















































Randi Thompson, CEO  
[Randi@NorthernNevadaNetwork.org](mailto:Randi@NorthernNevadaNetwork.org)  
775-830-8407

April 26, 2024

Dear Nevada System of Higher Education Board of Regents:

I am writing to urge your support for adding the Small Business & Entrepreneurship Skills Certificate at TMCC.

I was the lobbyist at the Nevada legislature for small business for 12 years, I coordinate a CEO organization in Reno, and I own a small business. I deal a lot with business owners! I have heard for years that finding qualified workers is an ongoing challenge.

TMCC is doing a great job of reaching out to local companies to learn what are their hiring needs. They have developed programs specific for companies like Tesla/Panasonic, as well as broader industries like hospitality and logistics. They are developing courses that are training students to find good paying, local jobs. They are also meeting the needs of the business community by continually updating their programs to adapt to our workforce needs.

This new short-term certificate program will equip students with skills in developing an entrepreneurial mindset, and how to write a small business plan that includes developing financial and marketing strategies. They can use this certificate as a standalone program or in combination with any degree or certificate program to add those skills to enhance their career success. This certificate is also good for someone working who wants to learn how to someday open their own business.

This program includes Fundamentals of Entrepreneurship, Financing your Small Business, Marketing for Small Business, and Entrepreneurship and Business Plan Development. These are all skills critical to managing and even owning a business.

I also encourage the Board to support the creation of the Bachelor of Applied Science in Applied Business Management

The BAS degree in Applied Business Management is a more comprehensive program that will allow students who already have skills in a technical or specialized subject area and has earned an associate degree to advance their management supervisory skills within business, industry, and governmental organizations, or to help them start their own business.

Program coursework will broaden the student's knowledge in applied business and management practices and will prepare them for supervisory and management positions. It will provide access to continuing education where, in many cases, a bachelor's degree path did not exist or was unattainable by a traditional transfer option.

Both of these courses will address the skills gaps that exist in our workforce, enhance workforce development for our area, and support small business and entrepreneurship.

Thank you for reading and for your service to our state.

Sincerely,

A handwritten signature in cursive script that reads 'Randi Thompson'.

Randi Thompson  
CEO, Northern Nevada Network

12575 Overbrook Drive - Reno, NV - 89511

