

Recruiting Nurses of Color

continued ▲ from page 8

help to 44 students annually. Those enrolled at Southern Oregon University in Ashland and Western

Oregon University in Monmouth will qualify for stipends and scholarships ranging from \$1,800 to \$5,000 annually. Students in community colleges and those with a two-year associate degree who want to earn a bachelor's degree in nursing will

be eligible for \$1,000 to \$2,250.

In Oregon, the program specifically hopes to increase the number of undergraduate nursing students from disadvantaged backgrounds by 2 percent a year, going from the current 13 percent to 19 percent by 2016. Because of the state's poor ratio of Latino nurses to the Latino population (3.6 percent nurses to 12

percent population), the grant hopes to boost enrollment and support for students of Latino/Hispanic origin.

Another goal is to enroll more community college students with associate degrees into OHSU's baccalaureate nursing degree program. Currently OHSU educates 55 of these students a year; the target is 70 by 2016.

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Turning a Hobby into a Business

continued ▲ from page 8

The mission statement articulates the purpose of the company's existence, their target audience as well as the products and services. The vision statement is the guiding force behind the mission statement that focuses on the values, aims and the future direction of the company.

The organizational plan is a description of your business, products and services and the goals of the company. In this section, the

long term objectives for the company are recorded along with the formulation of the company's strategies, tasks and functions.

The competition refers to researching other businesses that offer similar services and products within market. This is comparing prices and other marketing techniques.

The market analysis is the study of the market in its entirety that relates to the strengths, weakness, opportunities and threats that may arise when launching your business.

The market plan is an essential

part because this is where you develop strategies on how to solicit consumers and business. This is where you advertise! Use all public relation resources and social media to market your brand. Social media has become the voice to the general public to connect with current and prospective clients. Twitter, Facebook, Instagram, and YouTube allow you to create a presence in the google domain, which will help customers find you on the web. Incorporate social media in your strategy and invest in a good publicist to let the media know about your business.

The financial plan is the spine of the business plan because it is a blue print of your business' current and future financial state. It is based upon the business balance sheet, income statement and cash flows. In other words, the financial plan captures how much money is needed to start the business including all start up expenses. In addition, the financial plan will forecast proposed revenue for years to come to assess growth potential.

The executive summary is the final piece of the puzzle, and the most important part because it summarizes all the sections of your business plan by extracting the main points. Prospective investors determine whether your business is profitable based upon this section of the document. Make sure that your main points are clear, concise and creative!

Akilah C. Thompson is a successful African-American entrepreneur, motivational speaker, visionary coach and author.

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— Jessica Natonick - Owner & Instructor