



2020
NACCE
ANNUAL
REPORT

Letter from the President and CEO

On behalf of the NACCE team, I want to thank our partners, our members, and our board for contributing to the growth and success of NACCE, especially this year. I also want to welcome you to NACCE's 2020 annual report.

This has been a year like no other in modern times. Together, we have faced a pandemic, economic decline, and social unrest. With leadership from our board, staff, and members, NACCE as a community practiced the entrepreneurial method – continually focusing on opportunity, pivoting, and learning from the success or failure of new technologies and approaches. Thankfully, we ended the year on a positive note, having accomplished much. Highlights include:

- Expanded our staff and opened a new headquarters in North Carolina
- Created two new centers of practice focused on global and women's entrepreneurship
- Continued to grow our membership and engagement in new platforms
- Launched the Everyday Entrepreneur Venture Fund (EEVF) program, raising an additional \$1.2 million for the program
- Engaged every member of our board in the thought leadership of a series of events
- Published our second book, *Impact ED: How Community College Entrepreneurship Creates Equity and Prosperity*.

The future is unknown, and we will surely face challenges and opportunities that at times may seem insurmountable. However, by working together, continually learning and adapting, I'm confident we all will emerge even stronger and more resilient.

Thank you for your support!



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



Meeting Pivotal Challenges with Entrepreneurship

From the COVID-19 pandemic to demonstrations for equality and justice, the spotlight is shining on pivotal issues that affect every aspect of our society, both nationally and globally. Public policy leaders, philanthropists, educators, college presidents, and elected officials must take action to identify and deploy initiatives, both strategic and tactical, to address these challenges.

In light of these challenges, community college entrepreneurship education continues to provide students with the skills, information, mentorship, and access to capital that will result in successful new businesses and job creation. And, for those who do not start businesses, the workforce skills they acquire through experiential entrepreneurship education will allow them to bring needed soft skills to their chosen careers.



Despite the tremendous obstacles presented throughout this transformative year, NACCE continued to grow in 2020. The economic shutdown and disruption inflicted by the pandemic prompted NACCE to deepen its partnerships and cultivate expanded support for its growing membership. It also enabled NACCE to tell the stories of entrepreneurs – many women, people of color, veterans, immigrants, and other under-resourced people – whose community college education prepares them to start on an entrepreneurial path that leads them to the middle class and beyond.

In 2020, NACCE embraced many challenges in these key areas:

ENGAGEMENT NACCE demonstrated its ability to anticipate change, remain flexible, and pivot. Shuttering the doors of its new headquarters from March to August didn't stop the NACCE team from robustly engaging members in new and innovative ways. NACCE quickly developed and offered well-timed professional development opportunities and increased community and member engagement via online offerings. Instead of preserving means, NACCE designated increased financial resources for connecting underserved students and made the strategic decision to invest in Zoom and other digital platforms to build events and virtual offerings for members. This year's annual conference, offered in hybrid form, consisted of a virtual conference

sponsored by Verizon, and an in-person Leadership Summit that was also available remotely. More than 625 people registered for the conference, surpassing all previous attendance records!

EQUITY AND DIVERSITY NACCE's Equity and Diversity Center of Practice fosters entrepreneurial thinking and action to help close the economic and educational gap in historically underserved communities. As part of this commitment, NACCE collaborated with North Carolina Agricultural and Technical State University in Greensboro to host the Mentoring Professional Development Institute. The two-day institute concentrated on empowering and developing mentors professionally, personally, socially, and culturally. Thirty-four Verizon Innovative Learning STEM enrichment program mentors and directors attended the event, concentrating on 21st century work skills such as critical thinking, team building, collaboration, and entrepreneurial mindset cultivation. In the year ahead, NACCE will build on the institute's work by hosting more events and serving as a conduit to help young mentors increase their access to STEM and connections to industry partners. As an important side note, Jeff Smith, NACCE's director of Innovation and Equity, responded directly to NACCE members about the nationwide protests calling for social and racial justice reform. He led a collective forum for many NACCE members to explore what they could do personally and organizationally to take a step forward.







GROWTH NACCE's expanded team increased member resources and formed diverse partnerships. One of these was Higher Logic, resulting in NACCE's new members-only social networking community, "NACCE Meets." Additional collaborations included: Credly (digital badging); UpLiftNow (barter trading); Makers + Mentors (maker fellows); and eShow (annual conference virtual platform). Despite the pandemic, several NACCE flagship partnerships expanded, bringing renewed enthusiasm and opportunities to aspiring entrepreneurs. These well-timed expansions included the Everyday Entrepreneur Venture Fund (EEVF), Intuit, and the Ratcliffe Foundation's Pitch for the Trades competition. The Verizon Innovative Learning STEM enrichment programs remained intact, graduating more than 4,000 students, including those from 40 NACCE participating colleges. Also during 2020, NACCE established two new centers of practice: Women in Entrepreneurship and Global Entrepreneurship.



LEADERSHIP NACCE's visibility and reputation as an innovative, reliable, and responsive partner was evident through its involvement in several high-profile forums, including the USA National Reform Agenda, which included television interviews with NACCE President and CEO Rebecca Corbin. In February, she was asked to serve as a keynote speaker at the prestigious Bellwether Awards, a national event showcasing the most impactful community colleges and best practices. In December, Corbin and two distinguished entrepreneurship faculty members and co-authors, Andy Gold and Mary Beth Kerly, participated in a nationally broadcasted webinar to launch NACCE's new book, *Impact ED: How Community College Entrepreneurship Creates Equity and Prosperity*. Published in response to the global pandemic, the book's impact is being felt throughout the U.S., Canada and beyond. Finally, NACCE broadened its leadership in all 50 states by contributing to the United Nation's Sustainable Development Goals global agenda through its new Global Entrepreneurship Center of Practice.



SERVICES NACCE vastly improved its website, easing navigation and bolstering its resource compass. Knowledge-sharing increased via articles, key take-aways, and member highlights. A newly invigorated blog program with an expanded number of subject-matter experts offered insights on a wide array of topics. NACCE also increased its offerings of webinars, institute courses, training and professional development programs via the website and through additional platforms. During the shutdown, NACCE staff worked remotely, devoting countless hours to planning and delivering these new offerings virtually to members.

January	February	March	April	May	June
<p>Two NACCE member colleges named "50 Best Maker Spaces"</p> <p>STRIVE</p> <p>Call for guest bloggers; expanded number of contributors</p>	<p>New NACCE headquarters, Cary, NC</p> <p>National Entrepreneurship Week Celebration</p> <p>Mentoring Council Institute</p> <p>Bellwether Awards: Rebecca Corbin, keynote speaker</p>	<p>Vita Navis launch through partnership with Myers-Briggs</p> <p>Website redesign and expanded services</p> <p>RAISE Summit: student-led forum focused on rural entrepreneurship</p> <p>Rural Students & Communities Act: Senate hearings involving NACCE</p>	<p>EEVF Phase II launch</p> <p>Virtual Amazon Small Business Academy pilot with six NACCE member institutions</p> <p>NACCE COVID-19 response: webinar, events, videos, blogs, fundraising</p>	<p>Intuit Financial Management Pilot: Phase II</p> <p>Leading Ladies launch</p> <p>Ratcliffe Foundation award, expanded partnership</p> <p>PHILIP E. & CAROLE R. RATCLIFFE FOUNDATION</p>	<p>2020 VIL graduates; 40 schools participating</p> <p>Drone Workforce Development Series: 4 webinars, 200+ attendees, 2,552 person training hours</p> <p>Uplift Now: entrepreneurs leverage their products and services in trade with others</p>
	 				

NACCE 2020 Snapshot

Results

NACCE established its first *named* center of practice, the Philip E. and Carole R. Ratcliffe Foundation Center of Entrepreneurship and Innovation.



Carlene Cassidy (right), CEO, The Ratcliffe Foundation

Expanded Programming

NACCE initiated or increased member participation in these areas:

- Eleven additional NACCE member colleges completed the second phase of **Intuit's** Financial Management for Entrepreneurs Curriculum Initiative pilot program, an expansion of the inaugural program started in 2018-2019 with six NACCE member colleges.
- More than 70 NACCE schools used the Michelson IP curriculum in their classrooms during 2020, up from 50 in 2019. Since 2016, NACCE has partnered with the **Michelson 20MM Foundation** to close the IP education gap in community colleges.

- In the second phase of its partnership with the **Everyday Entrepreneur Venture Fund (EEVF)** program, NACCE welcomed five new colleges.
- The **VitaNavis®** platform, made available through partnership with **Myers-Briggs**, provided students access to critical tools to help them make informed decisions about career choices.

Milestones

Despite the pandemic, NACCE was able to:

- Launch the **Maker Fellows**, a new program by Citizen Schools' Makers + Mentors Network in partnership with community colleges, Historically Black Colleges and Universities (HBCUs), school districts, and community partners across the country. Through the program, 25,000 K-12 students obtain access to maker-centered learning opportunities
- Start more than 50 businesses through the EEVF program with a total of nearly **\$600,000** expended through students grants or loans. The program stands to grow in the year ahead with the launch of more than 100 businesses by the end of 2021
- Open a **new national headquarters** at Wake Tech Community College in Cary, North Carolina
- Exceed all previous Annual Conference attendance by drawing **625+ participants** to the hybrid conference
- Make **global connections** through the Global Solutions Sustainability Challenge. Three of the top competitors in the challenge were NACCE members.

July	August	September	October	November	December
<p>Digital Badging launch, Credly's Acclaim platform</p> <p>make/SHIFT Virtual: 10 webinars, 910 person training hours</p> 	<p>Addition of Maker Fellow</p> <p>Women E-ship Leadership Council launch in nine states & DC</p> <p>Launch of Women in Entrepreneurship Center of Practice</p> <p>Expansion of Michelson 20MM Foundation Intellectual Property partnership with the addition of six IP Educators in Residence</p> 	<p>NACCE Meets</p> <p>Digital badging growth: 4,000 badges in 12 categories</p> <p>Makers + Mentors Network, a Citizen Schools STEM initiative, connecting 25,000+ K-12 students to maker-centered learning opportunities</p> 	<p>NACCE 2020 Leadership Summit & Virtual Conference: participants from 40 states; 100+ speakers</p> <p>Pitch for the Trades, presented in partnership with the Ratcliffe Foundation: five winning colleges awarded \$125K</p> <p>Kickoff of NACCE/Intuit's Design for Delight (D4D) training partnership</p> 	<p>Celebration of Verizon's "Best Commitment to Education Award," from the U.S. Chamber of Commerce</p> <p>Global Entrepreneurship Center of Practice launch</p> <p>Global Entrepreneurship Week; introduction of plans for "Making Our Way Forward" bimonthly podcast</p> 	<p>Cary Chamber's Business of Women: Rebecca Corbin, featured speaker</p> <p><i>Impact ED</i>, NACCE's second book published</p> 

Best Practices, Diversity, and the NACCE Network

Additionally, NACCE was able to:

- Co-sponsor a student-led summit to boost rural entrepreneurship in collaboration with North Iowa Area Community College's John Pappajohn Center and New Mexico State University
- Lead a "Preparing the Drone Workforce" professional development workshop series that attracted over 200 attendees



Maker students

- Host make/SHIFT Virtual, attracting 117 attendees from 28 states and 79 colleges and organizations. This week-long maker event was the kick-off for the NACCE Making Center of Practice's involvement in the Citizen School's Maker Fellows program
- Create a first-of-its-kind Mentoring Professional Development Institute, exploring professional development opportunities in equity, diversity, and mentoring
- Establish the Women in Entrepreneurship Center of Practice and launch the Women's Entrepreneurial Leadership Council.



Student-led summit on rural entrepreneurship in collaboration with North Iowa Area Community College and New Mexico State University

Resources for Members and Leaders

NACCE's redesigned website and updated technology streamlined services, making multiple resources easily available, including:

- The NACCE Leadership Summit
- NACCE Meets
- Numerous online tools for teaching and working remotely
- Open education resources, including SBA updates and virtual Intuit Teacher Training
- Digital Badging
- NACCE's YouTube channel (increased subscribers by 77 percent).



A student intern with Rebecca Corbin at the Senate hearings for Rural Students and Communities Act



NACCE Serving Members

Tapping creativity and technology, NACCE was able to:

- Deliver 52 webinars with 1,876 participants and facilitate 1,358 meetings with 8,229 participants through Zoom
- Deliver 41 webinars with 744 attendees through GoToWebinar®
- Provide 77 training sessions, totaling 4,984 hours to over 2,000 people
- Facilitate more than 180,000 calls and emails, assisting members and partners with information and referrals to program resources.



Chip Weismiller, co-founder of the Everyday Entrepreneur Venture Fund



Middle School students in Verizon's VIL program from North Carolina Agricultural and Technical College

Verizon Innovative Learning

In June, the Verizon Innovative Learning Young Men of Color & Rural Young Women programs hosted a virtual graduation for their students throughout the country. More than 4,000 students participating in the programs were invited to attend a live-streamed video celebration along with family and friends. Forty-nine NACCE member colleges participated in the VIL program during the 2019-2020 school year. This past year, Verizon won the prestigious “2020 Best Commitment to Education Award” sponsored by the United States Chamber of Commerce Foundation. The award is one of six national “Citizens Awards” prizes given annually by the chamber.



Middle school girl from the Verizon VIL program at Roane State Community College

NACCE in the News

In 2020, NACCE expanded its regional and national visibility via the following:

- NACCE President and CEO Rebecca Corbin participated in a televised roundtable on the 21st century world of work on PBS’ *Carolina Business Review*.



- *Community College Daily* published a lead article, “Embracing the Gig Economy,” featuring NACCE.



- *WRAL Tech Wire* highlighted Rebecca Corbin as the featured speaker at the Cary, North Carolina Chamber of Commerce.
- *The Guardsman*, City College’s award-winning student-run newspaper, ran a lead article on NACCE and the Pitch for the Trades Competition, presented in partnership with the Ratcliffe Foundation.

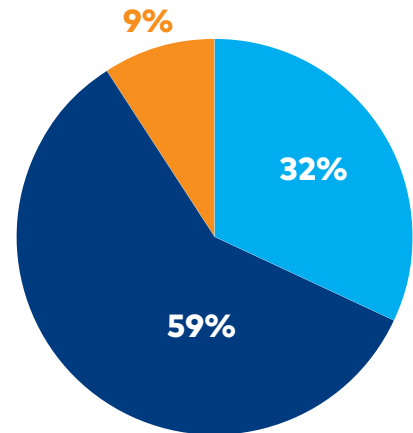
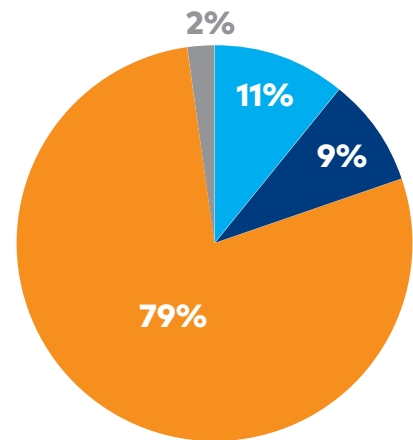


- NACCE’s Rebecca Corbin served as the keynote speaker at the 2020 Bellwether Awards at the Community College Futures Assembly, sponsor of the highly coveted awards. Ten NACCE members were among the 30 finalists.
- NACCE’s Twitter account generated 345,700 impressions with an average of 994 impressions per day.



Financials

REVENUE SOURCES	\$ AMOUNT	% TOTAL
Membership	\$302,475	11%
Member Dues		
Partnerships		
Trainings, webinars		
Journal ads		
Annual Conference	\$250,928	9%
Support for Colleges	\$2,234,076	79%
Registrations		
Sponsorships		
Interest & Investment Income	\$57,765	2%
TOTAL REVENUE 2020	\$2,845,245	100%
OPERATING EXPENSES		
Personnel	\$851,285	32%
Staff salaries & fringe		
Programming	\$1,569,084	59%
Support for Colleges		
Annual Conference		
Membership Support		
General Administration	\$249,240	9%
TOTAL EXPENSES 2020	\$2,669,609	100%
NET	\$175,635	



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About NACCE

NACCE is an organization of educators, administrators, presidents, and entrepreneurs focused on igniting entrepreneurship in their communities and on their campuses. Its mission is to provide leadership and sustainable, scalable resources to foster entrepreneurial thinking and action in one of the largest entrepreneurial ecosystems in North America. The association represents a dynamic community of technical and community colleges, including more than 2,500 faculty, staff, administrators, and presidents who serve nearly 4 million students.