

Embroidery University 7/30/99  
Bob Orcutt added to the previous attendance

Class Structure, looking online as a new student  
Melindas class, school of design  
Keep resolution low DPI for faster download to pages  
What numbering system are you going to come up with for  
numbering picture guides?  
Classes are for individual, not corporation  
Supplies for classes.  
Alan suggests selling them through the campus bookstore  
Send back where to purchase course materials with the return  
confirmation of the class

No expiration date on the classes  
□Instructors can sell supplies direct to students  
Have instructors with course product; gate it through the  
bookstore, forward email  
To instructor to send/sell supplies  
Course requirements, customer additional sales  
Will refund money after one class only  
Curriculum Board reviews outline and courses  
Mandatory evaluation to complete class  
Include instructions for  
Specific chat time for teacher interaction with students  
Teacher need more feedback on course material  
No expiration date on class time limits  
Discount coupons on classes and additional materials  
Mentoring through student union  
Student union should direct traffic  
More advanced classes  
How can we challenge the experienced business owner?  
Learn by experience, get the classes online and look for feedback  
Hard copy print of instructors information and Deans  
Alternative course models  
Weekly chat to gain involvement of students  
9pm Tuesday night for EU at the student Union  
10 PM for Lattes  
1st Tuesday of each month for students only event with guest and  
content  
Special Event in SeptemberÖ Back to School  
9 classes on line at EU at this time  
Open House  
Write course plans get then online, then...  
Need instructions on how Alan wants the classes presented to him  
Cur. Board review, notify Dean and cur board when class is posted  
to review  
Make sure they are teaching what they say they are teaching and  
not just selling themselves

#### Brainstorming Topics

Basic course student orientation and study skills, 6 session  
class, send info to Jenni Cox, course free with registration, up by  
September.  
Once a month discussion, instructions on using palace software.  
ABC's of my realm. Must have in 2 weeks

Marketing your web sites-business  
Building Websites- technology  
Networking basics in Technology- kevin

Classes for employees to take  
Basic Technology for business owners and terms  
Using the web for information and sourcing  
file maker pro class-technology  
corel draw for digitizing artwork-design  
hooping, stabilizers, threads, work flow, setting up work room,  
Machine maintenance for specific machines,  
Basic course for new machine operators-production  
How to write an employee manual training  
Accounting for business owners

Need an index in the library

How to sell embroidery  
Pricing embroidery  
How to estimate stitch countsHow to start an embroidery business  
Business financial development  
Business Plan  
Advanced digitizing, 3-d, small letters  
Embroidery vs Screenprinting  
Artwork for sales people  
How to marry production and sales  
How to embroider caps, bags  
Learning how to source garments and working with suppliers  
purchases how to set up a supplier relationship.  
Advertising  
Student newspaper  
Hyper links, ads, want ads student unions job, sponsorship thing,  
paid job  
Pricing, running a home business in embroidery- home embroidery  
How to start a home business  
Pricing  
How to deal with suppliers  
How to present your business in a professional manner  
Setting your hours, what to do with the family, setting  
boundaries and guidelines, are you zoned for a home business  
Whatís taxed whets not,  
Copyright

How to diversify  
How to use a word processor  
Why people fail and how not to  
How to theft proof your shop  
Customer policies and procedures  
Pricing beyond stitch counts-business  
Employee motivation and incentives  
Moving into more heads and outside your home  
Location, location, location, site selection  
Accounting for Business owners  
Developing Shop Management systems  
Faculty Training

Need to find instructors  
Who



HD:Desktop Folder:EU-Notes:EU Faculty 7.30.99.txt  
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Friday, July 30, 1999

New Student Orientation  
Segment of S.O.B.'s offerings  
Instructor: Jenni Cox  
Making the Most of Your Website  
Human Resources  
Instructor: Bob Orcutt  
Hiring, firing, etc.  
Employee Manuals  
Pricing

Networking Basics of technology- Kevin

Special Applications- Melanie

Running your Embroidery Company as a Business- Anna

Hiring and Firing ñ Bob O

Pricing-Aaron

Marketing yourself and your company - Anna or Pat Williams

Employee Motivation and Incentives, preventing employee and  
customer theft Jenni and Anna

Faculty training program- Alan

Beyond Stitch Counts ñ Melanie

Home to Business- Lou

Paintshop pro ñ Lou

Copyright laws ñ Bonnie

Diversifying your business- Ken

How toís for start up home based business- Tammy

Building a web site ñ Steve Bagley

Heirloom digitizing 1- Paula

Heirloom Machine Embroidery- Paula and Nyla

Satin stitching Down home ñ Paula and Lou

Manual Stitching Down home-Paula and Lou

Tools of the trade ñ Melanie

Within two weeks will have a standardized format

New Student Orientation

Segment of S.O.B.'s offerings

Instructor: Jenni Cox Coordinator

Making the Most of Your Website

Instructor:

Human Resources

Hiring, firing, etc.

Instructor: Bob Orcutt

Employee Manuals (Hiring & Firing)

Instructor: Contact Greg Edwards

Pricing

Instructor: Aaron

Instructor: Frank Gawronski (Doubtful \$\$\$)

Business Plans

Instructor: Bob Orcutt

Marketing

How to Sell Embroidery

Instructor: Pat Williams

Marketing for Market Segments

Instructor: Kevin Jennings

Niche Marketing

Instructor: Jenni Cox

Marketing for Startups

Instructor: Jenni Cox

Insurance

Cover Your Ass!

Instructor: Bob Orcutt

Accounting for Business Owners

Instructor: Kevin Jennings

Instructor: Bob Orcutt

Running an Embroidery Business as a Business

Instructor: Anna Johnson

Business Development

Instructor: ???

Artwork for Salespeople

How to Evaluate Logos and Designs

Instructor: Ken Heins

Purchasing

Instructor: Contact - Milt Anglin

Developing Shop Management Systems

Instructor: Kevin Jennings

Copyright Laws

Instructor: Contact - Bonnie Landsberger

Beyond Stitch Counts

Instructor: Melanie Coakly

Complementary Businesses (Diversification)

Instructor: Ken Heins

How Not to Fail in Business

Instructor: Bob Orcutt ???

How to Prevent Shrinkage and Theft

Instructor: Anna Johnson

Customer Policies and Procedures

Instructor: Jenni Cox - Future

Employee Motivation - Incentives, etc.

Instructor: Anna Johnson, Jenni Cox

Moving Out of Your House

Instructor: Paula & Louisa

Location, Location, Location

Instructor: Bob Orcutt