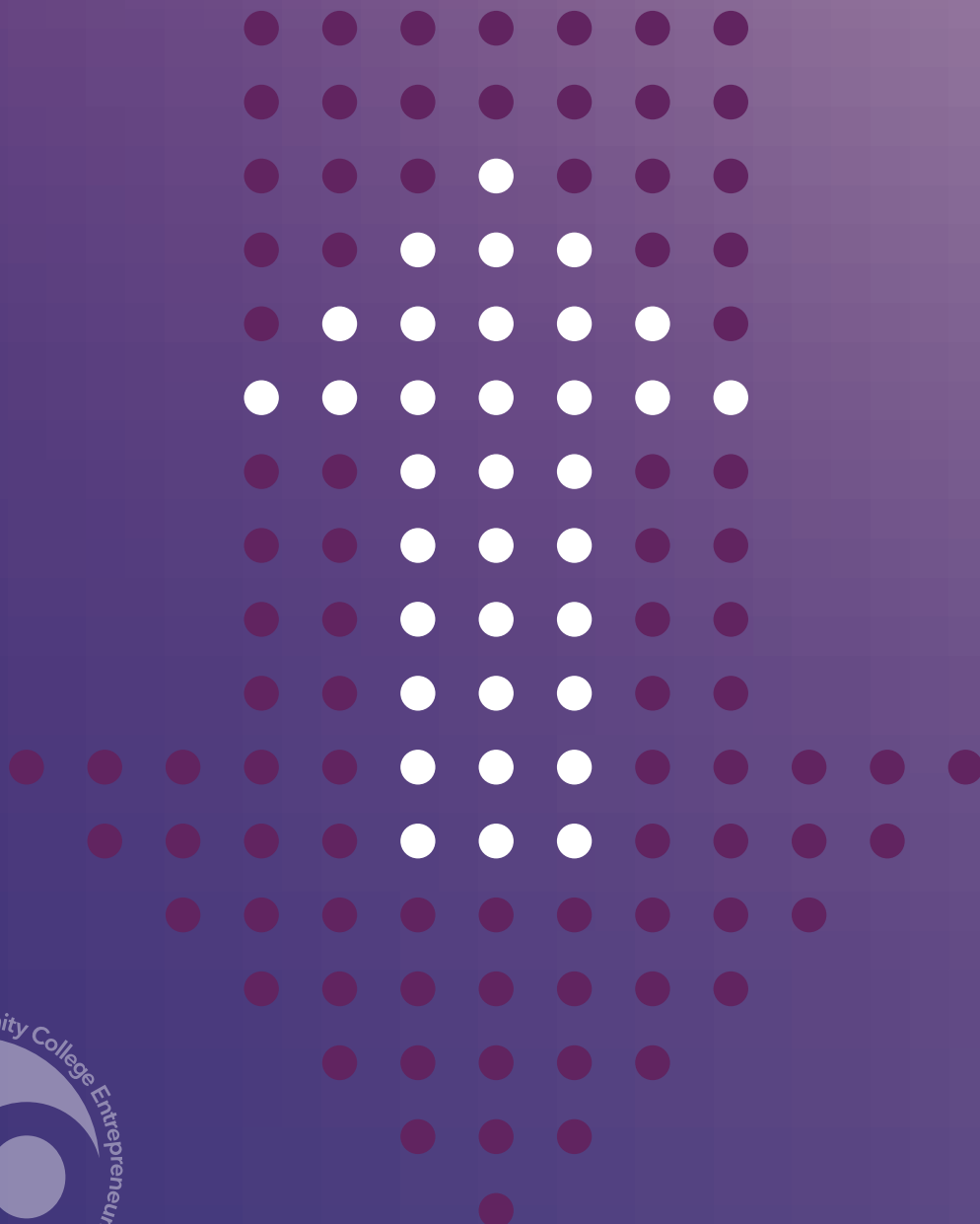


# Community College Entrepreneurship

A Publication of NACCE

SUMMER/FALL 2022

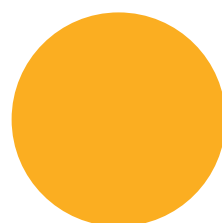
## Turning Disruption Into Opportunity



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# Turning Disruption into Opportunity

Any challenging event like the recession of the 1980s, presents us with opportunities. This is also true of the pandemic, which has created a cavernous hole in the country's workforce. Accompanying this blow to our labor pool is an opportunity to change how we train our workers. Community colleges are doing just that. As local and regional economies endeavor to regroup, community colleges are working feverishly to provide the necessary training so that employees can continue to work and advance their career pathways.

This is what community colleges do best. The work we continue to do around helping students build their skills while encouraging entrepreneurial thinking and innovation, represents a great opportunity for us as institutions of higher learning. The country and our local and regional economies have never needed us more.

## Strengthening Relationships

Community colleges are a great resource for those who want to re-engage people in different ways. Skills development opportunities are relatively quick to attain and connect employers to employees in meaningful ways. One example we are seeing here at NIACC, is in the health and human services areas. There is tremendous demand for certificates and short-term credential programs that lead to completion and/or career attainment. We are also seeing an increase in apprenticeships for educators. On the Continuing Education side, we are awarding many more certificates in specific in-demand skills such as welding and HVAC.

Like many colleges, we are aligning our offerings with the needs of local employers without disrupting work. For example, one manufacturer we are working with is building its maintenance staff. Working together, we designed a program through which employees can obtain training in those skills without interfering with their work week. Community colleges have a unique opportunity right now to collaborate on a greater scale than ever before with employers to provide unique and creative ways to onboard employees with specific skills and prepare for the future.

## Community Colleges & The Pivot

In many ways, this is the best time for community colleges precisely because of our ability to pivot. Employers are willing to rethink new ways of doing things because there isn't a long line of skilled employees available to fill jobs. There is also an unprecedented opportunity in

diversity. Even in a rural community like ours, we are making good strides in building more diverse management teams, recruiting staff who reflect our student body, and creating opportunities for employers to come together and talk about diversity, equity, and inclusion and how to approach it in their companies. Through our Continuing Education department, we are actively working with one of our area's largest employers to recruit employees from Puerto Rico. The pandemic has led to greater collaboration with local businesses that are trying to connect with employees seeking new opportunities.

There is also an opportunity to help women who left the workforce during the Great Resignation due to childcare or education needs. Some 40 percent of the 4.5 million employees who left their jobs between 2019 and 2021 were women. The opportunity here prompts us to ask ourselves: *How do we re-engage people for opportunities that offer flexibility and the ability to work where they are? What do they need? How can we help?*

The timing is also good to take advantage of state funding available in many states for workforce training. Federal money is also available for apprenticeships in many states. While challenges remain for community colleges, including the current economic slowdown, enrollment declines, student readiness and completion, there are many opportunities to embrace. Community colleges with leadership teams comprised of entrepreneurial thinkers who understand the economy and know what needs to be done even if it means spending some money to do it, will make the most out of the current opportunities before us. ●

A handwritten signature in blue ink that reads "Steven Schulz".

Steven Schulz, Ph.D.  
Board Chair, NACCE  
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## Editor's Note

As NACCE observes its 20th anniversary, *Community College Entrepreneurship* is looking ahead *and* back. This issue features a timeline of NACCE milestones dating back to its founding year at Springfield Technical Community College. The evolution of this organization from a fledgling startup to one of the largest entrepreneurship ecosystems in the country, is in itself an entrepreneurial success story, one of creating opportunities out of little and maximizing opportunities by pivoting and thinking creatively.

The issue also delves into the future. The Entrepreneurial College of the Future summit in June captured the energy and enthusiasm NACCE members have for building community colleges for the better and overcoming challenges boldly.

From my perspective as editor of this journal since 2014 (and a contributor since 2007), it has been exciting to watch NACCE grow and succeed, meeting obstacles and overcoming them, and welcoming new ideas and "ideators" to its network of e-ship enablers. I'm sure you're as excited as I am to see what's ahead because the possibilities are boundless!

If you have an idea for an article or a news item for *Community College Entrepreneurship*, please contact editor Carol Savage: [editor@nacce.com](mailto:editor@nacce.com).

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*Community College Entrepreneurship* serves a wide range of audiences, including college administrators and board members, faculty, directors of entrepreneurship centers, SBDCs, makerspaces, and more. It also provides timely information for philanthropic leaders about new, innovative programs related to success mindset and entrepreneurship curriculum.

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# We Can Hear You! NACCE Podcast Turns Up the Volume

By Rebecca Corbin, president and CEO, NACCE

In June NACCE celebrated the broadcast of its 70<sup>th</sup> episode of “Forward with NACCE.” Reaching more than 660 American cities and 47 countries, the podcast inspires listeners with stories, tips, and best practices from our members who are thinking and acting in entrepreneurial ways. NACCE has recently enhanced the program by partnering with Earfluence, a North Carolina startup specializing in podcast broadcasting.

## Playing Your Cards Right

The Raleigh/Durham-based Earfluence has provided NACCE with access to a professional recording studio, along with marketing support to increase the number of listeners, reach, and impact. Jason Gillikin, the founder of Earfluence, was a featured guest on the episode “Just Press Record: How Podcasting Amplifies Your Expertise.” Gillikin shared his career path that included a stint as a professional poker player. He turned his passion for listening and learning from podcasters into a successful business that includes regular monthly meetups for area podcasters to share ideas and best practices. He is also working with his team and family on ways to give back to the community and make a positive impact with area nonprofits by amplifying their messages.

Shemekka and Michael Stewart-Isaacs, Raleigh/Durham-based entrepreneurs were also recently featured on the podcast and shared their inspiring journey of creating several successful businesses and a

blended family. The couple believes that inclusion brings everyone’s brilliance to the table to drive positive community change. With the #IAMBRIILLIANT hashtag, they encourage people to celebrate their unique brilliance and share it on social media. Shemekka’s book, *While I’m Getting Naked*, challenges readers to reflect on how struggles can unlock entrepreneurial opportunities.



Shemekka and Michael Stewart-Isaacs (left) were recent “Forward with NACCE” podcast guests with host Rebecca Corbin.

She shares her experience that through service to others and building successful businesses, she has overcome betrayal and heartache that transformed her in her own words from “bitter to better.”

## Exploring Entrepreneurial Opportunities

Diane Sabato, a founding NACCE member and business professor at Springfield Technical Community College, in Springfield, Massachusetts, was also recently featured as a podcast guest. She has a highly successful women’s fashion scarves and accessories business called Orange Scarf ([orangescarf.com](http://orangescarf.com)) that supports women’s empowerment. She founded the business drawing on her prior career experience working with people with disabilities and now focuses on bringing her passion for education and inclusion into the classroom. “It’s so important to connect your entrepreneurial aspirations to your passion,” she said.

NACCE’s Future Building Summit, held in October of 2021 as part of the annual conference, featured insights from entrepreneurship experts, elected officials, everyday entrepreneurs, and philanthropists. With so many interesting stories, helpful tips, and best practices, the NACCE team decided to release special podcast recordings featuring these inputs throughout the summer to augment weekly episodes. This is an entrepreneurial approach to repurposing curated content to benefit members and global listeners.

The interviews for NACCE’s weekly podcast take place on the first Tuesday of each month with guests coming in-person to the Earfluence studio in Raleigh and connecting virtually. We invite our members to tune in to the weekly podcast, listen to past episodes, and consider sharing stories that provide inspiration and entrepreneurial best practices. Learn more at <https://www.nacce.com/podcast>. ●

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Community college leaders from throughout the country assembled in June at Anne Arundel Community College to find common connections among Ratcliffe Foundation grantees.

# Connecting Ratcliffe Foundation Grantees to the NACCE Network

By Rebecca Corbin, president and CEO, NACCE

Ratcliffe Foundation CEO Carlene Cassidy found a way to tap into the entrepreneurial principles of exploring networks and finding common connections. One of the original 138 founding NACCE members, she conceived of the idea to bring the foundation's grantees together, including NACCE, to explore mutual opportunities. In the spirit of true entrepreneurship, a group of more than three dozen participants assembled in June at Anne Arundel Community College in Arnold, Maryland, to do just that.

## Finding Connections

Through a series of listening sessions, members of the NACCE team and other foundation grantees explored ways to work together. Participants also connected with each other by engaging in activities outlined in NACCE's *Playbook*, and they learned how to thread diversity, equity, inclusion, and belonging into their entrepreneurial activities. As NACCE celebrates its 20th anniversary this year, it seemed timely to renew the organization's commitment to entrepreneurship by tapping into the nationwide network of innovators and entrepreneurs tied to the Ratcliffe Foundation.

"We thought that Ratcliffe Foundation grantees might benefit from engagement with the NACCE network," said Cassidy. "While many Ratcliffe grantees are community colleges, others include universities

and nonprofit organizations. Getting these groups together and exploring new opportunities was a primary goal of the summit."

## Effectuation Revisited

The workshop focused on the model of Effectuation developed by researcher and educator Saras Sarasvathy, of the Darden School of Business at the University of Virginia. The effectuation model embodies the mode of thinking used by entrepreneurs to build successful ventures. It consists of five guiding principles that include: Bird-in-Hand; Lemonade; Crazy Quilt; Pilot-in-the Plane; and Affordable Loss. Seizing a "bird-in-hand" opportunity, the Ratcliffe Foundation Board of Directors held its board meeting in conjunction with the workshop to give foundation leaders the opportunity to meet staff from funded projects, as well as members of the NACCE team.

## Celebrating the Future

Natalie Shaw, director of grants for Harford Community College in Bel Air, Maryland, expressed her appreciation for the experience. "Thank you so much for leading an incredible summit! I really enjoyed the workshop and learned a lot about myself and my fellow attendees. I'm

Continues on page 21

# Community Colleges Poised for Meaningful Impact in a Post-Pandemic World

By Carol Savage, editor, *Community College Entrepreneurship*, NACCE

The pandemic shook the country and its institutions of higher learning to their core. Community colleges in particular were forced to look at their organizations and determine what was working and what was not. So, while the pandemic certainly presented challenges to community colleges, it has also presented an opportunity to use this momentum to make timely changes.



What is the major imperative for community colleges now and what will a re-imagined, post-pandemic community college look like? Following are some insights from community college leaders.

Greg Hodges, president of Patrick Henry Community College in Martinsville, Virginia, sees community colleges playing an even greater role in local and regional economic development in the post-pandemic era. “We exist to get people into jobs whether through a four-year degree program or short-term credentials or certificates,” said Hodges. “Community colleges must be centered on economic development. One of our major functions is to get the student to the first rung of economic mobility.”

Reconnecting with students is a major imperative for community colleges, according to Rick MacLennan, chancellor of Ventura County Community College District in Camarillo, California. “We lost many students who had invested with us, and we need to reconnect with those students,” he said. “Community colleges are all about relevance. The relevance question gets answered by employers, our restructured curriculum, and using the equity lens to address the things that aren’t working.”

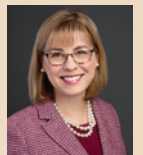
Engagement with students, especially those most impacted by the pandemic, is also a concern for San Diego Community College District Chancellor Carlos Turner Cortez. “We’re in a unique moment in history, kind of a three-legged stool,” stated Cortez. “Budget and finance, enrollment management, and moving from the pandemic to the endemic are the three legs of the stool that are the focus of every community college leader right now. If one leg fails, the stool cannot stand. We had made progress, but unfortunately the pandemic exacerbated these gaps, particularly among minority students, including Black African males and adult learners over 40.”



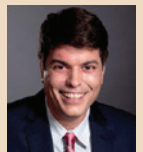
Greg Hodges



Rick MacLennan



Rebecca Corbin



Carlos Turner Cortez



Marcy Euler



## Areas of Opportunity

Prior to the pandemic, declining enrollment was a major concern. “The pandemic just accelerated that enrollment dynamic,” said Hodges. “However, many students are seeking short-term enrollment to acquire skills appropriate for the current workforce. We currently have waiting lists for an array of health and human services programs. Short-term credentials that lead to jobs or create better pathways to career attainment are what students are seeking right now. Many students can’t commit for a year but can do a three-month stint to improve their skills and move up the ladder and improve their proficiencies and/or compensation. This represents a significant opportunity for community colleges and their local communities.”

“Colleges need to reconnect to students through ‘bite-sized’ and restructured offerings to adjust to the needs of the community,” said MacLennan. “There is an opportunity to do more with businesses, industry, and community stakeholders. We should take the successes and failures we learned from the pandemic, identify the best practices, and apply these going forward.”

## Growing Trends

Many women who were forced from the workplace to care for and educate their children during Covid-19 shutdowns may not have yet returned to the traditional workplace. Many are finding success in creating their own ventures that enable them to work while taking their family needs into account. This trend is adding to the growth of entrepreneurial ventures and cottage industries.

Disruptive technologies have helped increase the number of niche markets in industries and led to the creation of more specialized entrepreneurship and business education training. These specialized education courses are particularly in reaction to other overarching trends such as the demand for more diversity, eco-friendly practices, and social responsibility.

“Diversity is important, and skills and competency in some ways are often more relevant than degrees,” said Marcy Euler, president of the Pima Community College Foundation in Tucson, Arizona. “Some 70 percent of our students are ethnic minorities; 70 percent qualify for financial aid; and 70 percent work full- or part-time. Many are first generation Americans. Having our staff reflect our student body is an important goal for us.”

## Areas of Challenge

Shifting circumstances will require that community colleges react nimbly. “We need to keep all of our service areas in mind when refining our offerings and programs to meet

# The Great Resignation or The Great Opportunity?

In the wake of the pandemic, many people have re-evaluated their work lives and are making changes about where to work and for whom. Nearly 4.8 million people quit their jobs in 2021, and an estimated 11 percent planned to look for new work in the first quarter of 2022, according to Willis Towers Watson’s 2022 Global Benefits Attitudes Survey.

This unprecedented event, in which millions of people decided to leave their jobs, resulted in what some are calling “The Great Resignation.” In an article by Whitney Johnson, published by *Harvard Business Review*, “The Great Resignation Is a Misnomer,” she posits that the trend should instead be called “The Great Aspiration” as it is not a result of people being disinterested in working, but rather people who are interested in working better.

The movement has changed how people view work, according to Marcy Euler, president of the Pima Community College Foundation in Tucson, Arizona. “The pandemic created great upheaval in our work lives, but it also prompted employees to ask themselves hard questions about what they do, why and how they do their work, and so in many ways, this is a very positive development,” she said.

## E-Ship Training Needed

Cross-disciplinary collaboration between colleges and other academic disciplines such as engineering and computer science is increasing as community colleges leverage their institutional strengths and pivot to meet workforce training needs.

For example, demand for business analysts is expected to grow by 14 percent between 2018 and 2028, triggering the need for more specialized courses in entrepreneurship areas like leadership, negotiation skills, and creative problem solving. Companies are feeling market pressure to make better data-driven decisions, so training students in data analytics will give them the competitive edge they need.

“Community colleges have a unique opportunity to take advantage of this trend if they can quickly respond to meet emerging needs,” said Rebecca Corbin, president and CEO of NACCE. “Many are offering more specialty courses and new e-learning platforms and forming new alliances with other organizations.”

“‘The Great Resignation’ created more demand for high-tech skills and high-need skills in the workforce,” said Euler. “For many colleges, the resources and strategies for achieving these goals were already committed, but colleges needed to quickly shift these longer-term goals into immediate action.”

“One of the ways NACCE helps its members is to find innovative ways for entrepreneurs to obtain the tools they need to succeed as they explore new horizons,” said Corbin. “This takes constant refinement and redefinition as we explore the new world of work and what that requires. Luckily, agility is a key skill of entrepreneurship.”

“The Great Resignation” presents considerable opportunities for organizations, and community colleges are in a unique position to leverage these opportunities. Applying a success mindset and working collaboratively, they can capitalize on this unprecedented phenomenon by acting swiftly and aspirationally. ●



our students’ needs,” Hodges observed.

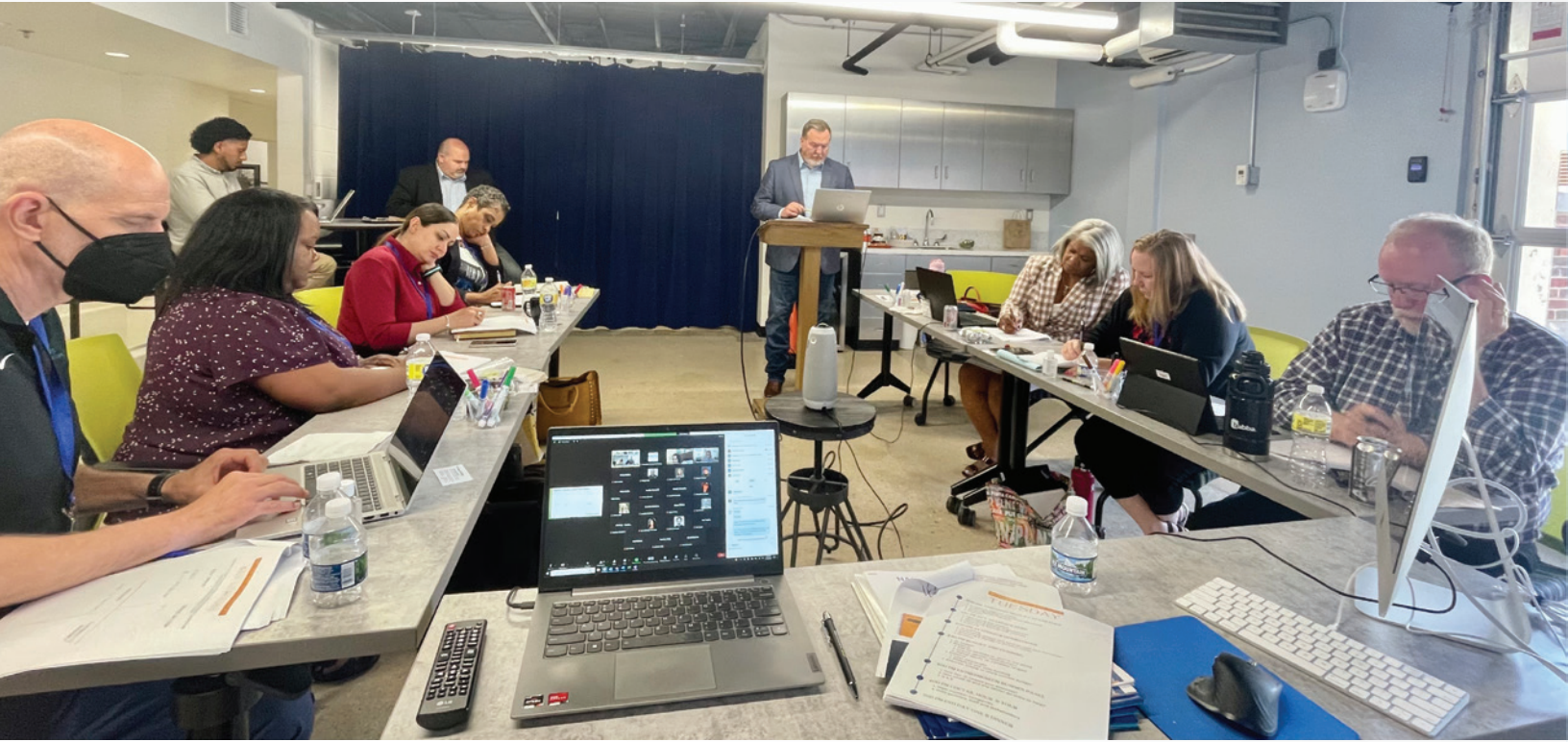
“The gig economy will continue to appeal to younger students,” said Cortez. “We need to realize that our students will be significantly online and will need programming with an increased emphasis on entrepreneurial skills and innovative thinking.”

Community colleges are a dominant mode of access to higher education in the United States, and the country can take pride in what community colleges have accomplished. If community colleges are to contribute powerfully to meeting the needs

of 21st-century students and the 21st-century economy, education leaders need to re-imagine what these institutions are – and what they’re capable of becoming.

Now more than ever before is the time to think entrepreneurially. “This moment gives us the opportunity to emphasize entrepreneurial mindset,” Cortez observed. “We need to think outside the box, color outside the lines, and overcome issues and challenges, turning them into opportunities.” ●

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## Boot Camp: How to Start an Innovation Center

Community colleges can benefit from innovation centers and to help them, NACCE and the College of DuPage teamed up to host the “Innovation Center Boot Camp” at the College of DuPage in Glen Ellyn, Illinois July 19-20. The hybrid boot camp engaged 33 participants representing 25 institutions in a series of learning sessions to help them start innovation centers at their own institutions. Innovation centers offer a critical meeting point between institutions, employees, investors, customers, and center members, enabling them to experiment, ideate, and showcase their own innovations or new products to employees, investors, or even customers.

**“Innovation centers offer a critical meeting point.”**

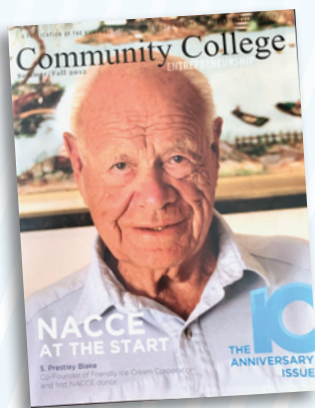
“Innovation DuPage is a not-profit venture that unites start-up founders and small businesses with resources and programs that support their growth,” said Erika Burfield, project manager, Partnership and Events, NACCE. “We were delighted to co-sponsor this timely and much-anticipated event.”



Boot Camp leaders included, left to right: Erika Burfield, NACCE; Brian Caputo, president, College of DuPage; Maureen Dunne, board chair, College of DuPage; and Joe Cassidy assistant vice president, Economic Development, Dean of Continuing Education and Public Services, College of DuPage.



In 2002, the National Association for Community College Entrepreneurship was a startup with the same challenges all new organizations with novel ideas face: financing, organizational strategy, planning, and marketing. Twenty years later, NACCE is a thriving success with a national reputation as the leader in entrepreneurship education in community colleges. Here's a look at some milestones along the way.



NACCE's 10th anniversary issue of *Community College Entrepreneurship* featured co-founder S. Prestley Blake.

In **2002**, **150 attendees** representing **102 community colleges** from **38 states**, Singapore, and Nova Scotia, came together for the first NACCE annual conference.

Also in **2002**, NACCE began working with EntreEd to **bring entrepreneurship education to all 13 Appalachian states** and more than **50,000 people**.

In **2007**, The Coleman Foundation introduced Elevator Grants at the annual conference, providing close to **\$5 million to NACCE** members. The same year, NACCE launched its quarterly magazine, *Community College Entrepreneurship*.

In **2008**, NACCE began hosting **annual symposiums** to provide members with insights on specific topics related to building strong entrepreneurship programs.

By **2009**, NACCE was attracting **450 community college faculty** and **administrators** as well as foundation leaders to its annual conference. Attendees came from across the country - and the world.

In **2011**, NACCE became a founding member of the Startup America Partnership, a public/private alliance created to increase the prevalence and success of American entrepreneurs.

In April **2012**, NACCE was **invited to the White House Rose Garden** signing of the **JOBS Act**. In one decade, NACCE had gone from startup to White House invitee.

In **2015**, **Rebecca Corbin** became NACCE's second president and **CEO**.

Between **2016** and **2021**, NACCE awarded over **\$11 million to NACCE member colleges** and created an expanded suite of communication, training, and other resources.

In **2018**, NACCE **partnered with Verizon** to offer **STEM education** to under-resourced students throughout the country. Today, more than **44,000** students around the country receive free STEM education through this program.

In **2019**, NACCE began partnering with the **Everyday Entrepreneur Venture Fund (EEVF)**, awarding grants to community colleges in **11 states** with over **100 businesses created**.

Also In **2019**, NACCE published ***Community Colleges as Incubators of Innovation: Unleashing Entrepreneurial Opportunities for Communities and Students***. Subsequent publications include: ***Impact ED: How Community College Entrepreneurship Creates Equity and Prosperity*** and the ***NACCE Playbook***.

In **2021**, NACCE launched its podcast, ***Forward With NACCE***, reaching more than 600 American cities and 47 countries. It continues to grow today. The same year, NACCE began working with the **Ratcliffe Foundation**, consistently growing the number of grantees to NACCE member colleges.

In **2021**, NACCE represented community colleges in policy **discussions** during **Congressional Hearings** on workforce development.

**2022** thus far has brought **increased growth** to NACCE's **Entrepreneurial College of the Future**, with 15 colleges and 45 members from diverse areas of the institutions beginning to co-create a framework for innovation for all 1,100 colleges.

At the **2022 NACCE Annual Conference**, the **Ratcliffe Foundation** will offer a total of **\$300,000 in pitch prize funds**.



## Verizon Innovative Learning Stem Achievers Offers Free Enrichment Program

Middle school students gain access to emerging tech at college campuses nationwide

Verizon Innovative Learning, the company's signature education initiative focused on addressing barriers to digital inclusion for more than a decade, through a suite of programs and resources, is expanding its free project-based enrichment program: Verizon Innovative Learning STEM Achievers. Previously known as two separate programs, Young Men of Color and Young Rural Women, the new Verizon Innovative Learning STEM Achievers program, in partnership with the National Association for Community College Entrepreneurship (NACCE), will now offer a choice of one 4-week or two 3-week summer enrichment programs, while continuing to provide middle school students in under-resourced communities with the opportunity to discover new problem-solving skills and gain exposure to careers in STEM fields.

Since 2015, the newly renamed Verizon Innovative Learning STEM Achievers program has offered an inclusive and engaging, hands-on experience developed to enrich learning through design thinking, 3D printing, augmented reality, social entrepreneurship, and mentorship. The program's interactive curriculum, developed by Verizon in partnership with Arizona State University's Edson Entrepreneurship + Innovation Institute, centers around four educational tracks: immersive media, smart solutions, digital product innovations and artificial intelligence. The

program is held in partnership with and on the campuses of a total of 44 Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions (HSIs) and community colleges across the country.

"One of the core tenets of Verizon Innovative Learning STEM Achievers is to expose students to emerging technologies and teach students to think broadly about how technology can make the world a better place," said Alex Servello, Director of Corporate Social Responsibility at Verizon. "Since the program launched, we've been able to reach thousands of students, not only through hands-on learning, but through mentorships that help to deepen their connection to STEM, as well as build their confidence and leadership skills outside of the classroom."

"Being a part of Verizon Innovative Learning STEM Achievers gave me access to amazing technology, which allowed me to enhance my skills in STEM and build upon my innate design capabilities," said Christopher, a 16-year old student who previously participated in the program at Tuskegee University. "Through the program I also met great new friends and mentors and learned about the latest trends in technology. I enjoyed each day of the program and was always excited to see what new experiences we would engage in next."



### **Verizon Innovative Learning HQ, Next-Gen Learning For All**

Over the last decade, working through nonprofit partners, Verizon Innovative Learning has committed \$1 billion in market value to support digital equity and inclusion within education for some of the most vulnerable populations across the country. To date, the initiative has reached more than 1.5 million students at schools across the U.S., including Title I schools, and provided hundreds of schools with connectivity and next-gen technologies that bring innovative lesson plans to life.



One of the key programs available under the overarching Verizon Innovative Learning initiative, which scales the resources of its decade-long proven approach to integrating technology into the classroom, is now available to all students and teachers through Verizon Innovative Learning HQ. This new, freely available open access education portal enables any K-12 educator in the country to access innovative learning apps, professional development, and tailored lesson plans to empower students to be social innovators and to create solutions using emerging tech. Verizon Innovative Learning HQ provides next-gen learning for students, covering a range of subjects from history to biology, through access to the latest AR and VR education tools.

### **Citizen Verizon: Goal to Equip 10 Million Youths With Digital Skills Training**

These efforts are all part of Citizen Verizon, the company's responsible business plan for economic, environmental, and social advancement. Citizen Verizon empowers Verizon to deliver on its mission to move the world forward through action by expanding digital access and resources, protecting the climate, and ensuring people have the skills needed for jobs of the future. Through Citizen Verizon, and the key pillar of Digital Inclusion, the company's responsible business goals include providing 10 million youths with digital skills training by 2030. To learn more about Verizon's digital inclusion efforts, visit [CitizenVerizon.com](https://CitizenVerizon.com). To sign up for Verizon Innovative Learning STEM Achievers, visit <https://naccemeets.nacce.com/vil/home>.



# ENTREPRENEURIAL COLLEGE OF THE FUTURE: Phase One Focuses on Creative Problem Solving

If the terms “triggered brain walking,” “customer wishing,” “worst and silly idea,” are new to you, you’re not alone. All were deployed at the innovative idea session hosted by NACCE this spring as phase one of the Entrepreneurial College of the Future initiative.

Attendees included select college and foundation leaders from 15 pilot colleges who are leading the Entrepreneurial College of the Future (ECOF) initiative. The purpose of the workshop was to generate new ideas for and explore current challenges and ways to overcome them using ideation and innovative techniques. Three representatives from each college or foundation leadership team attended the forum held June 2-3 in Charlotte, North Carolina.

#### Four Pillars

The forum focused on four pillars of college challenges: workforce development, fundraising, student success, and silo busting. Bryan Mattimore, co-founder and Chief Idea Guy of Growth Engine Innovation Agency, facilitated the ideation session. He deployed different ideation techniques to generate new growth strategies and problem-solving ideas for each pillar. For example, in “silo busting,” Mattimore used “questioning assumptions” techniques to unearth new solution perspectives.

To generate innovative ideas for workforce development, Mattimore used a combination of “triggered brain walking,” “customer wishing,” and “worst and silly idea” to yield innovative concepts. The workshop ended with a technique called “billboarding,” challenging each college team to develop a roadside billboard for a future promotional campaign.

Fifty participants attended the session, including college delegates, NACCE representatives, coaches, and Stuart and Chip Weismiller, founders and funders of the Everyday Entrepreneur Venture Fund (EEVF). The assembled group represented approximately 250,000 students and \$500,000 million in foundation endowments.



Top: ECOF team members who led the forum include (left to right): Rebecca Corbin, John Rainone, Chip and Stuart Weismiller, Bryan Mattimore, and Joe April. Above: During the ECOF summit, college teams ideated solutions to presented challenges.

#### New Toolbox

At the conclusion, teams were asked to share their findings with their colleges for implementation. “College teams left the meeting with a new toolbox of techniques, a host of viable ideas to take back to their colleges, and the confidence of knowing that a NACCE ‘coach’ would be following-up with them to guide next steps,” said NACCE President and CEO Rebecca Corbin.

During the second phase of the ECOF initiative, which took place this summer, NACCE coaches conducted biweekly calls with each college team to evaluate their plan and new ideas. These plans will be completed by early September. The third phase will take place at the NACCE Annual Conference October 2-4 in Boston where each team will compete for up to \$150,000 in prize money to implement the winning plan. ●



# Donors Seek More Thought-provoking Funding Opportunities

By Stuart Weismiller, co-founder, Everyday Entrepreneur Venture Fund

As participants in the recent ECOF workshop, my husband and I want to share our perspective on why community colleges are ripe for innovation and re-invention. We are six-figure donors. In fact, we are the creators and funders of Everyday Entrepreneur Venture Fund, now being offered by 11 member colleges responsible for launching more than 100 student businesses.

## Foundations Uniquely Positioned

The program provides seed funding to launch everyday community entrepreneurs because we know that students, faculty, leadership, and the community will benefit from coming together to launch sustainable new businesses. This passion grew while I served on the foundation board of a local community college for almost a decade. In my role as president of the foundation, I became acutely aware of the destructive “politics” between the college and the foundation; the “walls” between for-credit and non-credit offerings; and the internal silos preventing collective innovation.

**“New donors will respond to bold and ambitious goals that are gutsy verses simply endowment-building with minor near-term impact.”**

## CHIP AND STUART WEISMILLER

Foundations are in a unique position to raise the monies, but often lack what it takes to put the community college at the center of the community. One missing link is engagement with local companies and hiring entities to drive curriculum of for-credit courses as well as certificate programs for current and future employees.

## Designing Donor-Worthy Initiatives

Scholarship events where funders meet recipients of their support are very memorable. But, with the advent of “free college,” foundations need to think out of the box to raise more monies for students and new programs, and to involve entrepreneurial or creative donors in the design of new initiatives that are engaging, groundbreaking, and worthy of funding.

My husband, Chip and I meet the profile, and you have folks like us in your community who are not likely on your donor lists. New style donors like us want to provide the time, talent, and treasure to support this underserved population of future employees, entrepreneurs, and citizens. We want to be challenged by new innovative funding opportunities that yield more immediate ROI to students, the college, and the community. New donors will respond to bold and ambitious goals that are gutsy verses simply endowment-building with minor near-term impact. ●



Contact:  
Stuart Weismiller  
[eeventurefund.org](http://eeventurefund.org)



"Innovation and entrepreneurship is a journey. NACCE's ideation workshop has provided me with the tools to inspire others to challenge the status quo and create something better."

– June Evans, director, Center for Innovation & Entrepreneurship, Prince George's Community College (MD)

### Quotes from Ideation Workshop June 2 – 3, 2022 Charlotte, NC

"The ideation session/workshop this weekend was invigorating, thought provoking, and impactful. Bryan "the Idea Guy" shared techniques that will challenge me and my team to leverage assets and talent locally to expand our contributions to the community."

– Sonia Rodriguez Thorn, assistant vice president, Academic Affairs, Pasco-Hernando State College (FL)

"The people, energy, and ideas generated over these two days have left me energized to get back to the office and incorporate these techniques. The list of ideas is growing and have me excited to share with our team."

– Minden Fox, instructor, Marketing and Business, Laramie County Community College (WY)

"Thank you for the incredible Entrepreneurial College of the Future! We pushed through boundaries – We asked probing intriguing 20 questions

– And, we made new connections: with colleagues, with ideas, with words, triggers and possibilities."

– Maya Durnovo, chief entrepreneurial officer, Houston Community College (TX)

"The problem redefinition exercise left me energized and saying, WOW! I Can't wait to use this technique as I seek to grow our foundation."

– Tanya S. Weary, executive director, the Vance-Granville Community College Foundation (NC)

"This workshop is providing the career boost I have been needing! (After 20 years in higher education and being adamant about making a difference and resisting the status quo.) Thank you."

– Eva Bagg, president, Barstow Community College (CA)

"Attending the Ideation Workshop: Entrepreneurial College of the Future allowed me to reframe how I thought about entrepreneurship in our communities. I found the ideation techniques to be extremely effective. I value the connections made with my community college colleagues."

– Lori McClaren, associate dean, Northeast Community College (NE)

"Stuart Weismiller's brief presentation on fundraising from the perspective of a donor was phenomenal – such an awesome reminder of donors' desires to have their gift result in bold transformational initiatives."

– Lisa Richardson, assistant vice president, Alumni & College Relations/Executive Director, Pasco-Hernando Community College Foundation (FL)



# Giddy Up!

**Hocking College** in Nelsonville, Ohio, has used funds from NACCE's Pitch for the Trades competition to acquire a fully outfitted mobile farrier shop. The trailer can be towed by various vehicles and enables students to tag along in a separate van on farrier service training trips.

"The Hocking College Equine Sciences program has delivered the only Associate's degree in Farrier Science in the region for many years," said Dan Kelley, dean of Natural Resources at Hocking. "While the program possessed strength in the training of the technical skills of shoeing horses and assessing hoof health, all of the work has been done in past years on the college's herd and in our farrier shop. The program was missing the important component of training in entrepreneurship. This skill set is essential in training our students for success upon graduation in making a good living in this highly entrepreneurial field."

Instructors are now able to regularly take students out on service calls, achieving multiple benefits. The students learn the economics and the people skills of working with clients, individuals in the region are able to have their horses serviced at home, and this built-in entrepreneurial venture provides revenue to the program in order to make it sustainable and scalable moving forward.

The new mobile farrier unit trailer arrived in June and has already been deployed with private clients as well as with weekly contracted customers through the college's Equine Sciences Program. ●





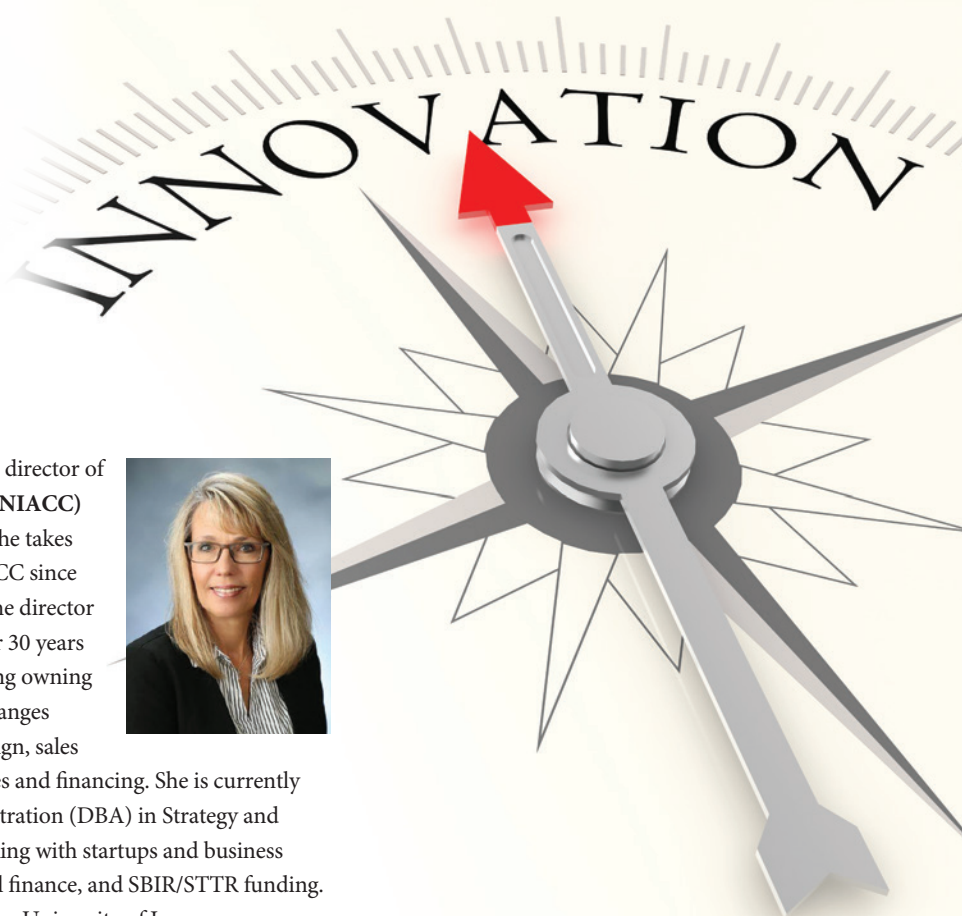
## Tweeted & Noted

Follow us on Twitter @NACCE



## NIACC Welcomes New Center Director

Earlier this year, **Candi Karsjens** was named director of the North Iowa Area Community College (NIACC) **John Pappajohn Entrepreneurial Center**. She takes over for Tim Putnam, who had been at NIACC since 2000. Karsjens joined the center in 2019 as the director of Innovation and Acceleration. She has over 30 years of business and industry experience, including owning several successful businesses. Her expertise ranges across strategic planning, organizational design, sales and marketing strategy, and capital structures and financing. She is currently pursuing her Doctorate of Business Administration (DBA) in Strategy and Innovation. Since 2019 Candi has been working with startups and business owners on growth, strategic planning, capital finance, and SBIR/STTR funding. She is the lead instructor for Venture School, a University of Iowa program. modeled after the NSF iCorps program for startups. **Congratulations!** ●







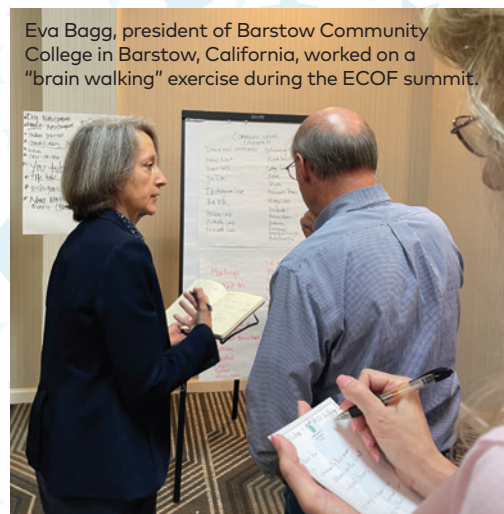
Above: EOCF pilot college teams met in Charlotte, North Carolina, in June for the "Joy of Discovery Ideation Workshop" led by Bryan Mattimore (center).



Right: Podcast guest and author Shemekka Stewart-Isaacs presented a copy of her book to NACCE's Rebecca Corbin.



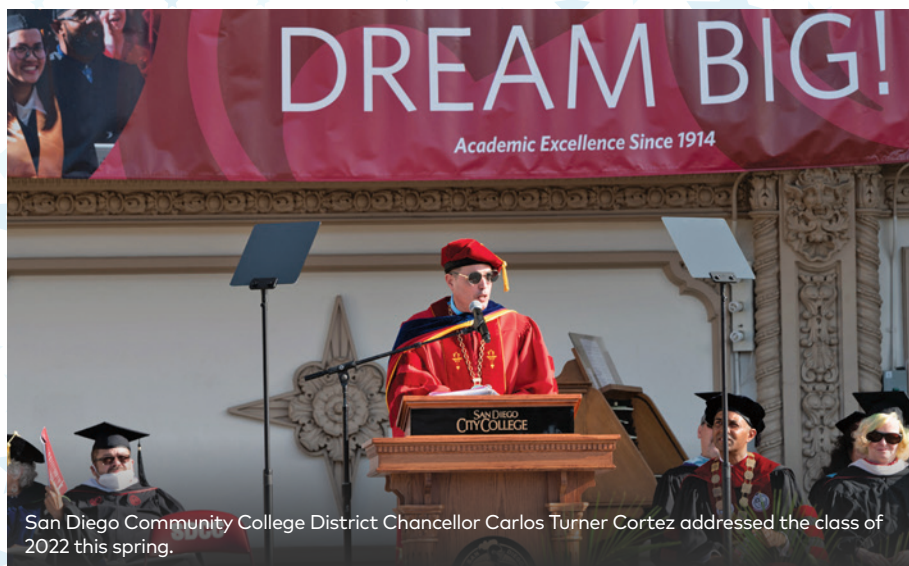
June Evans, director of the Center for Entrepreneurial Development and Corporate Training at Prince George's Community College in Largo, Maryland, recorded group suggestions during a session in which college teams ideated solutions to challenges.



Eva Bagg, president of Barstow Community College in Barstow, California, worked on a "brain walking" exercise during the ECOF summit.



Jason Gillikin and CeeCee Huffman, of Earfluence, have helped NACCE expand and enhance its podcast.



San Diego Community College District Chancellor Carlos Turner Cortez addressed the class of 2022 this spring.





# REVOLUTIONARY THINKING

## NACCE BOSTON 2022

Save the Date  
OCTOBER 2 - 5



NACCE's Annual Conference and 20<sup>th</sup> Anniversary Celebration will take place at the Boston Park Plaza Hotel - in the state where NACCE got its start! This year's event will invigorate you and your teams with fresh ideas, strategies, and approaches for tapping into entrepreneurship.

### THIS YEAR'S HEADLINERS:

**PAM EDDINGER**

President, Bunker Hill  
Community College, Boston, MA

**MICHAEL BASTON**

President, Cuyahoga Community  
College, Cleveland, OH

**CARLENE CASSIDY**

CEO, The Phillip E. and  
Carole R. Ratcliffe Foundation,  
Annapolis, MD

**BRYAN MATTIMORE**

Co-founder, Chief Idea Guy, Growth  
Engine Innovation, NY & Norwalk, CT

**CHRIS LEWIS**

Associate Vice President of Academic  
Affairs, Aims Community College,  
Greeley, CO

**JEN WORTH**

Senior VP, Workforce and Economic  
Development, American Association of  
Community Colleges, Washington, DC

**BRIAN CAPUTO**

President, College of DuPage,  
Glen Ellyn, NY

**SONIA RODRIGUEZ THORN**

Assistant Vice President of  
Academic Affairs, Pasco-Hernando  
State College, New Port Richey, FL

### BREAKOUT TRACKS:



LEADER



EDUCATOR



CHANGE MAKER



COMMUNITY BUILDER

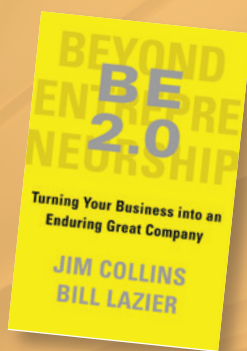


NEW TO NACCE

**BE 2.0 (Beyond Entrepreneurship 2.0) Turning Your Business into an Enduring Great Company**  
By Jim Collins and Bill Lazier  
(Penguin Audio, 2020)

BE 2.0 has been a valuable read as we continue to design and develop MakerUSA. The book takes Collins' many bestsellers and distills them into an updated framework with new insights. In particular, "The Map" is a very helpful graphic that pulls together his 30 years of research into an integrated framework for building a company (or nonprofit)! This is a great read for aspiring or active entrepreneurs and for individuals who support entrepreneurs, including faculty.

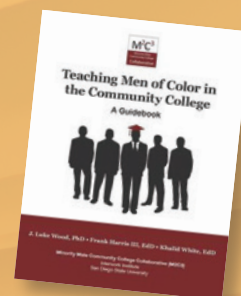
**Colin Lacy**  
Co-founder and CEO, MakerUSA



**Teaching Men of Color in the Community College: A Guidebook**  
By J. Luke Wood, Frank Harris, Khalid White  
(Montezuma Publishing, 2015)  
(Summer Book Club recommendation, Hocking College)

As Hocking continues to grow, our student population will continue to diversify. One of the largest groups in need of all-around support are our male students of color. This book, along with the supplemental texts, will equip us as faculty, staff, and administrators with skills and resources.

**Casanova Green**  
Journalism Program Manager, Hocking College



Continued from page 7

looking forward to collaborating with them in the future," she said.

At NACCE, we believe that entrepreneurial mindset and action, activated at the personal and professional level, is what will transform colleges and communities. Natalie's expression of joy of the workshop experience and



excitement about future collaboration aligns with the Entrepreneurial College of the Future initiative and NACCE's commitment to meeting the needs of students in the 21st century. What better way to observe NACCE's 20th anniversary than to celebrate the founding principles of entrepreneurship that help make NACCE what it is today! ●

Contact: corbin@nacce.com



Members of the NACCE team included (left to right): Gail Johnson, Rebecca Corbin, and Katie Gailes.

**"We thought that Ratcliffe Foundation grantees might benefit from engagement with the NACCE network."**

**CARLENE CASSIDY, CEO, THE RATCLIFFE FOUNDATION**



**Fox Valley Technical College** in Appleton, WI, announced the selection of three key leadership positions: **Jennifer Lanter** has been named vice president for Learning and Chief Academic Officer; **Elizabeth Burns** has been selected as vice president for Student Success; and **Rayon Brown** will continue to serve as vice president for Diversity, Equity, and Inclusion. All three will serve as members of the FVTC executive team **Congratulations!**

**The San Diego Community College District** has received a \$975,000 federal grant to expand a program that provides free online textbooks and resources to students. The grant money will be used to develop more low-cost print options or zero-textbook-cost courses, which use digital materials that are free to students. Textbook prices, which have risen more than 800 percent since 1978, can be a prohibitive cost for many students, who on average spend about \$1,200 a year for books. “The cost of buying textbooks can often be more than our students are paying to take classes at our colleges,” said **Carlos O. Cortez**, chancellor of the San Diego Community College District. “Offering more zero-textbook-cost classes is part of our district’s commitment to making sure all students have access to education.”



**Laramie County Community College (LCCC)** in Cheyenne, WY, has announced the development of a Respiratory Therapy program at the college. LCCC recently received the final piece of funding support to develop the new program through the Wyoming Works Program. This funding will be combined with a financial commitment from Cheyenne Regional Medical Center, allowing LCCC to plan for a tentative student start date in the fall of 2024. The establishment of this new program will help to address the growing need for respiratory therapists in Wyoming. Currently, there is only one Respiratory Therapy program in Wyoming, offered by Casper College. With the launch of the program at LCCC, the college will not only be able to assist with the shortage of respiratory therapists in Wyoming, but also help address shortages in Nebraska and Colorado.

In June, **Northeast Community College** in Madison, NE, was recognized for its work in agriculture during an event celebrating the number one industry in the region. The Norfolk Area Chamber of Commerce, in conjunction with the Madison Area Chamber of Commerce, presented the college with its “2022 Agriculture Business of the Year Award” at its 7th Annual Northeast Nebraska Ag Banquet at the Madison County Fairgrounds. The banquet recognizes area producers and ag businesses in Antelope, Boone, Madison, Pierce, northern Platte, Stanton, and Wayne counties for their contributions to the economic well-being of area communities.



**Prince George’s Community College (PGCC)** in Largo, MD, announced that its cyber defense program has been designated as a National Center for Academic Excellence in Cyber Defense (CAE-CD) by the National Security Agency (NSA). The selective five-year designation, effective through 2027, constitutes a renewal of the college’s distinction initially instituted in 2014. The CAE-CD designation is reserved for colleges and universities with robust programs that meet the NSA’s standards for cybersecurity and demonstrate a commitment to academic excellence. PGCC is among fewer than 400 colleges and universities nationwide that have earned the designation, which signals to students that their classes will prepare them well for cybersecurity, computer engineering, computer science, and engineering technology careers. The program also ensures that students are sufficiently trained to protect and defend government and business systems against modern cyber threats.

The **Virginia State Board for Community Colleges** unanimously approved new names for a number of colleges. As a result, **John Tyler Community College** will become **Brightpoint Community College**; **Lord Fairfax Community College** will become **Laurel Ridge Community College**; and **Patrick Henry Community College** will insert an ampersand in its name, becoming **Patrick & Henry Community College**, highlighting the names of the counties that it serves. The board also approved a recommendation from the local advisory board of **Dabney S. Lancaster Community College** to change its name to **Mountain Gateway Community College** effective July 1, 2022. **Thomas Nelson Community College** has also changed its name to **Virginia Peninsula Community College**.



## NACCE Members: Join in the celebration of our 20th anniversary.

Give us three things you’ve learned while growing your entrepreneurship program. We’ll publish the best submissions. Send to: [editor@nacce.com](mailto:editor@nacce.com).



# Angella Kevas & Dennis Sullivan

## ORGANIZATION

Community College of Baltimore County –  
Center for Business Innovation

## OCCUPATION

D.S. – executive director of CBI and associate professor at the college teaching marketing, entrepreneurship, and economics. I am more of the “strategy guy” and “marketing guy” who comes up with the crazy ideas.

A.K. – project director of the CBI. I am more of the “detail person” and grounded one who can offer a voice of reason. We make a good team because in the end we usually come up with something much better than each could have done on our own.

## GOALS AS E-SHIP EDUCATORS

- promote entrepreneurship among students and alumni, especially the entrepreneurial mindset
- foster economic development in the community
- help students apply classroom concepts to real-world challenges

## PHILOSOPHY

We believe that the entrepreneurial mindset is a life-long skill that can be used whether someone is working for themselves or someone else. This is a skill that can be taught and is one of the most valuable skills that employers are seeking. It is something that can be applied in any industry and in any stage of business development. This philosophy forces us to think about the broader impact we have across all curriculum and all stages of life.

## WHAT INSPIRED YOU TO CREATE AND HOST “B'MORE BOLD BUSINESS CONFERENCE FOR INNOVATORS AND ENTREPRENEURS”?

Over the years, we have worked with 4,000 aspiring entrepreneurs, mentors, and business owners from the community, faculty at CCBC, and other colleges and universities. We wanted an opportunity for everyone to come together to share ideas, get guidance they can use, and build meaningful relationships. We have a lot of programs

and we saw the opportunity to bring everyone together under one roof.

## WHAT GOT YOU INTERESTED IN YOUR WORK?

D.S. – Like many others in community college education, I am an accidental professor. I ran several businesses prior to coming to CCBC and I continue to run a marketing consultancy that I began 15 years ago. Many students tell us they are looking to start businesses either right away or at some time in the near future. Our courses don't teach students how to turn an idea into a business. I started the Center for Business Innovation 10 years ago to help teach students that process and how to apply the entrepreneurial mindset.

A.K. – Before I started working at CCBC's Center for Business Innovation, I worked for 23 years at a non-profit human service agency's career center where we helped individuals of all ages and abilities find and maintain employment. When I needed a change, I asked myself where I could continue to help people become self-sufficient and succeed. Being a CCBC alum, and knowing and believing in its mission, I knew that was the next place I wanted to work. With my work, I can continue helping people, especially those aspiring to become small business owners through various program activities.

## SUCCESS IS...

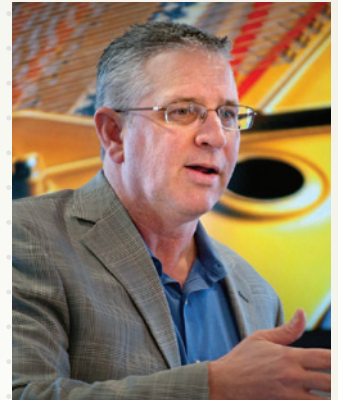
D.S. – Making a difference in the lives of others.

A.K. – Success is trying your best at whatever makes you happy!

## PET PEEVE

D.S. – Not responding to emails.

A.K. – Using “reply-all” on a work email when the person should have just replied to the sender.



## FAVORITE QUOTE

D.S. – “Always do your best. What you plant now, you will harvest later.”

– Og Mandino

A.K. – “Winning isn't everything but wanting to win is.”

– Vince Lombardi

## CURRENT PROJECTS

We are always looking to do more, for better or worse, for richer or poorer. In addition to our Business Plan Competition, our “Think & Grow” monthly seminars, our continuing education courses, our student courses, and our new Accelerator program, we are now planning for our third “B'more BOLD Business Conference for Entrepreneurs & Innovators” for 2023. We're planning to build on the success we had this year with 278 registrants, 13 exhibitors and sponsors, and continue to help more people start, grow, and fund their businesses.

## WHAT IMPACT HAS NACCE HAD ON YOUR COLLEGE'S ENTREPRENEURSHIP EFFORTS?

NACCE's annual conference is always a must-attend event for us because it is a huge opportunity for us to learn about what's working, hear other innovative and creative ways people are serving entrepreneurs on their college campuses, and network with other like-minded people. What we've learned over the years has really helped us shape our program to better serve our students, alumni, and entrepreneurs in the community.

# The Entrepreneurial College of the Future The Joy of Discovery

Thank you to our 15 trailblazing community colleges serving over 200,000 students with combined foundation assets of a half billion dollars that will be co-creating new tools, resources, and innovative practices for solving today's challenges at #NACCE2022 in Boston, MA October 2 – 5. An additional 65 colleges are co-creating a database of innovative resources that you can replicate in your community. The Joy of Discovery Ideation workshop in June in Charlotte, North Carolina, kicked off the first major undertaking of a journey that provides a framework and practices for all 1,100 community colleges nationwide to adopt in 2023 and beyond.

The 15 community colleges selected for the pilot include:

- Barstow Community College (CA)
- City College of San Francisco (CA)
- Houston Community College (TX)
- Indian River State College (FL)
- Laramie County Community College (WY)
- Northeast Community College (NE)
- Ocean County College (NJ)
- Pasco-Hernando State College (FL)
- Patrick & Henry Community College (VA)
- Pellissippi State Community College (TN)
- Pima Community College (AZ)
- Prince George's Community College (MD)
- Roane State Community College (TN)
- SUNY Rockland Community College (NY)
- Vance-Granville Community College (NC)

