

# Homeland Security: Tools for Small Business

## A Proposal for a Practical Online Learning Program with Documentation and Certification Assessment

 **CONCEPT KEYS, INC.**  
UNLOCKING KNOWLEDGE ONE KEY AT A TIME



by

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November 2004

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## A Proposal for a Practical Online Learning Program with Documentation and Certification Assessment

The recent 2004 publication of *Homeland Security: Tools for Small Business* authored by the Risk Management Small Business Development Center, Dallas, TX is designed as a resource for SBDC counselors and trainers both in expanding their own perspective and in assisting them in expanding and focusing the perspective of their clients. The workbook provides an excellent overview of the security issues for small businesses and the questions that need to be asked and answered by all small businesses.

### A Unique Opportunity

We identified an innovative opportunity to propose that the current workbook concept be expanded into and supplemented by a multi-layered practical online educational product. SBDC personnel can utilize the materials separately or conjointly to educate, motivate, and produce homeland security improvement outcomes by small business clients regardless of location. This will also present an opportunity to obtain metrics reflecting participant engagement levels, knowledge levels, and specific training outcomes and effectiveness. The educational expansion will allow local SBDC facilitators and counselors to conduct online educational programs and allow educational institutions to sponsor courses that embed this online program as an instructional activity. Online learning will allow SBDC to maximize impact upon small business owners.

The distinctive similarity between the format of the SBA/SBDC Workbook and the learning/training system of Concept Keys offers a unique advantage to this proposal:

### Similarities

#### SBDC Workbook

1. Complex Concepts
2. Focus on Key Fundamentals
3. Critical Questions

#### Concept Keys Online System

1. Complex Concepts
2. Focus on Key Fundamentals
3. Food For Thought Questions

The Concept Keys learning system also utilizes Weekly Quizzes, self-selection by participants of Most Important Keys, and self-determination of their action plans. A Participant Engagement Index is kept for each person. Individual and Group Reports are available to the Program Coordinator. Finally, a Certification of Knowledge is available.

The online educational system that can be developed by Concept Keys in conjunction with the Risk Management Group and SBDC avoids the hazards of information overload, targets the needs of the busy adult learner, and incorporates the main principles of maximizing adult learning in the following manners:

### **Adult Learning Principles**

- Important Info
- Small Info Chunks
- Self-Selection
- Self-Determination
- Time-Consideration
- Documentation
- Assessment
- Motivation
- Action

With a few modifications to provide security, the Concept Keys approach can join with the SBDC Risk Management workbook to provide new learning options for small business leaders and also provide new methods of documenting SBDC success in generating small business action in support of Homeland Security. Information storage, location, and security issues will be addressed at the highest level.

### **Benefits:**

1. SBDC will provide more options for Facilitators to generate specific outcomes
2. SBDC will extend the workshop impact without increasing Facilitator time factor
3. SBDC will provide a supplemental activity to continuing education courses
4. SBDC will provide its Facilitators with built-in motivational tools in the form of documentation, quizzes, accountability statements, and Certification examination
5. SBDC will obtain better metrics on education and training effectiveness
6. SBDC will be able to reach all the small business owners who feel they are unable to attend either workshops or continuing education classes

### **Small Business Owner Package Proposal**

The proposed Homeland Security Small Business Owner Package may include all or selected components from the following elements:

1. An SBDC Program Facilitator
2. The Risk Management SBDC Workbook, *Homeland Security: Tools for Small Business*
3. The Practical Time-Oriented Concept Keys Online Learning System
4. 30 Daily Keys and Micro-lessons for Business Security Success
  - Chapter 1: Outer Layers of Security delivered in 10 daily micro-lessons
  - Chapter 2: Inner Layers of Security delivered in 10 daily micro-lessons

- Chapter 3: Security Procedures and Policies delivered in 5 daily micro-lessons
  - Chapter 4: Security Factors Awareness and Watch Organization delivered in 5 daily micro-lessons
5. 30 Daily Reminder E-Mails
  6. 30 Daily Documentations of responses to Critical Questions
  7. 30 Daily Documentations of responses to 5-Day Action Plan and Outcomes
  8. 6 Weekly Quizzes over past 5 Keys
  9. 6 Weekly Documentations of Self-Selected Most Important Key (MIK)
  10. 6 Weekly Documentations of Self-Determined MIK Action and Outcome
  11. 30 Daily Documentations of Participant Engagement in the Program
  12. Discussion Group interaction
  13. Certification Examination
  14. Public Recognition of Successful Completion of the Program
  15. Public Recognition of Successful Certification Level of the Program
  16. SBDC Facilitator can access/ generate a Report of individual progress at any time
  17. SBDC Facilitator can generate a Report on demographic group progress at any time
  18. Individual Participants can obtain any section of their program at any time
  19. Individual Participants can download a Final Report of all material in their program at the conclusion of the Program

### **Proposal Phases**

Due to the quality and format of the existing Workbook, the assistance of the SBDC and more specifically the Risk Management Small Business Development Center, Dallas, TX is essential to assure the joint development of the highest possible quality learning system for the special needs of small business owners. The special content expertise contained in the SBDC is needed to produce quality revision of the Chapters into Keys and micro-lessons, develop the Quizzes, and develop the Certification Examination. The length of the online program can be variable depending upon the size of information units available on a daily basis. Simply delivering two micro-lessons each day will keep the program length within the 30-day parameter. Or, if a shorter time period is desired or a longer time period is not problematic, alternative sizes of information units can be explored. There may be an added value for SBDC to generate a FAQ area or videotape containing responses to the more frequently asked questions for distribution to assist new Facilitators. Completion of the program will involve the following phases of operation:

1. Determine the appropriate learning system components

2. Determine most appropriate information unit size
3. Revise workbook content into appropriate information unit sizes
4. Process programming revisions to information units
5. Modify distribution programming and information processing systems
6. Test and revise the learning system
7. Maintain the system during use
8. Adjust the system as needed

### **Certification Examination Considerations**

The online nature of the Certification process required special attention be focused on maintaining the validity and credibility of the Concept keys Certification Examination Process. In an effort to respond to this special need, the current system involves the following required aspects:

- Specified time limit
- Use of only closed response questions (i.e. True/False, Multiple Choice, Matching)
- Exam must be witnessed and certified by the witness as taken ethically
- Two attempts are allowed within two weeks of course completion
- Each participant receives a different version of the exam from other participants.
- Each participant receives a different version of the exam each time taken

### **A Visual Referent**

The following pages contain mock-ups of selected elements within the Concept Keys online learning system. The magical aspects of online information provide the ability to format at-will, to colorize background and fonts in a wide variety of ways, to utilize pictures without increasing costs, and to expand or contract amounts of information as desired. All formatting is done to increase learner stimulation and understanding. So, each of the following elements is configured and created as only one example out of many, many possible formats:

1. Sample Homeland Security Daily Branding Message on each micro-lesson
2. Sample Business Security Key Micro-lesson
3. Sample Critical Questions
4. Sample Action Plan and Outcomes Page
5. Sample Participant Program Status page

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We look forward to your reaction.

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Dr. Powers is also currently a Full Professor at Texas Christian University where he serves as the former Chairperson of the Department of Communication Studies, Assoc. Dean of the College of Communication and Acting Dean of the same College. He has been an active teacher, scholar, and consultant for over 30 years. During this time, he has published over 150 books, articles, and papers while consulting on a selective basis with numerous organizations. More background details are available at the following websites: <http://www.conceptkeys.com> and <http://enterprise.is.tcu.edu/~wpowers/>

# Sample Branding Message, Key, and Micro-lesson

## **Homeland Security Depends on Your Business Security Plan!**

### **Security Plan Key #2A *Fences, Gates, Doors, & Locks Will Establish Barriers to Intrusion***

- When a fence is used it should be considered the first layer of security. This also applies to the gates and doors with locks. They may lead a person to find a different way through the fence and the fence can be vulnerable if a hiding place is available.
- If your security system depends on a fence then your assessment should highlight and address the main weaknesses. Security personnel must maintain the integrity of the fence and the ground by not allowing fasteners to deteriorate, holes in the fence, holes under the fence, bushes, trees, containers, tanks or trucks or anything that can provide a place to hide. Eliminating places to hide should discourage a person from crawling under, climbing over, or cutting through the wire because they might be seen by anyone looking.
- Some businesses want a fence to be the only defense so they use a tall fence with lots of razor wire. This may be effective, but some experts believe that this can lead professionals to wonder what needs so much protection behind such a fence and they may break in to find out.

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## Sample Response Page for Critical Questions Key 2A

Please answer all of the questions below to the best of your ability. If a question does not apply to your business, please so indicate. **Please Note:** Once you complete the questions below and press the Finish button, you will not be able to change any of your answers! Be certain you are done before you press Finish!

1. **Is part or all of your property fenced?**

2. **Are gates and locks incorporated with the fence?**

3. **Are keys accounted for and limited?**

4. **Is the physical integrity of the fence checked regularly?**

5. **Is the ground under the fence checked regularly for possible breaches?**

6. **Are the grounds maintained for best visibility?**

7. **Are there more layers of security beyond the fence?**

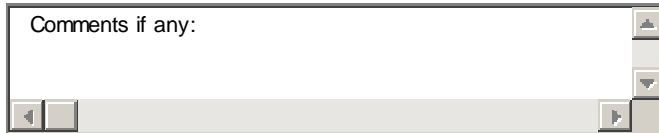
Remember to return to the Action Plan area to complete your Action Plan and/or update Your Action Outcomes! When you click Finish, you cannot change your responses on this page.

**FINISH**

# SAMPLE STRATEGIC SECURITY PLAN/OUTCOMES PAGE

**Key 2A is not appropriate for my business!**

Comments if any:



**Key 2A is appropriate for my business and:**

I will take the following actions as indicated:

1. Tell Harry today to inspect the fence on Sat a.m.
2. Double check the lock tomorrow a.m. on the NW section

## Key 2A STRATEGIC ACTION OUTCOMES

Action Results

1. Told Harry
2. Lock O-K

# Sample Participant Program Status Page Engagement Indices

<u>Date Available</u>	<u>Date Accessed</u>	<u>DAYS LATE</u>	<u>Program Element</u>
10/18	10/18	0	Key 1A
10/18	10/18	0	Key 1A Critical Questions
10/18	10/18	0	Action Plan (1 day window)
10/18	INCOMPLETE		Action Outcomes (3 days remaining in 5 day window)
10/19	10/19	0	Key 2A
10/19	10/19	0	Key 2A Critical Questions
10/19	10/19	0	Action Plan (1 day window)
10/19	10/19	0	Action Outcomes (4 days remaining in 5 day window)

## OVERALL ENGAGEMENT INDEX on 10/20

**Key Micro-lessons—100% 2/2**  
**Critical Questions—100% 2/2**  
**Action Plans----- 100% 2/2**  
**Action Outcomes---- 100% 1/1**