

NACCE

NATIONAL ASSOCIATION
FOR COMMUNITY COLLEGE
ENTREPRENEURSHIP

2021 ANNUAL REPORT



www.nacce.com | info@nacce.com

   @NACCE  @NACCEeship

WELCOME

Dear NACCE Friends:

Reflecting on the year 2021, while the pandemic has been devastating to our world in many ways, it accelerated innovation in higher education and in associations at lightning speed. We all became much more proficient with video conferencing, found creative ways of staying connected, and moved forward despite the obstacles. The strength of the NACCE Network provided support for thousands of higher education professionals and value to our treasured partners and sponsors.

Co-creating with members and tapping into the creativity of our board and staff, it has been a year of ACTION with:

- **Expanding** our impact in the areas of diversity, equity, inclusion, and belonging;
- **Launching** our podcast that now has listeners in 525+ American cities and 41 countries;
- **Scaling** the Everyday Entrepreneur Venture Fund and securing additional funds for 2022;
- **Testifying** before the U.S. House of Representatives Committee on Small Business;
- **Publishing** the *NACCE Playbook* and related training for 34 aspiring presidents;
- **Convening** the first Future Building Summit for policy makers, educators, and philanthropists;
- **Hosting** successful virtual *make/SHIFT* and #NACCE2021 hybrid conferences; and
- **Growing** member engagement and welcoming new partnerships with IBM, Next Street, California Community College Chancellor's Office, and others.

Through strategic doing, we focused on mastering the art of resilience. As California author Gregory S. Williams noted, "On the other side of a storm is the strength that comes from having navigated through it. Raise your sail and begin." We are heartened too by the reminder of poet Maya Angelou who said, "Every storm runs out of rain." So that is where we end this year, with gratitude, hope, and a sense of curiosity and optimism about what 2022 will bring.

Thank you for your continued support and interest in NACCE's work. Together, we continue to impact nearly four million students by advancing entrepreneurial teaching in classrooms and innovative leadership on campuses and in communities.

Warmest regards,



Rebecca A. Corbin, Ed.D.
NACCE President & CEO



BOARD OF DIRECTORS



Dr. Steven Schulz, Chair
North Iowa Area
Community College



**Dr. Chris Whaley,
Chair-Elect**
Roane State
Community College



**Dr. Sharon Pierce
Treasurer/Secretary**
Minneapolis College



**Dr. Shari Olson
Immediate Past Chair**
South Mountain
Community College



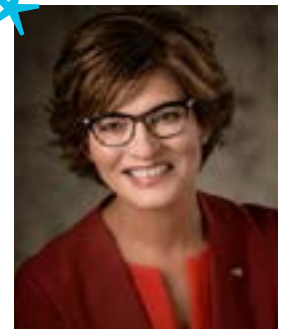
Dr. Michael A. Baston
SUNY/Rockland
Community College



**Dr. Roslyn
Clark Artis**
Benedict College



Dr. Carlos Turner Cortez
San Diego Community
College District



Dr. Brenda Hellyer
San Jacinto College



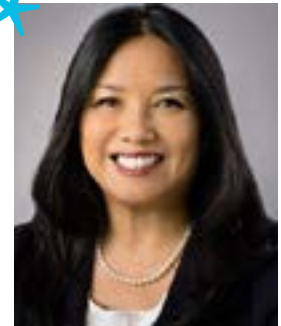
Jee Hang Lee
Association of Community
College Trustees



**Dr. Richard
MacLennan**
Emeritus



Dr. Jim Murdaugh
Tallahassee Community
College



Dr. Rowena Tomaneng
San Jose City College



Jennifer Worth
American Association of
Community Colleges

NACCE provides leadership and sustainable, scalable resources to foster entrepreneurial thinking and action in one of the largest entrepreneurial ecosystems in North America. **Entrepreneurial leadership and teaching across disciplines is essential for colleges, students, and communities to thrive.** NACCE's goal is to serve as the pre-eminent source for entrepreneurship education, support, and inspiration.

** Joined the NACCE Board of Directors in 2021*

PUSHING FORWARD WITH ENTREPRENEURSHIP

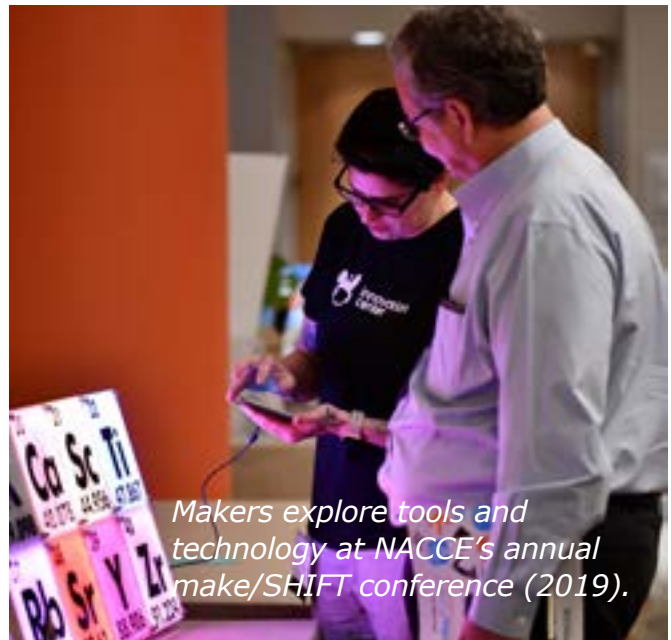
Since the pandemic began, conducting “business as usual” has been anything but usual. For current and aspiring entrepreneurs, especially in underserved populations, it has been an especially challenging experience on just about every level.

We see resilience and opportunity in the challenges we are collectively facing. A record number of new businesses have been created – businesses that have the power to reshape and rebuild the nation’s economy. To survive and flourish post-pandemic, they need support. The good news is that community college entrepreneurship continues to lead the way. The NACCE community remains the most accessible, agile, and efficient solution to economic and workforce challenges in the U.S. Entrepreneurially, our members are:

Innovating. We partner with people and organizations who share our values, or can offer a different perspective. We tell this story in the books we have published, in our weekly podcast, *Forward with NACCE*, in grant-funded projects, and in workshops and conferences.

Co-Creating. “If you want to run fast, run alone. If you want to run farther, run together.” True to these words, NACCE’s longevity resides in our membership network and collaborative ecosystem. Our proven pilot/expand/scale method brings funding and resources, while deliberate inclusion of diverse perspectives fuels innovation.

Making. We promote iterative problem solving through creativity and critical thinking. This approach and the nature of making encourages pathways to inclusion, equity, and ultimately belonging.



Makers explore tools and technology at NACCE’s annual make/SHIFT conference (2019).

Leading. We are prepared to continue to meet entrepreneurs where they are. Entrepreneurship education doesn’t just breed resilience, it creates an adaptable, empathetic, self- and socially-aware workforce that thinks critically, communicates clearly, and collaborates within teams and across sectors.

Enduring change may have become our new normal, but by embracing whatever comes our way entrepreneurially, we are prepared for whatever the future may bring.

#WeAreNACCE

Diversity, Equity, Inclusion + Belonging (DEI+B) and Entrepreneurship

After years of intentionally focusing on advancing DEI+B in our organization, we are proud to celebrate the following milestones:

- Board of Directors that reflects diversity in age, race, ethnicity, cultural identity, and sexual orientation;
- Addition of a Senior Director of Membership & DEI+B that will expand out efforts in future years;
- 80+ hours of virtual and in-person programming during our 2021 Annual Conference, including site visits to George Floyd Memorial Square and special online engagements for virtual attendees;
- Publication of the *NACCE Playbook: Volume One* that includes a focus and activities tied to DEI+B;
- Broadcast of 50 episodes of our global podcast with guests and discussions that dive deeply into the 30+ dimensions of diversity and provide actionable strategies for equity and inclusion.

We are committed to advancing this work as we end 2021 and embark on our 20th Anniversary year.

#ForwardWithNACCE



Members of the NACCE Board of Directors gathered at #NACCE2021 Annual Conference hosted live in Minneapolis, Minnesota and online. Pictured, from left: Dr. Michael Baston, Dr. Sharon Pierce, Jee Hang Lee, Dr. Rebecca Corbin, Dr. Rick MacLennan, Dr. Shari Olson, Dr. Steven Schulz, Dr. Chris Whaley, and Dr. Carlos Turner Cortez.

SNAPSHOT 2021

ACTION AND IMPACT

“Amazing what [entrepreneurial] mindset can accomplish ...”

- Kate Ferrel
Nicolet College (WI)

“I have been running on empty. I needed something to help me reset, refocus and rejuvenate; this conference helped fill my cup!”

- Vonetta Mixon,
Cerro Coso Community College (CA)

“Simply awesome.”

- Janell Ciemiecki
Massachusetts Institute of Technology (MIT)

Expanded NACCE Member Engagement

NACCE granted \$5,521,000 MILLION through seven grant-funded programs with 74 colleges plus an additional 61 faculty opportunities that created:

- STEM programming for 4,000+ students;
- Intellectual property resources implemented in 80+ colleges across the United States;
- Financial literacy tools developed and beta-tested by a total of 17 colleges made available to the NACCE network;
- Expansion of the Everyday Entrepreneur Venture Fund (EEVF) to a total of 10 states with more than 75 businesses created and supported with mentorship and seed funding by nine colleges in NACCE’s 2021 Phase II cohort.

Enhanced Professional Development

Our team hosted a variety of hybrid events with record attendance:

- Spring and fall annual conferences serving more than 600 members from 45 states and the District of Columbia;
- 500+ NACCE members qualified for digital badges, creating action plans with NACCE professional development;
- 36 courses, webinars, and workshops.

Advocacy and Global Awareness about Entrepreneurship Education and Community Colleges

NACCE optimized many opportunities to advance our mission:

- Testified before the U.S. Congress House of Representatives Committee on Small Business’ Subcommittee on Innovation, Entrepreneurship, and Workforce Development;
- Supported the work of the SBA through the Equity Roundtable, attending and sharing more than 40 hours of federal programming with NACCE members; and
- Published 50 *Forward with NACCE* podcast episodes with nearly 3,000 downloads from listeners in 47 U.S. states and 37 countries.

NACCE IN THE NEWS



“Fueling Entrepreneurship & Turning Adversity Into Opportunity”
CEO Magazine
March 2021



“Helping Small Businesses and Entrepreneurs”
Community College Daily
November 2021



“Fostering an Entrepreneurial Mindset”
Trustee Quarterly
Fall 2021

PRESIDENTS FOR ENTREPRENEURSHIP

Across the globe, 218 college presidents in 40 U.S. states, Canada, and the United Kingdom are leveraging NACCE's *Presidents for Entrepreneurship Pledge (PFEP)* to meet challenges and explore untapped opportunity. Through this important tool, colleges can advance entrepreneurship in their communities and campuses and support local startups and small businesses.

In 2021, NACCE welcomed 26 new *PFEP* signers, in the following states: California (13), Illinois (1), Nebraska (1), North Carolina (5), Tennessee (4), Wisconsin (1), and West Virginia (1). Learn more at www.nacce.com/PFEP.



President Brian Caputo signs the Presidents for Entrepreneurship Pledge at College of DuPage (IL).

PARTNERS

2021 welcomed a number of new partners and opportunities for NACCE members, including: enhanced Constant Contact support; i3: Innovator Mindset; IBM SkillsBuild; STRIVE at Syracuse University's Institute for Military and Veteran Families; Matterhackers; Pulse Technology; and Skillsline. NACCE also expanded Verizon partnerships to include Adfellows and Verizon Small Business Digital Ready, and continued work with Intuit Design for Delight (D4D) and Financial Management for Entrepreneurs curricula and Michelson 20MM's IP Educator Portal. NACCE strives to facilitate connectivity and lead collaborative initiatives that support the work of our colleges and communities across the nation. For more information, email info@nacce.com.



Above, Left: The Verizon Innovative Learning Program expanded to include mentoring for participating students. Center: Using design thinking, NACCE assisted Chapel Hill Tire (NC) as the company worked towards a paperless system. Right: NACCE Vice President for Finance and Operations Amy Bouvier and President and CEO Dr. Rebecca Corbin convene with Everyday Entrepreneur Venture Fund founders Stuart and Chip Weismiller in Boston, Massachusetts.

FINANCIALS

REVENUE SOURCES

Membership

- Member Dues
- Partnerships
- Trainings / Webinars
- Journal Ads / Marketing

Annual Conference

Support for Colleges

- Registrations
- Sponsorships

Interest & Investment Income & Other (PPP Funds)

\$ AMOUNT

\$302,825

\$397,042

\$7,071,760

\$59,891

\$134,616

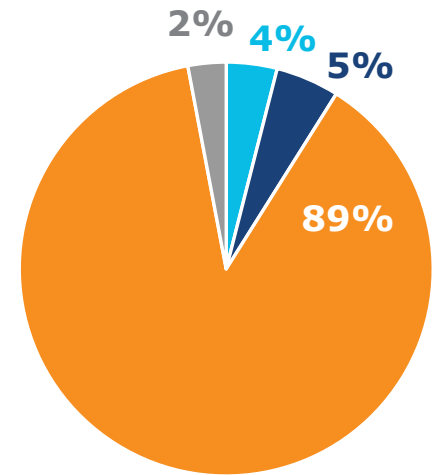
% TOTAL

4%

5%

89%

2%



TOTAL REVENUE 2021

\$7,966,134

OPERATING EXPENSES

Personnel

Programming

- Support for Colleges
- Annual Conference
- Membership Support

General Administration

TOTAL EXPENSES 2021

\$918,335

\$6,461,493

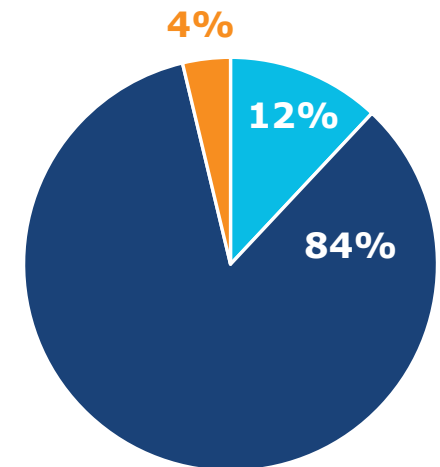
\$286,240

\$7,666,068

12%

84%

4%



ABOUT NACCE

NACCE is an organization of educators, administrators, presidents, and entrepreneurs focused on igniting entrepreneurship in their communities and on their campuses. The association represents a dynamic community of technical and community colleges, including more than 2,500 faculty, staff, administrators, and presidents who serve four million students.

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