



## REVOLUTIONARY THINKING NACCE BOSTON 2022

---

**Monday, October 3, 2022**

**10:15am – 11:00am: Concurrent Breakout Sessions**

**Advancing a Culture of Care through Strategic Engagement: A Model for Institutional Excellence and Student Success (Statler) *Leader***

Tallahassee Community College is uniquely positioned within the state of Florida servicing three counties. The College's zip code, 32304, is deemed the poorest in Florida with 60% of students identifying as non-white. In an effort to address both equity and access, the college developed a college-wide CARE model in partnership with faculty, staff, and students. Utilizing design-thinking sessions, numerous strategies were applied including embedding student supports and developing a personalized learning model for incoming students. Within two years of implementing this model, student success rates rose by nearly 9% college-wide among all FTIC students and 3% among all students across ALL demographics including Black and Hispanic. Through the College's Equity through CARE, spring 2022 data revealed a 4.1% decrease in achievement gaps. This session will highlight the outcomes from these efforts including strategies and methods used to build institutional culture, expand entrepreneurial opportunities in partnership with NACCE and increase student success rates campus-wide. Participants will work in teams to identify and map out steps to begin the process for developing student success models as it relates to navigating and influencing institutional culture.

**Dr. Angela Long**, Chief Engagement Officer, Tallahassee Community College

**Dr. Renee Gordon**, Director, STEM Programs, Tallahassee Community College

**Entrepreneurship as a Holistic Approach: Strategies for Community Colleges to Expand Regional Socio-economic Advancement (Berkeley/Clarendon) *Change Maker***

Pasco-Hernando State College (PHSC) serves two counties where the median wage is more than \$7,000 below the Florida average.

The college's mission is straightforward about addressing this gap "by providing affordable, accessible, and diverse educational experiences that empower students to achieve academic success, personal enrichment, and socio-economic advancement." Achieving higher annual wages across an entire region is a complex challenge that no single entity can resolve alone.

That said, one method PHSC has identified, building the internal capacity for entrepreneurship education and training, is engaging and helping to expand the small business community in its footprint. To start, PHSC partnered with the Entrepreneurial Learning Initiative (ELI) to instill an entrepreneurial mindset in faculty across disciplines.

Next, one of the initiative's key leaders, Jim Myers, Assistant Professor of Business Administration at PHSC, was tasked with helping instill an entrepreneurial mindset into program curriculum as part of a larger college initiative focused on entrepreneurship as a holistic approach. Myers identified an opportunity to use the Ice House program directly in introduction to entrepreneurship, redesigning the course from a small-business management focus to one of problem solving and discovery. These are hallmarks of true entrepreneurship. Students are no longer starting with the end product and working backwards, but are focused on the process with a specific focus on interacting with stakeholders. This builds skills like critical thinking, risk propensity, and branding while giving students insight into what it's really like to start and run a business from a practical standpoint.

**Gary Schoeniger**, CEO & Founder, Entrepreneurial Learning Initiative

**Sonia Thorn**, Assistant Vice President of Academic Affairs, Pasco-Hernando Community College

**Jim Myers**, Assistant Professor of Business Administration, Pasco-Hernando Community College

### **Bringing QuickBooks into your Classroom** (Georgian) **Educator**

Intuit will share how your students can take advantage of a real-world tool to learn bookkeeping, progress in their accounting career journey, and become an entrepreneur with mastery of their finances. Come join this session to learn how you can bring this free resource into your classroom.

**Neil Higgins**, Business and Accounting Instructor, Cuesta College

### **Personal Stories to Inspire Entrepreneurs** (Arlington) **Educator**

Learn how sharing personal stories can connect and inspire people around us in our entrepreneurial journey and the power of empathy and connectedness to find the right people to build projects from idea to a sustainable business.

**Farshid Mirzaei**, Co-Chair – Business, Engineering, Information & Technology, Norco College

**A Blueprint for Proven and Repeatable Community Impact: How You Can Start a Launch Program & Nurture Small, Main Street Businesses through Training, Mentoring, Networking, and Access to Capital** (White Hill) **Community Builder**

In this session, you will learn how LaunchWakeCounty has, over the past five years, graduated over 600 homegrown, main street businesses across nine towns in Wake County, North Carolina. 70% of them have been minorities and or women. The program has expanded to other areas of North Carolina, as well as Colorado, Michigan, Texas, and Great Britain. The program provides the four things that research indicates entrepreneurs need to succeed: training, mentoring, networking, and assistance finding capital. Using a collaborative, community-based approach, these entrepreneurs are able to bloom where they are planted, contributing to the sense-of-place for their hometowns and creating jobs for their friends, relatives, and neighbors.

**Chris Weeks**, Director of Entrepreneurship, StartUp at Wake Technical Community College

**Everyday Entrepreneurs** (Whittier)

A session on research and tools to inspire the entrepreneurial mindset in every student regardless of background. Led by the Singleton Foundation for Financial Literacy and Entrepreneurship, this session introduces Slynghot - a new platform that makes it possible for everyone to become an everyday entrepreneur.

**Ryan Groves**, Head of Entrepreneurship, the Singleton Foundation & Co-founder of Slynghot  
**Landon Phillips**, Head of Innovation, the Singleton Foundation, & Co-founder of Slynghot.

**Monday, October 3, 2022**

**11:15am – 12:00pm: Concurrent Breakout Sessions**

**Rural Entrepreneurship & Technology Tools to Facilitate Access Innovation in Community Colleges**  
(Statler) **Leader**

On the long journey back to economic normalcy, entrepreneurship has never been more important or more challenging. Learn how community colleges are adapting to the new reality facing entrepreneurs and small businesses.

**David Ponraj**, CEO, Economic Impact Catalyst

**Establishing a Powerful Team Mentoring Program in Your College** (Berkeley/Clarendon) **Change Maker**

There are many entrepreneurs in your college and your community who want to start or grow businesses. Start up and scale up businesses are far more likely to succeed when the founders can draw on advice and guidance from a team of unconflicted mentors with proven skill and experience. In 22 years of MIT VMS operation our mentors have advised over 5000 entrepreneurs in 3200 ventures. What we have learned through experience has developed into a unique model that is very effective and sustainable. To date we have also trained 117 colleges and economic development organizations from 26 countries and 28 states to adopt the model for their own internal formal mentoring programs.

**Louis Goldish**, Senior Venture Advisor MIT Venture Mentoring Service (VMS)

**Solve CC - Student Agency Innovation** (Georgian) **Leader**

How do you enable students to develop a mindset of success? Join this interactive session to learn how students' solving community challenges impacts their aptitude to learn, collaborate, and build practical skills to enter the workforce with confidence.

Mojdeh Eskandari, President & CEO, Solve CC  
Dr. Caron Sada, Residential Faculty, Psychology, Paradise Valley Community College

**Metamorphosis during Unconventional Times: Defining Your New Trajectory** (Arlington) **Educator**

What will your 'new normal' look like? After two years of living with uncertainty, now is the time to emerge into a new era with confidence and the resiliency we have all had to learn by finding new or

updated methods in entrepreneurial programming, adjusting to changing times to reach learners and community members that are reluctant or unengaged and utilizing new methods and technologies to reinvent and reinvigorate your students, campus and community.

**Matt Poyle**, Program Coordinator, NEO LaunchNET, Lorain County Community College

**Best Practices for Building out an Entrepreneurial Ecosystem through Collaboration** (White Hill)  
**Community Builder**

This workshop will provide best practices for fostering a collaborate culture between entrepreneurs and community colleges. Key points that will be highlighted include attracting and inspiring great talent, embracing an entrepreneurial mindset and using education to support the development of an entrepreneurial culture that can influence the workforce and economic develop strategies for your area.

**Dr. Kimberly A. Moore**, Vice President for Workforce Innovation, Tallahassee Community College  
**Desiree Gorman**, Director of Special Projects & Innovation, Tallahassee Community College

**How to Document Skills & Knowledge Gained at the Community College: Certification? Badging? Completed Projects?** (Whittier) **Educator**

Community Colleges serve a number of populations with different goals. One person might need certification to prepare for entering the Workforce. Another might want to get a head-start on earning credits to transfer to a 4-year institution. Another might take a continuing education course to develop a skill or technique that would allow them to follow a dream or start a new business. In this Round Table discussion, join us to share/learn how different institutions document the skills and knowledge obtained for employers, 4-year institutions and personal enjoyment. Along the way, consider how to market to those different populations.

**Sallye Coyle**, Director of Community Outreach, ShopBot Tools, Inc.

**Monday, October 3, 2022**

**2:45pm – 3:30pm: Concurrent Breakout Sessions**

**Unicorn Entrepreneurship: How Community Colleges Can Lead the Third Wave of Entrepreneurial Education** (Statler) **Leader**

Entrepreneurial education (EE) today is mainly focused on small business or venture capital (VC). Community colleges (CCs) may find that they can help more entrepreneurs and students by teaching the how unicorn-entrepreneurs (UEs) built billion-dollar companies with smart strategies and skills.

**Dileep Rao**, Clinical Professor of Entrepreneurship, Florida International University

**Community Cultural Wealth Entrepreneurship for the Future of Work** (Berkeley/Clarendon) **Change Maker**

Utilizing Yusso's (2005) Community Cultural Wealth (CCW) theory as an approach to sustaining students' work base learning to support their community. A pilot group of students from the computer information systems apprenticeship program to identify small business within their community to conduct their on the job (OJT) hours to support the online desk support specialist work for BIPOC entrepreneurs. The session will review the model approaches, the impact of asset base CCW theory for BIPOC small business entrepreneurs, and students' efficacy to support entrepreneurs within their community. Key actions steps to this approach will be presented through an engaging activities format.

**Maniphone Dickerson**, VP of Strategic Partnerships & Workforce Innovation, San Jose City College  
**Renee Alvarez**, Dean of Academic Success & Student Equity, San Jose City College

**Creative Entrepreneurship Studio** (Georgian) **New to NACCE**

At the Maryland Institute College of Art (MICA) / Ratcliffe Center for Creative Entrepreneurship (RCCE), design leadership and entrepreneurship have melded into the "Creative Entrepreneurship Studio". In partnership with the Career Development office, the RCCE launched a pop-up in-house studio run by an industry leading brand architect, Andre Bean Vaseghi, who worked with MICA student interns to develop a start-up creative package for an award winning student venture.

The CE Studio's mission is to leverage MICA's talent to produce start-up creative packages to authentically tell impact-driven stories that further design leadership & entrepreneurship. Leading entrepreneurship & innovation centers will commission the CE Studio to develop start-up creative packages for award winning BIPOC, women owned, LGBTQ, and/or economically disadvantaged ventures to obtain competitive digital assets that advance their mission driven organizations.

Hear from its Pilot Lead/Associate Director for Creative Entrepreneurship, Stacy Stube and Program Coordinator, Joy Weems as they share how pilot program based testing can bridge design opportunity gaps through dynamic integrated initiatives.

**Stacy Stube**, Associate Director for Creative Entrepreneurship, Maryland Institute College of Art  
**Joy Weems**, Program Coordinator, Maryland Institute College of Art

**Merging the “Real World” and the Classroom: How the University of Baltimore Uses Philanthropy to Transform Academic Entrepreneurship** (Arlington) **Educator**

Attend this session with staff from the University of Baltimore’s Center for Entrepreneurship and Innovation to learn about a novel teaching model that combines experiential learning, academic degree attainment, and student venture creation. Participants will hear how UBalt leverages philanthropic support from the Ratcliffe Foundation to operate a program designed to nurture the Entrepreneurial Mindset through a symbiotic relationship between academics and working entrepreneurs. This unique, two-year Entrepreneurship Fellows program balances classroom theory with periods of hands-on experience, prior to graduation. Students in the program engage in an alternative academic study—gaining practical experience by developing a business of their own, working side-by-side with expert entrepreneurs and faculty, with access to vital resources, in a cohort-based support system—all while receiving four semesters of fully-funded tuition, fees, and a financial stipend for living expenses. The intended outcome is for attendees to discover how student entrepreneurs, when encouraged to think beyond the pitch competition and apply what they’re learning in the classroom and the boardroom, can form a sustainable, revenue-generating business enterprise. This session also will show you how to replicate this model in your institution.

**Henry Mortimer**, Director, Center for Entrepreneurship & Innovation, University of Baltimore  
**Kathea Smith**, Assistant Dean-Enrollment, Academic Affairs and Student Services, Merrick School of Business, University of Baltimore

**Supporting Under-represented Entrepreneurs through Education, Mentorship and Seed Funding** (White Hill) **Community Builder**

To truly effect systemic change in the small business ecosystem, it is essential that disruptors in the form of investors not only increase capital for underrepresented entrepreneurs, but strategically support business owners who also understand and have goals within its business model to advance racial economic justice.

**Lourdes Ramboa**, Faculty, Tarrant County College  
**Dr. Zarina Blankenbaker**, President, Tarrant County College – Northwest Campus

**STRIVE: Veteran Entrepreneurship Program** (Whittier)

Learn why veterans are 45% more likely to pursue entrepreneurship when compared with non-veterans and how to deliver an entrepreneurship program that resonates with veterans. Participants will hear from NACCE Member colleges in the STRIVE consortium and our partner at the Institute for Veterans and Military Families about this impactful program and how to participate in 2023.

**Dr. Andy Gold**, Faculty, Hillsborough Community College

**Beth Kerly**, Faculty, Hillsborough Community College

**Desheun Hines**, Hillsborough Community College (

**Jarod Perkioniemi**, Associate Director, Institute for Veterans and Military Families

**Dirk Soma**, Kaua'i Community College

**Dr. Rick Brown**, Salt Lake Community College