

COMMUNITY COLLEGE

# ENTREPRENEURSHIP

*A Publication of NACCE*

FALL/WINTER 2021

**ACHIEVING EQUITY**

**THROUGH ENTREPRENEURSHIP**

**Annual Conference  
Highlights Inside**



# Helping students in need become students who lead.

Even as our economy becomes increasingly dependent on technology, millions of students across the country lack access to the digital resources and connectivity they need to thrive.

Since 2012, the Verizon Innovative Learning program has provided over \$850 million in market value towards STEM-related education in under-resourced communities. And in the days still to come, we remain committed to our goal of providing 10 million youth with digital skills training by 2030.

It's Citizen Verizon in action. Our plan for economic, environmental and social advancement. Learn more at [www.CitizenVerizon.com](http://www.CitizenVerizon.com).

**verizon**✓



# Farewell and Looking Forward!

It's been an amazing honor to serve as board chair these past two years for NACCE. I know all of you have the same passion I do in providing education and opportunities for the next generation of young entrepreneurs.

Unfortunately, as with so much of the economy during this past year under Covid, many of the gains made by entrepreneurs took a hit, especially for minority- and women-owned start-ups.

A recent Rand Corporation study from August of this year found that “minority and female business owners were harder hit,” by the effects of the pandemic, in part because both minorities and women have “fewer resources to draw on to sustain their businesses.”

This is a disheartening finding, although not surprising to anyone who understands the resources that an entrepreneur must be able to access to succeed: capital, networking, mentorship and training, and familiarity with legal, business, and governmental practices, processes and regulations, to name a few. The fact is that historically, women and minorities are at a distinct disadvantage right from the start for having these resources readily available.

Entrepreneurship, as we all know, is a game changer, and its effects can reach far beyond simply the creation of wealth. The same Rand article referenced the study in *Urban Affairs Review*, highlighting the growth of Black-



President Olson brought renowned entrepreneur Johnny Cupcake to SMCC where he shared his inspirational entrepreneurial journey with students.

owned businesses in U.S. cities correlating with a decline in Black juvenile violence. These efforts can make or break entire communities, with reverberations that can last for generations.

### Community Colleges as Catalysts

This is also where community colleges need to act as that invaluable link, between reaching deep into the heart of the community it knows and serves and pairing it with those resources necessary for entrepreneurial success. To truly help our community recover from the effects of the pandemic, we may find ourselves having to act beyond simply offering a program or service, but both proactively attracting potential recruits, as well as helping them with a more robust array of assistance, matriculation, and maybe a touch of cheerleading. We already do this with our traditional students – should we do any less for our local entrepreneurs?

NACCE continues to be the premiere organization for this exact effort, bringing needed ideas and best practices to the forefront for people who need them the most. I look forward to many more years of service in NACCE and thank you all for your support over the past years! ●

Shari Olson, Ph.D.  
Immediate Past Chair, NACCE  
President, South Mountain Community College

**“Entrepreneurship, as we all know, is a game changer, and its effects can reach far beyond simply the creation of wealth.”**

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## E Editor's Note

FALL/WINTER 2021

Our final issue for 2021 covers a wide array of topics and ideas, as well as highlights from NACCE's Annual Conference, held October 3-6 in Minneapolis.

In Independence, Kansas, young women are getting free technology, internet access, and next-generation STEM education through the Verizon Innovative Learning (VIL) program. Learn how one company, Skillsline, is equipping students with the essential skills and mindsets they need to succeed.

Seventy percent of students reported that they felt confident in their ability to manage business finance, and 85 percent felt confident in managing their personal finances after completing NACCE/Intuit's offering "Financial Management for Entrepreneurs." And, learn how "Design for Delight" is helping to boost student confidence in their financial management skills and creative problem-solving.

This issue of *Community College Entrepreneurship* also takes a look at enculturation, building CMR, and global entrepreneurship. If you have an idea for an article or news you'd like to share, please contact editor Carol Savage at [editor@nacce.com](mailto:editor@nacce.com).

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NACCE serves two audiences: college administrators and faculty members. Icons for each audience will help steer readers towards news articles that should be of special interest to them. Some articles contain content that is of interest to both groups, so they will feature both icons.



FACULTY MEMBERS



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# VIL Mentors Professional Development Advances

In August, the Verizon Innovative Learning (VIL) program kicked off its second annual mentor professional development and training event in partnership with NACCE. Over 140 college and high school students, many of whom are VIL camp graduates, gathered for a virtual training on roles and expectations of program mentorship.

Mentors have learned a new curriculum that will be taught to the middle school-aged students during Saturday engagements as partial fulfillment of the overall VIL STEM Enrichment program. In addition to learning a new curriculum, mentors were introduced to new skills and insights from a panel of Verizon employees specializing in mentoring, STEM, and human resources. Students received a wealth of information on the importance of mentoring and the associated skills.

Mentors provide experiences and activities that encourage the psycho-social, emotional, and cognitive development of mentees.



## About the Program

The VIL Mentoring program facilitates a mentor and mentee connection that supports mentees as they are challenged to build skills and set goals related to career, academic, personal, social, and cultural development. Mentors provide experiences and activities that encourage the psycho-social, emotional, and cognitive development of mentees. The mentor and mentee connection unfolds in five phases. The phases include: *Who am I?*; *Where do I belong?*; *Where am I going?*; *What does it take to get there?*; and *Where do I go from here?* Each phase focuses on an area of development and requires mentees to learn certain skills and knowledge.

**Mentors provide experiences and activities that encourage the psycho-social, emotional, and cognitive development of mentees.**

## Verizon Innovative Learning Mentors

- Trained in social, cultural, and cognitive development
- Curriculum and activities curated by leading national experts
- Pipeline for Verizon Innovative Learning students to grow into mentorship roles
- Guided practice and sharing for continued growth all year

The training program also included an employee roundtable with six Verizon employees who discussed the importance of pursuing education, trying new things, and being resilient. Many of the Verizon

employees engaged have taken on a variety of roles throughout their tenure. They discussed transferrable skills and how to adapt to new opportunities, how to connect with those who are different than you, and how important it is to seek out mentorship. Additionally, student mentors learned more about what Verizon is looking for in job candidates, and how gaining a variety of different, but related, experiences enhances eligibility for any job.

Mentors were left understanding the value of the work they are preparing to do – that everyone needs a mentor, a coach and a sponsor – and that continuing education and learning through any means possible is essential to success. All advice was well received by more than 100+ attendees, leaving us all inspired and motivated for the coming school year.

We are proud of this new mentorship initiative within the VIL program administered by NACCE, and are grateful for the Verizon volunteers who generously give their time and energy to our communities. We can't wait to see the impact our mentors will make this year!



Verizon Innovative Learning is a key part of Citizen Verizon.

#### About Verizon Innovative Learning

Verizon Innovative Learning, Verizon's education initiative, is a key part of Citizen Verizon, the company's responsible business plan for economic, environmental and social advancement. The initiative ensures equitable access to education in under-resourced communities across the nation. In support of under-represented populations in STEM fields, Verizon Innovative Learning in partnership with NACCE, offers a year-round program that works with middle-school aged young men of color, and rural young women through over 45 NACCE member colleges across the country to teach next-gen technology skills and entrepreneurship. For this program, each student is offered an immersive STEM experience during a three-week summer camp followed by sessions offered once a month throughout the year. Participants are additionally paired with a mentor for the duration of the program into the next academic year. Students also receive career exposure opportunities led by Verizon employee volunteers. ●

Contact: calabrese@nacce.com

Carrie Agosto, (left) of the Fab Lab at Independence Community College, works with students in the Rural Young Women's program.



## The NACCE/Verizon Partnership in Action

In Independence, Kansas, young women are getting free technology, internet access, and next-generation STEM education through the Verizon Innovative Learning (VIL) program.

The program is offered to sixth through eighth graders and is part of Verizon's Young Men of Color and Rural Young Women programs, which comprise the VIL education initiative. Sponsored by the Verizon Foundation with curriculum developed by Arizona State University and delivered in partnership with 45+ NACCE member colleges, the Rural Young Women program targets technology and entrepreneurship skills that support students as they embark on personal, social, educational, and career development journeys.

Following the intensive summer session, the program continues one Saturday per month throughout the school year. While the programs are targeted to one gender each, they are inclusive and welcome all genders and non-binary youth.

**"The biggest impact I've seen from this program is the confidence it gives young girls."**

**CARRIE AGOSTO, INSTRUCTOR**  
Fab Lab, Independence Community College

Carrie Agosto, a VIL mentor and instructor at Fab Lab Independence Community College summer camp, has taught in the program for three years. "The biggest impact I've seen from this program is the confidence it gives young girls," said Agosto. "Students who perhaps felt they couldn't talk about their ideas or thoughts, now feel comfortable expressing themselves. They are discovering their 'voice' and using it. We hope we are also sparking an interest in science and engineering and other STEM-related areas of study."

This summer's program included a "Reality Fair," an idea kindled by Agosto, who is a school counselor during the school year. "The fair provided campers with a simulated opportunity to understand finances and how far a dollar will stretch in the real world," said Agosto. "The campers were given a 'salary' and had to make decisions such as whether to purchase a car or buy a yearly bus pass. We recruited guests from the local community who spoke with the girls at different stations, helping them to make career and other decisions based on real-life criteria."

Agosto thinks the program gets better each year. "We're improving the programming by adding the social emotional component, the reality fair, and more career guidance. And, we added a component to our students' day that was purposeful in integrating social emotional learning and healthy habits both physically and mentally. We feel this education and experience helps meet the needs of the young women we are serving." ●





## Five Winning Colleges Named in Pitch for the Trades Competition

What do compost, virtual reality job training, horses, truck driving, and employability skills all have in common? Each concept was represented by the winners of the 3<sup>rd</sup> Annual NACCE “Pitch for the Trades” competition hosted in partnership with the Philip E. and Carole R. Ratcliffe Foundation.

Each college battled for a portion of \$135,000 to support their college’s skilled trades initiative at NACCE’s annual conference. Kudos to the outstanding competition judges who offered a little lagniappe or “surprise and delight” at this year’s competition by offering to personally mentor a winning team, whether to leverage funds, explore design thinking approaches, creatively source donated products, or listen and problem solve.

“The 2021 Pitch for the Trades competition was one of the most exciting engagements in this year’s annual conference,” said Rebecca Corbin, president and CEO. “The judges and the audience were wowed and intrigued by the creative approaches that competing faculty took with infusing entrepreneurship into a diverse number of skilled trades that spanned from agriculture to more traditional trades.”

The five distinguished judges asked insightful questions, and all the winners received the opportunity to be mentored by one of the judges, in addition to winning a cash prize. Hats-off to Ratcliffe Foundation’s CEO Carlene Cassidy for her vision for this project and her generous board for making this possible.

Congratulations to these five winning colleges in the 2021 Pitch for the Trades competition:

**\$45,000 Snow College (UT) Snow-ganics Compost**  
**Lead:** Russ Tanner  
**Mentor:** Dirk Soma, Kaua’i Community College Associate Professor

Using manure from the Snow College rodeo team’s horses and recycling Snow College’s green waste and paper, this project will create a high-quality retail compost product to be sold locally. Funds from the NACCE Pitch will be used to purchase two compost bagging machines and provide part-time employment to eligible students who will manage the program. Snow puts the manure in entre“manure”ship!



**\$40,000 Tennessee College of Applied Technology (TN) Skilled Trades Hero – Becoming an Entrepreneurial Rock Star**  
**Lead:** Becky Russell  
**Mentors:** Carlene Cassidy, CEO Ratcliffe Foundation and Erica Lock, vice president, Blackstone Charitable Foundation

TCAT Knoxville prides itself on career creation, entrepreneurial confidence, and skilled trade proficiency in a variety of technical fields. The Virtual Simulation Lab will create an entrepreneurial ecosystem that allows students to rehearse high risk technical tasks in a safe, judgement free scenario. Diverse regional learners from multiple disciplines will obtain sustainable skills that prepare them for adversity, creativity, passion, and entrepreneurship.

**\$ 1,000 Bonus FAN Favorite goes to TCAT!\***  
 \*The college received an additional \$1,000 based on both the virtual audience and in-person polling data.

**\$25,000 Hocking College (OH) Entrepreneurship in Farrier Science**  
**Lead:** Dan Kelley  
**Mentor:** Bryon Mattimore, The Growth Engine Innovation Agency Cofounder and Chief Idea Guy

The Entrepreneurship in Farrier Science Project will deliver much-needed farrier services to horse owners in Southeast Ohio. Presented by the students of Hocking College Farrier Science Business Program, the Farrier Science Project will offer on-call, at-home farrier services and provide business management opportunities to students while bridging a critical service gap to the communities of Appalachian Ohio.

**\$17,500 Salt Lake Community College (UT) Truck Driving Entrepreneurship**  
**Lead:** Jon Beutler  
**Mentor:** Jerry Edmonds, Vance-Granville Community College, vice president of Workforce Development and Community Engagement

*Are independent truck drivers entrepreneurs? They have the skills to drive a loaded 18-wheeler all over the United States, but do they have the savvy to run a business?* The Mill Entrepreneurship Center at Salt Lake Community College bridges the gap between learning the trade of independent truck driving and running a successful business.

**\$ 7,500 North Iowa Area Community College (IA) Clean Slate Employability**  
**Lead:** Melinda McGregor  
**Mentor:** Jerry Edmonds, Vance-Granville Community College, vice president of Workforce Development and Community Engagement

*(Editor's Note: Clean Slate Employability advocates for language that supports inclusion, self-confidence, positive self-worth, and productive self-image. Instead of using terms like "former inmate," or "felon," for example, it uses terms like "justice involved" to help provide successful re-entry into society.)*

Justice-involved individuals have a 27 percent higher unemployment rate after incarceration. NIACC plans to develop and adapt curriculum to include the entrepreneurial mindset into its Skilled Trades programming to prepare justice-involved individuals to meet the needs of business and industry. The goal is to include an onsite mentor and assistance with job placement to improve enrollment and increase completion and retention. Justice-involved individuals will be trained to develop their soft skills in addition to the technical skills needed for the workforce.

**"The level of preparation, enthusiasm, and institutional support was outstanding."**

**CARLENE CASSIDY, CEO**  
 The Ratcliffe Foundation

The winners of the 2021 Pitch for the Trades competition exemplify the competition's goal of fostering job creation in the skilled trades by expanding the entrepreneurial mindset and business opportunities in the trades and apprenticeships. "We are very impressed with the unique ideas that solved a local problem or filled a gap and involved collaboration with partners across campus and in the community," said Carlene Cassidy, CEO of the Philip E. & Carole R. Ratcliffe Foundation. "The level of preparation, enthusiasm, and institutional support was outstanding. We are looking forward to seeing these programs launched."

Rebecca Corbin congratulated the winning team members, along with Carlene Cassidy and Pitch for the Trades project manager Theresa MacLennan. "Teams created a buzz at the conference and across the virtual world for the skilled trades and the impactful work community and technical colleges are doing," said Corbin. ●



Ratcliffe Foundation's CEO Carlene Cassidy announced the winners of the competition.



Members of the Snow College team showcase their first-place win in the 2021 Pitch for the Trades competition.



## Tweeted & Noted

Through the NACCE/Intuit partnership, members can access financial management and entrepreneurship curriculum via the Educator Resource Hub.

Shaw University's Epic Gala raised more than \$400,000 this fall, helping the historically Black college meet its one million dollar goal via two annual benefits.

Follow us on Twitter @NACCE



## NACCE members can enjoy the benefits of newly expanded Intuit training programs!

Financial Management For Entrepreneurs  
Design for Delight  
Educator Ambassador Program  
Learn more at: [nacce.com](http://nacce.com)

intuit.



**FINANCIAL MANAGEMENT  
FOR ENTREPRENEURS  
CURRICULUM**



## NACCE Enhances Service and Commitment to Underserved

By Rebecca Corbin, president and CEO, NACCE



The past 20 months have been a transformative time, yet NACCE's mission has never been more relevant ...or timely.

From the pandemic to demonstrations for equality and justice, the spotlight is shining on pivotal issues that impact every aspect of our society. Educators, college presidents, and elected officials, as well as policy leaders and philanthropists, are taking action to identify and deploy initiatives, both strategic and tactical, to address these challenges. Building on NACCE's legacy of helping aspiring entrepreneurs, we continue to seek ways to nurture and support underserved entrepreneurs, including people of color, women, people in rural areas, veterans, and others who may be socially or economically disadvantaged.

NACCE's involvement at the national level demonstrates our commitment as an organization to making equitable relief available to hard-hit small businesses a top priority and to continue to take steps to ensure equitable distribution of relief. Partnering with organizations like the Small Business Administration (SBA), the Office of Women's Business Ownership, and members of the Biden administration's team to help power the American dream of business ownership is a privilege and a responsibility we're proud to share. My participation in the weekly American Rescue Plan sessions has been both enlightening and empowering.

This work is not new to NACCE; it builds on our legacy of helping aspiring and established entrepreneurs and our commitment to serving under-resourced populations. You don't have to look far to see evidence of this commitment:

- Over \$8 million awarded to NACCE member colleges to create new curriculum and resources and to host STEM camps for more than 12,000 underserved students.
- Support for rural communities in entrepreneurship education reaching all 13 Appalachian states and more than 50,000 people.
- Everyday Entrepreneur Venture Funds (EEVF) awarded in nine states, creating more than 150 new main street businesses.
- Making Our Way Forward podcast with listeners and viewers on You Tube in 425 cities and 31 countries around the world.
- Publication of two new books: *Impact ED: How Community College Entrepreneurship Creates Equity and Prosperity*; and the *NACCE Playbook*.
- Representation of community colleges in policy discussions at the White House, state governors' offices, the SBA, and in local communities across the United States.

Each of these initiatives demonstrates NACCE's deep commitment – and track record of providing assets and resources to entrepreneurs, including those particularly in need. No doubt NACCE's leadership in the entrepreneurship education space is demonstrated by our continued ability to attract grant and partnership support and growing our budget from \$1.2 million in 2007 to over \$8 million today. And we are still growing.

### Where are we headed?

As NACCE approaches its 20th anniversary, our nation and the world face a pivotal moment in history in which climate change and the ongoing effects of the pandemic pose unique challenges for our global economy. What has worked in the past is not providing the easy remedies we had hoped for. A robust commitment to entrepreneurship through community colleges and partner institutions is more necessary than at any time in the past two decades. This is a challenge we must take up together. ●





## Bringing Entrepreneurs Together to Build Bridges to the Future



Clockwise from the top:

NACCE's Rebecca Corbin leads a discussion with Mary Churchill, author and higher education leader.



NACCE leaders and speakers included (left to right):

Front row (left to right): Sharon Pierce, president, Minneapolis College; Rebecca Corbin, president and CEO, NACCE; Shari Olson, president, South Mountain Community College and NACCE immediate past chair; Chris Whaley, president, Roane State Community College. Back row (left to right): Michael Baston, president, Rockland Community College; Jee Hang Lee, president and CEO, Association of Community College Trustees; Richard MacLennan, NACCE board member; Steven Schulz, president, North Iowa Area Community College; and Carlos O. Turner Cortez, Chancellor, San Diego Community College District.



Keynote speaker Amanda Brinkman, chief brand officer, Deluxe; co-founder, Small Business Revolution, spoke to attendees about her Emmy-nominated reality series, "Small Business Revolution."

Betty Young, (center) president of Hocking College, was named NACCE's 2021 Entrepreneurial President of the Year. Congratulating her are Steven Schulz, NACCE board chair, and Rebecca Corbin, NACCE president and CEO.

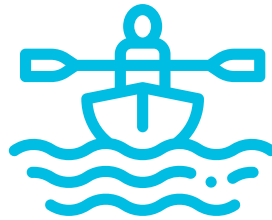
Michael Baston, president of Rockland Community College, was a keynote speaker.

"I love the Pitch for the Trades!! What a great way to learn innovative new programs coming to the community colleges that can be leveraged around the country also!"

**LISA KIPLINGER KENNEDY**

Regional Director, Business & Entrepreneurship, Victor Valley College (CA)

NACCE hosted its 19th Annual Conference October 3-6 in Minneapolis this year. With an unprecedented number of speakers and forums, the conference broke both virtual and in-person attendance records.



# ENTREPRENEURSHIP IN AMERICA'S HEARTLAND

OCT. 3-6, 2021 • MINNEAPOLIS

"This was the best virtual conference opening I've attended since the pandemic began. I can't wait to share the "Small Business Revolution" shows in my Small Business Entrepreneurship courses. The panel discussion was highly valuable and energizing as well. Thank you!"

**ANNIE HALL**  
Faculty, Dallas College (TX)



The 2021 annual conference broke both virtual and in-person attendance records.



Above: Jeremy Morris, of Richland Community College, attended the conference.



Jeanelle Austin, creator of the Racial Agency Initiative, a racial justice leadership coaching company, and lead caretaker of the George Floyd Memorial, was a featured speaker.

Left: Bryan Mattimore, co-founder of innovation firm, The Growth Engine Company, spoke at this year's conference.



Photos of NACCE's Annual Conference are by photographer Nicki Rawlings, who was awarded funds from the Everyday Entrepreneur Venture Fund (EEVF) to start her business. The fund serves as a "friends and family" round of seed funding for entrepreneurs.



# ENTREPRENEURSHIP IN AMERICA'S HEARTLAND

OCT. 3 – 6, 2021 • MINNEAPOLIS



Top left: Becky Russell from Tennessee College of Applied Technology entertained conference attendees.

Top center: Rebecca Corbin presents the 2021 Entrepreneurial College of the Year award to Vivian Faustino-Pulliam, faculty and program lead, City College of San Francisco; and Geisce Ly, dean, School of Business and Downtown Campus for City College of San Francisco.

Above: Attendees enjoyed networking at NACCE 2021.

Left: Student entrepreneur Devotera Hill shares her entrepreneurial journey with conference attendees.

"I have been running on empty. I needed something to help me reset, refocus and rejuvenate; the panel of speakers helped fill my cup!"

**VONETTA MIXSON**

Assistant Professor, Cerro Coso Community College (CA)

NACCE's Annual Conference 2021 achieved record-breaking attendance and included in-person and virtual breakout sessions, as well as the Future Building Summit. This customized approach served NACCE members regardless of which format they chose.

## SNAPSHOT OF RESULTS:

Over **450** attendees with **150** speakers!



When asked about their overall conference experience, respondents

replied with a **9.26/10** star rating.



When asked about the networking opportunities, respondents replied with a

**9.17/10** star rating.





# Partnership Boosts Financial Management and Design Thinking Skills

NACCE is pleased to expand its partnership with Intuit. Over the past few years, Intuit has teamed with NACCE in two main ways:

## Financial Management for Entrepreneurs (FMFE)

The goal of FMFE is to empower future entrepreneurs with the right financial management tools and skills required for long-term business success. From 2018-2020, the program reached 17 community colleges across the nation, and FMFE was incorporated into for-credit and non-credit courses reaching over 750 students. Over 70 percent of students who completed the post-tests shared that they felt confident in their ability to manage business finances; over 85 percent felt confident in their ability to manage their personal finances.

## Design for Delight

In 2020, NACCE and Intuit partnered to train educators about how Design for Delight can be used to identify unsolved problems, gain empathy, run rapid experiments with actual customers, test assumptions, and iterate along the way. We hosted two trainings, co-developed an Intuit Design Thinking Innovator digital badge, and

reached over 300 educators and more than 1,000 students. We had an estimated 32,000+ contact hours for teachers and students.

For the 2021-2022 school year, we have some audacious goals:

- **FMFE:** Spread adoption of the Financial Management for Entrepreneurs Curriculum to 50 community colleges nationwide. Join us! [nacce.com/FMFE-initiative](https://nacce.com/FMFE-initiative)
- **Design for Delight:** Empower 50 NACCE members to become experts and trainers (Innovation Catalysts) in Intuit's Design Thinking methodology. Get trained today! [nacce.com/D4D](https://nacce.com/D4D)

We are pleased to have also launched an Educator Ambassador Program this fall with the main goal of championing both the FMFE and Design for Delight programs. Stay tuned for further highlights from these ambassadors in our upcoming March 2022 issue.

To learn more, contact Leah Loch at [loch@nacce.com](mailto:loch@nacce.com). ●

## Intuit & NACCE Ambassadors:

- Kelly Barber – Halifax Community College (NC)
- Vivian Faustino-Pulliam – City College of San Francisco (CA)
- Deborah Gaspard – Metropolitan Community College (NE)
- Andy Gold – Hillsborough Community College (FL)
- Gary Graves – Fullerton College (CA)
- Holly Hanson – Roane State Community College (TN)
- Neil Higgins – Cuesta College (CA)
- Tom Kindred – Indian River State College (FL)
- Jackeline Davila Mejias-Fuertes – NJ SBDC, Brookdale Community College (NJ)
- Amy Pietsch – Fox Valley Technical College (WI)
- Pam Pirog – Housatonic Community College (CT)
- Matt Poyle – Lorain County Community College (OH)
- Shane Snipes – Borough of Manhattan Community College (NY)
- Ronda Taylor – Ivy Tech Community College (IN)
- Danelle Touns – Tarrant County College (TX)





# Ag Start-ups Thrive with NIACC Venture School

Three North Iowa agricultural start-ups have found success with the assistance of the North Iowa Area Community College (NIACC) Pappajohn Center Venture School program. Value-added agriculture businesses have thrived via the Venture School model. Venture School is a premier statewide program for entrepreneurs and is built from a streamlined curriculum developed by the National Science Foundation I-Corps at Stanford University and the University of California. Here's how each of these North Iowa entrepreneurs envision how they can revolutionize agriculture.

## Jayson Ryner, ReEnvision Ag

Jayson Ryner founded ReEnvision Ag with a vision of improving current no-till farming methods. The company is developing a unique solution for row crops to maximize yield and profit potential by planting seeds more efficiently – giving row-crop farmers a viable alternative that is environmentally friendly, sustainable, and profitable. Ryner graduated



from the 2019 NIACC Venture School cohort where he developed his initial business model and tested the product-market fit. Ryner took first place and the top prize of \$10,000 at the statewide Venture School Launch Day Pitch Competition event held virtually June 3-4, 2020. ReEnvision Ag also received the technology award of \$1,000 given to the company with the best emerging technology. Ryner felt he gained invaluable resources from participating in the NIACC program. "This is a fantastic honor at the end of my Venture School journey. I have learned so much from all of the mentors, teachers, and other businesses," he said.

## Mitchell Hora, Continuum Ag

Mitchell Hora, CEO of Continuum Ag, started his journey when he graduated from the Venture School 2019 spring cohort. Continuum Ag began as an agricultural consulting company, with its agronomists supporting farmers through services such as soil sampling and fertility recommendations. Venture School helped Hora realize that



Continuum Ag could do more than only address the chemical soil component. The company has differentiated itself by working directly with farmers, recommending new practices to sequester carbon in agricultural soil, helping farmers modify the way they tend the land to increase overall soil health, and facilitating a profitable transition to regenerative agriculture.

The company also has a footprint throughout the country and as far away as South Africa. This past summer, Continuum Ag was one of the winners of the fifth annual Cisco Global Problem Solver Challenge. This prestigious and highly competitive online competition awards cash prizes to early-stage tech entrepreneurs solving the world's most challenging problems. Continuum Ag was one of the fourth-place winners and was awarded \$10,000.

## Zach Smith, Stock Cropper, Inc.

Zack Smith, co-founder of Stock Cropper Inc., has an innovative approach to revolutionizing row crops. The Cluster Cluck 5000 is a mobile autonomous grazing

Continued on page 24

"This is a fantastic honor at the end of my Venture School journey. I have learned so much from all of the mentors, teachers and other businesses."

**JAYSON RYNER, REENVISION AG**





## Supporting Small Businesses

By Jason Case, Founder/CEO, Pulse Technology, Delaware, Ohio

Pulse Technology's core mission is to support small businesses worldwide by eliminating the tech headaches of setting up a CRM and Marketing Automation system.

We all know how important it is to have a database of your client records and a system to track sales activity. However, most small businesses don't have the resources (time and money) to correctly set up a CRM system.

We've worked with many small businesses over the past decade, and every one of them faced this problem. Unfortunately, the ones that were using a CRM system were getting low adoption rates by their team. The main reason was that the system's architecture was not user-friendly, so the company couldn't get their team to use it efficiently. We knew there had to be a better solution for small businesses, which led us to create Pulse.

Here at Pulse, we have completely reversed the way other CRM companies onboard their

clients. First, we work with every business to understand their processes and any current bottlenecks in their business. After we know their needs, we will present some options and workflows that could work well for their business.

**When you have a CRM system set up correctly, you can easily save hours per day with efficient workflow automation put in place.**

Once we agree on the processes and workflows they want to implement in their CRM, we will complete the build-out. The process usually takes no more than a week.

This allows us to **train on the process and not the system**, which substantially speeds up implementation times and vastly increases user adoption rates. It also ensures a clean architecture of the CRM system, one that supports growth and is user-friendly.

When you have a CRM system set up correctly, you can easily save hours per day with efficient workflow automation put in place. Every small business owner is looking for more time, and this is one of the easiest ways to do so in a short time. It will also allow businesses to increase their sales and cut expenses. ●



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jcase@thepulsespot.com





# Joining the Strengths of Entrepreneurial Education, Enculturation, and Development

By Eugene Trester, adjunct instructor (retired), Pima Community College;  
founder, Enculturation Innovations, Vale, Arizona

Without an entrepreneurial mindset, community colleges face elimination. Today, we toil in higher education with antiquated structures that neglect to prepare students for the world after college. The real question is not “what to teach (content), but how (method).” But good news is on the horizon. We are beginning to replace the old paradigm of lecturing with a new paradigm of interactive, cooperative learning based on theory and research. Employers’ pleas to be more innovative in designing, delivering, and evaluating higher education are being heard. The overwhelming bulk of research evidence indicates that any form of active learning on the part of students is much more effective in terms of learning, understanding, and retention than lecturing.

## What Is Enculturation and Why Is It Relevant to Entrepreneurship Education?

Enculturation is the process of social interaction through which participants learn and embrace their culture. Educational enculturation becomes relevant to entrepreneurial education, in part, because of its approach of building common ground across disparate scientific disciplines. An enculturation strategy understands the world from a range of perspectives that strengthen the basic premises of entrepreneurial education.

Educational enculturation draws on a wide range of traditionally independent fields of research such as neurobiology, genetics,

memory, attachment, complex systems, anthropology, sociology, linguistics, psychology, biology, chemistry, physics, mathematics, and evolutionary psychology. This approach enhances relevance and meaningfulness in entrepreneurial students’ education and lives.

“The vitality and sincerity of the students is the best evidence that this approach works.”

**HEATHER SEVERSON**  
Pima Community College

## How Enculturation Works

Enculturists have painstakingly prepared students for leadership in the classroom and in the world. Enculturation students exude the competence and confidence that shows they are prepared to take the reins of leadership in the classroom and assume virtually any leadership role, with the supportive guidance of enculturists. Enculturists can re-create the same environment in which the brain initially evolved to learn, where students feel connected and

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# PICTURE THIS

Below left: Central Community College (CCC) renewed its commitment to NACCE's *Presidents for Entrepreneurship Pledge (PFEP)*. Columbus Campus President Kathy Fuchser (left) is congratulated by NACCE President and CEO Rebecca Corbin during the Empowering Women Entrepreneurs conference.

Below right: Joining NACCE President and CEO Rebecca Corbin (second from left) are (from left to right): Ron Kluck, CCC dean of Extended Learning Services, and Doris Lux, director of the Entrepreneurship Center. Also pictured is CCC President Kathy Fuchser.



Above: Judges for the Pitch for the Trades competition celebrated the winners with Carlene Cassidy, (center), CEO The Ratcliffe Foundation.



Rebecca Corbin, Stuart and Chip Weismiller of the Everyday Entrepreneur Venture Fund enjoy a conference session.



Attendees enthusiastically responded to the speaker program.



Left to right above: Andy Stoll, senior program officer, Ecosystem Development, Ewing Marion Kauffman Foundation; Gene Coulson, executive director, EntreEd; Maya Durnovo, Chief Entrepreneurial Initiatives Officer, Houston Community College.



# Teaching Essential Skills

By Courtney Reilly and Chris Mackey, co-founders, Skillsline Group, San Francisco, CA

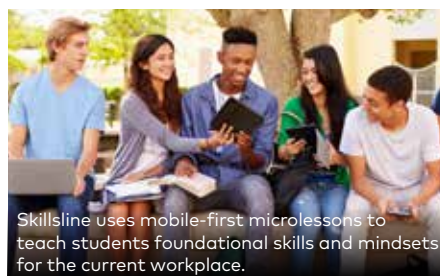


The Society for Human Resource Management (SHRM) reports that nearly three out of four employers say they have a hard time finding graduates with the soft skills that their companies need. It's unlikely to be a novel insight anymore, as this refrain from employers has become quite common in the last several years. The poorly termed "soft" skills received that name before the era of automation and AI. But today, using these essential human skills is critical to the longevity of workers and core to the evolved job market. *So how can community colleges equip all students with the advantage of the essential skills and mindsets they need to succeed?*

At issue is that humans develop these essential skills through life experiences: responding to a situation, reflecting on the outcome, and trying again the next time. Generating more reps for students - through team projects, real-world problems, internship opportunities, etc., seems to be the main lever that colleges have used. And without a doubt that is a critical component, but we can do more.

The science of psychology and human

development assures us that these essential human skills can be taught. To thrive in today's workplace, young people should learn strategies that enable them to take initiative, create with others, problem-solve, act towards goals, and get things done. And they should learn the language that enables them to signal these skills to employers.



Skillsline uses mobile-first microlessons to teach students foundational skills and mindsets for the current workplace.

## Tapping Education Technology

To facilitate its members systematically teaching these essential skills to students, NACCE has launched a partnership with Skillsline, an education technology company that uses mobile-first microlessons to teach students the foundations of the skills and mindsets that today's workplace demands.

Through engaging, 10-minute daily learning experiences, Skillsline sets students on a path to success and happiness in career and life. Easily implemented in the classroom, student services, or as part of outreach campaigns, Skillsline provides all students with the opportunity to equip themselves with practical tools, strategies, and knowledge that are foundational to developing the essential human skills and mindsets they need to thrive in today's economy of lifelong learning.

NACCE member Lisa Kiplinger-Kennedy, regional director of Business and Entrepreneurship for the California Community Colleges of the Inland Empire/Desert Region, works with Skillsline in her outreach efforts to articulate pathways from high schools to the community colleges. "We're highly focused on building a connected, more fluid ecosystem that emphasizes integrated work experience and flexibility in degree attainment," said Kiplinger-Kennedy. "I immediately recognized that Skillsline could solve a

Continued on page 24

"I immediately recognized that Skillsline could solve a problem by ensuring that all students in our system will be prepared to learn and contribute in a workplace."

**LISA KIPLINGER-KENNEDY**

California Community Colleges of the Inland Empire//Desert Region





## CENTERS OF PRACTICE



## Global Entrepreneurship Highlighted in International Roundtable

In September, NACCE President and CEO Rebecca Corbin joined international leaders in a virtual global roundtable entitled “The Changing Landscape of Entrepreneurship Across Borders: Europe and the U.S.” The event attracted attendees from 19 countries and four continents who convened to share global best practices to advance entrepreneurship.

In addition to NACCE, participants came from the National Association of College and University Entrepreneurs (NACUE) in the United Kingdom, the London Business School, and the University of Bedfordshire (UK), among others. Multiple investors and social entrepreneurs also participated. The roundtable was organized in partnership with the Business and Management Research Institute and Winifred Soribe Consult.

The first round of discussions centered on access to finance. The UK is ranked highest among countries in access to entrepreneurial finance, according to research from the Global Entrepreneurship Monitor (GEM). “You don’t need to be an accountant or have an accounting degree to be a successful entrepreneur, but you do have to have the right tools and resources,” said Rebecca Corbin. “Wherever you are on the continuum, having more tools is really where the conversation begins and where we can have the biggest impact. Through our partnerships, NACCE makes available a variety of no-cost tools for aspiring entrepreneurs, such as Intuit’s QuickBooks.”

Additional areas of discussion included:

- Access to entrepreneurship education and its adaptability in real life
- Internationalization and expansion: regulations impacting starting a business in the U.S. and U.K.
- Gender and its role in securing financing
- The role of mentoring in venture success

Additional highlights from the Global Entrepreneurship COP:

- During Global Entrepreneurship Week, November 8-14, NACCE hosted a series of virtual events highlighting member college programs and partnership benefits that engage a global workforce and economy.
- NACCE hosted its podcast, “Forward with NACCE: Inspiring Entrepreneurial Action.”
- NACCE members can download the “Global Entrepreneurship Guide for Community Colleges” online: [nacce.com/global-entrepreneurship](https://nacce.com/global-entrepreneurship).

Contact: [lauri@nacce.com](mailto:lauri@nacce.com)

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[thePulseSpot.com/nacce](http://thePulseSpot.com/nacce)

## Become a Certified Entrepreneurial Mindset Facilitator



This four-week **online** training prepares participants to instill an entrepreneurial mindset in their classroom, organizations, and communities, as well as in themselves. As part of this process, you will develop an understanding of the eight life lessons outlined in the book *Who Owns the Ice House?* and the companion *Ice House Entrepreneurship Programs*.

This interactive experience will include weekly live lectures and discussions via Zoom. In addition to the live sessions, you will engage in a mix of recorded presentations, small group and individual activities, discussions, and experiential, problem-based learning. You will:

- Connect the classroom to the community by interacting with entrepreneurs
- Create an action plan to use the entrepreneurial mindset in your programs
- Understand program impact from best practices and use cases
- Engage in the entrepreneurial process through the *Ice House Opportunity Discovery Process*

### Upcoming Training Dates and Times:

Thursdays, February 3 - 24, 2021 from 6:00 - 7:30 pm EST

Learn more at:

[www.elimindset.com/event-type/training/](http://www.elimindset.com/event-type/training/)



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AMANDA BRINKMAN

BARON DAVIS

# SMALL★BUSINESS REVOLUTION

An original series by deluxe.



Season 6 of the Small Business Revolution will celebrate and share the stories of six Black-owned businesses in Minneapolis and St. Paul, MN.

**Streaming Nov 9** on Hulu, Prime Video, and **sbr.org**.



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barn that walks across the ground on its own and moves multiple species of animals, including sheep, goats, pigs, and chickens. The animals graze 20-foot strips of a five-way annual pasture mix between 12 rows of corn. Stock Cropper and the Cluster Cluck 5000 have generated much interest in the field.

Smith used what he learned at Venture School to win the first-place prize of \$10,000 in this summer's University of Iowa's statewide Venture School Launch Day competition. "In Venture School I gained understanding into my market opportunity and how to create and deliver value that my customers want and need."

The NIACC John Pappajohn Entrepreneurial Center is a leader in rural business innovation and success. In partnership with North Iowa's Small Business Development Center, it provides tools, support, and resources to Iowa's entrepreneurs. For more information, contact [pappajohn@niacc.edu](mailto:pappajohn@niacc.edu).

Contact: [tim.putnam@niacc.edu](mailto:tim.putnam@niacc.edu)



#### Skillsline (continued from page 20)

problem by ensuring that all students in our system will be prepared to learn and contribute in a workplace." Skillsline regional partner Judy Adair observed, "I currently have 130 students from my internship/work experience courses participating in Skillsline and the student feedback is awesome!! It is an efficient and engaging way to help students develop these essential skills in a program that students will enjoy."

#### Case in Point

Because of its design for ease-of-use and ease-of-implementation, colleges are able to enhance existing programs with cutting-edge technology in creative ways. A couple of examples include:

- **Adult education:** The Louisiana Community and Technical College System is using Skillsline in its statewide WorkReady-U program to help students understand what essential skills are, how to develop them, and to teach how to signal that students are "job-ready" to local employers
- **Employer connections and research:** Advanced manufacturing companies in Tucson are struggling to recruit and retain employees because they "don't have the soft skills for the workplace." Skillsline is incorporated into a research project focused on developing these skills among current workers.

You can access Skillsline through an exclusive offer made available through your NACCE membership. As a fellow NACCE member, Skillsline is keen to support your ideas and entrepreneurial spirit, while ensuring that every student is fully prepared for future success! Learn more by visiting <https://skillsline.co/nacce>



Contact: [courtney@skillsline.co](mailto:courtney@skillsline.co)

Chris Mackey, left, and Courtney Reilly, co-founders of Skillsline

motivated by positive attachment.

Initiating enculturists are salaried, whereas apex enculturists are volunteers. Initiating enculturists deliberate beforehand and design cooperative, interactive learning opportunities. These enculturists are gentle, patient, indefatigable, and launch multiple enculturation classes each semester. Their unwavering commitment to the enculturation process is crafted from their deep experience and penetrating understanding of enculturation. Their palpable conviction assures and engages students. Initiating enculturists' persuasive and convincing communication results in trust, enticement, and a willingness of students to embrace leadership.

#### Upskilling Students

Another key role that initiating enculturists play is discovering and enacting further creative ways to upskill students. Sustained by a culture of support, initiating enculturists and students engage in classroom entrepreneurship and innovation while the president, trustees, administrators, faculty, students, parents, staff, alums, and community members construct a culture of support and develop as apex enculturists.

Supportive apex enculturists explore "good news" possibilities and coordinate celebrations. Apex enculturists are volunteers who are understanding and readily capable of spotting and affirming excellence in learners. Equipped with entrepreneurial mindsets, students assume multiple leadership roles in class, thus corroborating Professor Marilee Bresciani Ludvik's assertion that students are "intellectual entrepreneurs with tremendous capacity for innovative thought."

Students become convinced and encouraged by initiating and apex enculturists to be active agents of their own learning. They consequently prove to be astonishingly capable of constructing and sharing knowledge with other students.

#### What Happens in Enculturation Workshops?

In enculturation workshops the participants embrace interactive cooperative learning. "If our college students could start out their college careers with a course that results in the poise and enthusiasm of these enculturation students, they would be better equipped to persist and succeed," said Heather Severson, a Pima Community College development teacher in response to a teacher workshop with students who shared their enculturation experiences. "The vitality and sincerity of the students is the best evidence that this approach works."

We are slowly coming to realize that the quality of college life may largely depend on the quality of the relationships among students and between students and faculty. Any attempt to create an academic and social community begins in the classroom. To strengthen entrepreneurial education at your community college, you might be interested to learn what students who have participated in an enculturation class have to say about their experience or learn more about the ability of enculturation to align learning and development functions and structures of the brain and mind. Enculturation can help support students in assuming leadership roles and summon primitive social instincts that foster amazing learning and development in nearly impossible educational situations.



Contact: [enculin@outlook.com](mailto:enculin@outlook.com)



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**Be Uncommon**

**Amy Bouvier**, NACCE's longest-serving employee, was promoted to vice president of Finance and Operations. **Congratulations!**



NACCE Board Member **Jee Hang Lee**, former vice president for Public Policy & External Relations for the Association of Community College Trustees, (Washington, DC), has been named President and CEO of ACCT. The appointment was effective November 1. **Congratulations!**



NACCE and IBM SkillsBuild for Job Seekers are partnering to close the digital skills gap, especially in underserved and under-represented communities. As part of this unique partnership, NACCE will lead a pilot with five community colleges to develop an educator toolkit, a resource that supports helping faculty create co-curricular enrichment opportunities that provide accessible learning to all students. Over the course of this 12-month pilot, IBM and NACCE hope to empower community colleges to successfully upskill, reskill, and best prepare their workforce for the future of work. Stay tuned for more information about this exciting new program in the next issue of *Community College Entrepreneurship*. Get more information at [www.NACCE.com/IBM](http://www.NACCE.com/IBM).

In October, **California Senate President pro Tempore Toni G. Atkins** announced a \$35 million renovation grant to restore the historic theatre inside the **San Diego College of Continuing Education's Educational Cultural Complex (ECC)** as part of the California 2021-2022 State Budget. The funding will preserve and rehabilitate ECC, one of southeastern San Diego's only centers for education and arts with ties to Coretta Scott King and the creation of the Dr. Martin Luther King, Jr. federal holiday. California Assembly members Lorena Gonzalez and Chris Ward presented a check to San Diego Community College District (SDCCD) **Chancellor Carlos O. Turner Cortez**, on behalf of the college.



**Opportunity America** and **Lumina Foundation** have partnered with **Wilder Research** to conduct a national study of community college workforce education. The goal of the survey was to gain insight on: the extent of workforce education offered today in community colleges; the extent of workforce programs

offered by community college noncredit divisions; what share of colleges are adopting the innovations seen at pioneering two-year schools, including intensive employer partnership, shorter job-focused program, and stackable credentials. All of the nation's community and technical colleges were invited to participate, and 477 schools took part, for a 38 percent response rate. The results were shared with attendees both virtually and remotely at NACCE's Annual Conference in October. You can view the findings at: [nacce.com/opportunity-america](http://nacce.com/opportunity-america).

**Bunker Hill Community College (BHCC)**, in Charlestown, MA, announced the growth of



its Career Pathways Impact Project (CPIP), which addresses the career counseling needs of community college students. The second phase of CPIP builds a new structure of career support at BHCC that incorporates a holistic review of advising, career preparation, and job placement support. In addition, the project focuses on employer input and integration with current college systems to better enhance the student and employer experience. To support CPIP 2.0, JPMorgan Chase is investing an additional \$250,000 in BHCC, building on a 2020 grant of the same amount to pilot the initiative. **Congratulations!**

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**Are your graduates equipped with the essential skills and mindsets they need to succeed?**

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- COLLABORATION
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- INTENTIONALITY
- RESULTS ORIENTATION

Skillsline uses mobile-first microlessons to teach students the foundations of the skills and mindsets that today's workplace demands.

Learn more about NACCE's partnership with Skillsline and how you can help your students succeed now and for rest of their lives:

**[skillsline.co/nacce](http://skillsline.co/nacce)**



# Arlene Rodriguez

## RESIDENCE

Lowell, Massachusetts

## ORGANIZATION

Middlesex Community College

## OCCUPATION

Interim Provost and VP of Student and Academic Affairs

## FIRST JOB

Weekend activities coordinator at a nursing home in New York City. I organized Bingo games, holiday parties, religious services, and all other weekend activities for our residents. The best part for me, though, was listening to the residents' stories. Many of them immigrated from all over the world. Some survived the Holocaust and came to New York. Others served in War World I or World War II. One of them, named Hattie, told me she played the piano for Frank Sinatra when he was in town. I treasure those stories!

## PHILOSOPHY

We are here on this planet to help each other.

## FAVORITE MUSIC

It all depends on what I'm in the mood to hear. My most recent download was Héctor Lavoe's *Anthology*.

## FAVORITE TV SHOW OR MOVIE

*PBS Frontline*; my favorite movie is *My Favorite Career*.

## FAVORITE BOOK

Anything by Gabriel García Márquez

## WHAT GOT ME INTERESTED IN MY WORK

I loved being in school, even as a child. Reading and learning opened up all sorts of possibilities for me. I became a teacher so that others can see how writing gives them a voice, a safe, personal place to work out any challenges or be as creative as possible. I became a dean and then a provost/vice president because both positions allow me to support faculty and staff across the campus. I chose to be at a community college because of the diverse populations, in terms of race, ethnicity, age, and experiences. We know that when students complete that certificate or degree, economic mobility is possible and their lives are transformed. Neither of my parents went to high school, but they stressed to me and my siblings the importance of education. When I completed my master's degree, my father congratulated me and told me to move on to my Ph.D. He wasn't able to see me graduate from my doctoral program, but he purchased my regalia as a gift.

## WHAT IS YOUR GREATEST ACHIEVEMENT?

This is a tough one. As a first-generation college graduate, I am very proud of my academic achievements. Neither of my parents went to high school, but they knew that the only way to move ahead was for me to get a college education. I feel most proud when I work with a



dynamic team of faculty, staff, and community members to develop programs that support our students to achieve their goals. Helping students get through their academic programs and supporting them through periods of housing or food insecurity—those are our greatest achievements, the ones that last long after a ceremony is over.

## SUCCESS IS...

Living a life that you love and that will help uplift your community.

## PET PEEVE

A closed mind! Life is about exploring and creating!

## FAVORITE QUOTE

My father always told us "*Si no vives para servir, no sirves para vivir.*" Loosely translated, it means that service to others is at the heart of a meaningful life.

## CURRENT PROJECT/S

I'm currently working with faculty and staff to align and scale the powerful equity initiatives at Middlesex Community College.

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

Middlesex Community College is one of the founding members of NACCE. We knew from the start that for many of our students, becoming an entrepreneur is their path to the American dream. The resources, networks, best practices, and the consortium of programs offered by NACCE have helped us keep our programming current. NACCE is the ideal partner.

## SAVE THE DATE

APRIL 20-22, 2022  
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