

• ANNUAL CONFERENCE HIGHLIGHTS •

# Community College **Entrepreneurship**

A Publication of NACCE

FALL/WINTER 2022

**Revolutionary  
E-ship  
in Action**





2023 SAVE THE DATES

#NACCE2023

# Annual Conference

October 29 -  
November 1, 2023  
Nashville, TN





# Revolutionary E-ship in Action

Companies like TOMS, Janji, and Grain4Grain are great examples of social entrepreneurship and the impact they can have on local and global communities. Closer to home here in Iowa, we have social entrepreneurs like Billie Asmus, founder of Silicone Studios, which creates reusable silicone paint tray liners and lids. This helps cut overall cost and time to the consumer while also reducing landfill waste and build-up. Another student, Josh Jeski, started Terraform Tillage, which provides innovative and sustainably focused technologies to farmers.\*

These are just two examples of the abundant opportunities in social entrepreneurship. Each of us can bring ideas to market and discover new customers by applying the entrepreneurial mindset and modeling solutions that benefit others. This is where social entrepreneurship intersects with opportunity: the opportunity to create products that create global or regional benefits.

Creating something to solve a problem is part of the entrepreneurial process. Entrepreneurs ask themselves, *Is it marketable? Is it doable?* Social entrepreneurs echo the same concerns. The difference is that students today are increasingly thinking about ways to solve current and future problems and are nurturing these ideas into entrepreneurial social ventures.

## National Leadership

As a national association dedicated to entrepreneurship education and awareness, NACCE has an important role to play. NACCE is known for its ability to convene like-minded thinkers to share best practices. This creates synergy on campus and fuels innovation. Social entrepreneurship is the by-product of bringing together problem-solvers who aren't afraid of taking risks. Social entrepreneurship will increasingly grow, and NACCE will continue to support programs and efforts that benefit regions and communities in the social entrepreneurship space.

We as institutional leaders can also help aspiring social entrepreneurs put these new revolutionary ideas into action. By sharing models that are replicable and scalable and putting people with similar interests or goals together, we can create a pathway and shine a light on it.

## Community Leadership

The timing is right to thoughtfully provide "greenhouses" or incubator space to address community problems, to innovate in that space, and help and encourage students to connect to a bigger cause. This is an area of growing opportunity for community colleges, and it doesn't require a significant financial investment.

This is an area of growing opportunity for community colleges, and it doesn't require a significant financial investment.

Most community colleges already have some business coursework in the social entrepreneurship space. By applying the problem-solving nature of the entrepreneurial mindset across these courses, the culture of social entrepreneurship will grow. If you have an advocate at your college, then you can do it. Culture drives the need.

Where you have a culture that celebrates entrepreneurs who are contributing to the local community in important ways, you have an opportunity to solve issues by tapping the innovative minds and hearts of nascent social entrepreneurs in our midst, perhaps unknown to us at the moment, but nonetheless there. We just have to look for them. ●

Steven Schulz, Ph.D.  
Board Chair, NACCE  
President, North Iowa Area Community College

\*Both are graduates of Venture School, offered through NIACC's John Pappajohn Entrepreneurial Center in partnership with the University of Iowa.

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## Letter from the Publisher

This issue of *CCE* celebrates “revolutionary thinking,” the theme of NACCE’s annual conference held in Boston, 90 miles from where the organization was founded 20 years ago on the campus of Springfield Technical Community College in Springfield, Massachusetts.

Since its start, NACCE has sought to place entrepreneurship curriculum and programming at the forefront of community colleges throughout the country to encourage new ways of thinking and problem-solving in our communities while also improving access and economic equality for all students. Looking back over the past two decades, NACCE’s commitment has remained steadfast, and support for its mission has been enjoined by leading companies and organizations nationally and globally.

This commitment continues to bear fruit. We see abundant evidence in the pitch competitions and the maker spaces that have proliferated in NACCE member community colleges, alongside innovation hubs and entrepreneurship centers that provide students with places to explore and expand their horizons. We also see it in the nascent but ever-growing emergence of social entrepreneurship where entrepreneurs are using problem-solving skills and creativity to find solutions to some of society’s most pressing issues.

We invite you to read about NACCE’s milestone celebration and more in this issue and encourage you to share your ideas for future articles.

### Rebecca Corbin, NACCE president and CEO

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



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# Entrepreneurship as an Essential Social Force

When people think of entrepreneurship, they may envision a successful startup generating significant revenues. For social entrepreneurs though, starting a business is about more than just profit; it's about their impact on people and their communities.

Social startup businesses focus on creating positive solutions to common issues at the local and global level. When effectively executed, social entrepreneurship empowers consumers and positively affects society while also generating revenue. This blend of business goals with community and environmental needs is a driving force of growth for small and large businesses. Social entrepreneurship is growing rapidly and will continue to accelerate in the years ahead.

## Who Are Social Entrepreneurs?

According to a study by the *Global Entrepreneurship Monitor*, social entrepreneurship is often associated with young changemakers who are idealistic in nature. The GEM results show that among 18-34-year-olds, there is a greater representation of nascent social entrepreneurs than nascent commercial entrepreneurs in many of the world's major economic regions. Of the world's social entrepreneurs, an estimated 55 percent are male, and 45 percent are female.

## Impact of Social E-ship

One of the emerging themes in social entrepreneurship is measuring social impact. The GEM study found that approximately half of individuals who fit the broad definition of social entrepreneurs report that they put substantial effort into measuring the social and environmental impact of their social venturing activities. About five in every 10 individuals involved in broad social entrepreneurship activity reinvest profits towards social goals set by the organization. While social impact can often be difficult to measure, there are noticeable benefits, ranging from consumer empowerment to the actual effects that money can have on communities.

Many business professionals have been trying to solve community and societal issues with innovation for decades. Bill Drayton, who founded Ashoka, an organization that supports social entrepreneurs, famously said, "Where do solutions come from? They come from entrepreneurs. Entrepreneurs committed to the good of all."

As consumers are empowered and more companies begin supporting community causes, the possibility of businesses having a significant role in social and environmental change will grow. Through social innovation, organizations are no longer tethered to profit only, but also to greater ideas that consumers and employees embrace more than ever before. By creating jobs and giving back, companies can create a cycle of social impact that is sustainable and replicable. ●



## The Role of Community Colleges: Views from College Leaders

"Community colleges can play a critical role in grounding students in social issues and finding ways for them to think entrepreneurially to solve these issues," said Joseph Konopka, vice president for Academic Affairs at Ocean County College (OCC) in Toms River, New Jersey.

"Being an entrepreneur often means facing rejection in pitching new ideas, which could lead to discouragement," he said. "Steeping our students and our cultures in ideation, entrepreneurial thinking, and problem-solving is now more critical than ever because nurturing this as a mindset will lead to a continuous flow of ideas and innovation. We can create different student forums for fostering such an approach."

### Planting the Seeds

A few years ago, OCC hosted a series of entrepreneurial events, where high school and college students pitched new ideas for a chance to win monetary prizes to fund a new project or service, according to Konopka. "The groups were small, and the program was minimally funded. However, if we expanded this approach by creating more events that bring students together to think and then encouraged them to apply an entrepreneurial mindset to solving issues in our communities, we could bring social entrepreneurship to a whole new level," he said.

Sonia Thorn, assistant vice president of Academic Affairs, Marketing & Communications at Pasco-Hernando State College in New Port Richey, FL, believes that events like the college's "Bobcat Hunt

Entrepreneurship Pitch Contest” are the best way to support social entrepreneurship going forward.

“We hosted our first competition in a hybrid format last year, and our faculty worked very closely with students to build their products and concepts,” Thorn said. “We are working with our K-12 partners, sister colleges, and local universities to explore how we can forge even more alliances that will increase talent development. Sometimes seeing the results up close and personal in your own community drives the energy and excitement. Seeing how we can do more is very motivating.”

“Seeing how we can do more  
is very motivating.”

**SONIA THORN,  
PASCO-HERNANDO STATE COLLEGE**

#### Best Entrepreneurial Thinking

Anthony Wise, president of Pellissippi State Community College in Knoxville, Tennessee, has observed several different types of entrepreneurial students at his college, including social entrepreneurs.

“This group comes to a community college with a commitment to solving a social problem and a desire to develop the leadership skills and entrepreneurial mindset to do so,” said Wise. “We have a graduate in social work whose intent is to start a non-profit to address the needs of the homeless in our community. Another graduate in teacher education wants to establish a housing unit for young people aging out of foster care. I have also spoken to a music student who hopes to create a non-profit that would enable him to provide music therapy to veterans on campus and in the community. These students represent the very best of entrepreneurial thinking at our colleges because they help us, our institutions, and our communities become better versions of ourselves.”

Sonia Thorn believes social entrepreneurship will grow in the years ahead. “Sometimes the benefits of helping others are intangible but you know you made a difference,” she said. “Though sometimes difficult to measure, social entrepreneurship is fulfilling because you get to see a community problem addressed by your organization’s efforts. By helping to solve a need, you become a better person and contribute to improving your community.” ●



Sonia Thorn



Anthony Wise



Joseph Konopka

## SOCIAL ENTREPRENEURSHIP LEADERS

*Following are some growing social entrepreneurship organizations:*

**BANGS Shoes** – The company invests 20 percent of its net profit to help people start their own businesses, handpicking business owners (mostly from Africa) and loaning them capital to start their businesses.

**AtlasGo** – It encourages users to do yoga, meditate, run, and exercise as an online app, and also raises money for its non-profit partners and donates money to plant trees. To date, the app has helped millions of users to engage in physical activity while giving back to the planet.

**HELPSY** – This company strives to change how people view recycling clothing by providing a wide array of services, from collection and sorting to the recycling of clothes and fabric.



**StartSomeGood** – As a coaching service, the project builds networks between brands and startup figures through marketing and resource programs that help startups create an impact in their fields.

**Cotsworld Fayre** – With its sustainable supply of raw goods, the platform offers a wide range of fair trade and healthy options – from gluten-free and organic to vegetarian and vegan. It also helps retailers achieve their food quality goals and helps other businesses by connecting their suppliers with owners to promote green and organic food to the public. ●





Left to right: Brenda Brombacher, her mother, Sandra Leos, and her sister, Jessica Rios Hoang.

## Coming Full Circle: How a Scholarship Recipient Gives Back to Her Community

Brenda Rios Brombacher earned a full scholarship from Verizon as a teenager; now she pays it forward by providing middle school students with access to Verizon Innovative Learning STEM Achievers.

### Full Transparency

In October 2019, Brenda Rios Brombacher was looking to make her next move professionally. After presenting at the National Association for Community College Entrepreneurship (NACCE) conference, Brombacher, who was director of entrepreneurial initiatives and community relations at Houston Community College (HCC), had her eye on other sessions to attend. As luck would have it, Verizon had a workshop that fit neatly into her schedule.

Curious to see what the company was up to, she grabbed a seat in the back of the room to learn about Verizon Innovative Learning STEM Achievers, an immersive educational program that helps middle school students across the country build STEM and entrepreneurship skills. It was immediately clear to Brombacher that the initiative would greatly benefit HCC. After all, she knew firsthand how life-changing Verizon's outreach could be.

Brombacher's decades-long connection with Verizon began when she

and her family emigrated from Mexico to Houston, Texas in 1998. She was 10 years old at the time. Her mother, Sandra Leos, began working in a local call center for a phone company that was later acquired by Verizon.

When Brombacher and her sister, Jessica Rios Hoang, took a tour for employees' children, she noticed the myriad of resources available in multiple languages as part of Verizon's cultural outreach. "They showed us all these different kinds of [marketing] channels and flyers in different languages," Brombacher recalls. "I was like, 'Oh my gosh! I know Spanish.' I felt like if Verizon could learn different languages and cultures then I could, too."

When it was time to think about college years later, Brombacher decided she wanted to study international relations. Attending university was mandatory in her household. "My parents would say, 'We came to America; this is the work,'" Brombacher says. "The expectation for us kids was to study really hard. It almost felt like double the work because



I was learning English, the [educational] system and how to apply to different universities.”

As Brombacher researched college funding, she discovered a Verizon scholarship opportunity designated for employees and their children. She applied for and was granted the scholarship: a full ride that covered her entire tuition at University of Houston-Downtown (UHD).

For an immigrant family who worked tirelessly for their new life in the United States, the scholarship was a game-changer — and gave Brombacher relief. “Having my tuition covered was a weight relieved; I remember crying with my family,” she explains. “I didn’t have to worry about that little piece anymore. I could just worry about class, getting good grades and thriving in my degree.”

When Brombacher, years later at the NACCE conference, heard about Verizon Innovative Learning, the opportunity felt like it was meant to be. “I wanted to give back to my community,” she explains. “Verizon has given me so much, and so much to our family. I wanted to...give that

**“I saw this platform as a way to close that digital divide in our community for those who don’t consider themselves techies.”**

**BRENDA RIOS BROMBACHER**

back to our middle school students here.”

In March 2020, after many calls and conversations, Brombacher learned HCC received a grant to host Verizon Innovative Learning STEM Achievers, an honor that was only given to 49 college institutions across the country. The global pandemic forced the college to change plans that year, but when Verizon Innovative Learning STEM Achievers kicked off in 2021, the four-week program was well-received by parents and students alike. In fact, it was so popular that the program expanded into two distinct sessions at HCC for the 2022 season, with 150 students registered. Across the country, Verizon estimates over 2,000 students will be impacted by Verizon Innovative Learning STEM Achievers in 2022.

“You could see through the [students’] progression how it sparks [their] interest,” Brombacher says. “The fact that these students could use that type of technology boosts their confidence.” Research supports Brombacher’s observations. Following the program: 98% of Verizon Innovative Learning STEM Achievers students reported increased interest and proficiency in STEM subjects, according to a 2019 survey.

With four tracks to choose from — Immersive Media, Smart Solutions, Digital Product Innovations and Artificial Intelligence/Robotics — Verizon Innovative Learning STEM Achievers opens its students to endless possibilities, just like it did for Brombacher when she was in middle school decades ago.

“I saw this platform as a way to close that digital divide in our community for those who don’t consider themselves techies,” she shares. “I think it gives them hope, exposure and access to careers they might be interested in pursuing.”

Throughout Brombacher’s educational journey — be it her own or paying it forward by helping her community years later — she cannot help but feel immense gratitude for Verizon, its programs and its commitment to closing the digital divide. “It was all coincidental, but I feel so thankful and blessed,” she shares. “I just want to thank Verizon for giving so much to the community for so many years.”

“I saw this platform as a way to close that digital divide in our community for those who don’t consider themselves techies...I think it gives them hope, exposure and access to careers they might be interested in pursuing.” ●

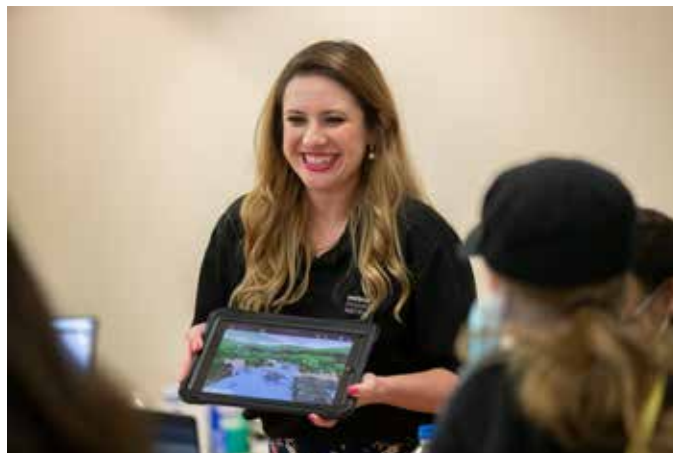
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Brombacher received a full ride to University of Houston-Downtown through a Verizon scholarship program geared toward employees and their children.



As kids, Brombacher and her sister visited their mother at the Verizon call center.



Brenda Rios Brombacher welcomes Verizon Innovative Learning STEM Achievers to the classroom.

#NACCE2022 attracted 336 in-person and 47 remote attendees. The conference, "Revolutionary Thinking," was held in Boston October 2-5. Entrepreneurship faculty, administrators, presidents, and other leaders from 46 states celebrated NACCE's 20<sup>th</sup> Anniversary at the conference.



NACCE President and CEO Rebecca Corbin welcomed attendees to #NACCE2022.



(Left to right): John Diffley, professor at Springfield Technical Community College; Judy Fox, program manager at the Michelson 20 MM Foundation; Diane Sabato, professor at Springfield Technical Community College; and Rebecca Corbin, president and CEO of NACCE, celebrate the Entrepreneurial Educator of the Year Award, sponsored by the Michelson Foundation. Both Diffley and Sabato shared the award.



With support from the Kauffman Foundation, 25 college and community leaders ideated about resources needed to ignite entrepreneurship in communities.



(Left to right): April Caldwell of fay/Ven, Tracey Quimby, artist, and Rebecca Corbin celebrated NACCE's 20th Anniversary by unveiling a commissioned artwork for the occasion, created by Quimby.



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2022





(Ascending left to right): Amy Bouvier, NACCE vice president of Finance and Administration, and Rebecca Corbin, NACCE president and CEO, with NACCE Board of Directors: Brenda Hellyer, chancellor of the San Jacinto Community College District; Carlos Turner-Cortez, chancellor of the San Diego Community College District; Chris Whaley, president of Roane State Community College; Steve Schulz, board chair and president of North Iowa Area Community College; Sharon Pierce, president of Minneapolis College; Jen Worth, sr. vice president of Workforce Development for AACCC; Jee Hang Lee, president and CEO of ACCT; and, Jim Murdaugh, president of Tallahassee Community College.



Bunker Hill Community College's Jazz Quartet entertained guests at the opening reception, sponsored by the Singleton Foundation.



Students from Modesto Junior College in California, presented their winning community solutions on the main stage at #NACCE2022.





On the final day of the conference, Chris Whaley, president of Roane State Community College, and John Rainone, president of Mountain Gateway Community College, kicked off the program with a group "Soul Train" dance.



Carlene Cassidy, CEO of the Ratcliffe Foundation, thanked fellow sponsors, including Verizon. She later announced the Pitch for the Skilled Trades and Pitch for the Foundation winners.



Team members from the Tennessee College for Applied Technology pitched and won \$50,000 for a "Frankenstein Electric Car" program.



Attendees traveled from 46 states to attend the annual conference.



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BOSTON  
2022



# Entrepreneur Creates Commemorative Artwork

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

“Every artist is an entrepreneur, but not every entrepreneur is an artist,” observed Andrew Gold, who teaches business and entrepreneurship at Hillsborough Community College (HCC) in Tampa, Florida. Gold is also a co-leader of the InLab@ICC, an innovation hub where he helped create a plan with April and Aaron Caldwell of fay/Ven to help artists sell their artwork during the pandemic.

Earlier this year, fay/Ven, which is an online marketplace where mobile and home-based vendors and artisans can find and book temporary retail space at local venues, helped commission artist Tracey Quimby to create artwork commemorating NACCE’s 20th anniversary. Titled, “Creation,” it was unveiled in October at NACCE’s 2022 Annual Conference.

Quimby was among several artists who displayed their art during the Susie Steiner Award Ceremony at HCC. Her work drew the interest of NACCE President and CEO Rebecca Corbin who commissioned the artist. “Tracey’s work caught my attention because it reminded me of the transformative power of entrepreneurship,” said Corbin.

## Entrepreneurial Opportunity

The result was a highly integrated and visually striking 3’x 4’ canvas that incorporates elements of NACCE’s book, *ImpactED, How Community College Entrepreneurship Creates Equity and Prosperity*. “She created individual images, shapes, colors, and strokes that blend into a cohesive tableau that resonates strongly with how entrepreneurship works,” Corbin said.

“I’m self-taught and enthusiastically try different mediums and encourage others to express themselves through art,” said Quimby. “I was honored for the chance to make a piece of art for NACCE and thoroughly enjoyed working with everyone in the organization.”

“Making something out of nothing is really what entrepreneurs do and what we as entrepreneurship educators encourage



Artist Tracey Quimby created artwork commemorating NACCE’s 20th anniversary. It was unveiled at this year’s annual conference in Boston.

students to do,” said Andrew Gold. “Tracey found a way to artistically highlight the principles put forward in NACCE’s book and capture the feelings of transforming lives through entrepreneurship.”

## Getting from Point A to Point B

It was Tracey’s involvement with fay/Ven that resulted in her collaboration with NACCE to create the commemorative artwork. “There is a greater need than ever to connect mobile vendors without storefronts to local venue owners who have spare room for pop-ups,” said April Caldwell, co-founder and CEO of fay/Ven. “We bring the two together, maximizing the potential for increased revenue and market opportunity for the artisan.”

A veteran-owned organization, fay/Ven was founded in 2018 by United States Air Force

veterans April Caldwell and her husband Aaron Caldwell. The company is also a grant recipient of the Everyday Entrepreneur Venture Fund and has won several local and regional business pitch competitions. “We are entrepreneurial in every way and understand the power of connecting entrepreneurs,” said April Caldwell. “We are the Airbnb for retail space! The model is successful because it offers creative solutions for helping each other out as a community.” ●

For more information, visit [fayven.com](https://fayven.com).



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# Vance-Granville CC and Tallahassee CC President Honored



Vance-Granville Community College (VGCC) in Henderson, North Carolina, has been named NACCE's 2022 "Heather Van Sickle Entrepreneurial College of the Year." James Murdaugh, president of Tallahassee Community College, (TCC) in Tallahassee, FL, was selected as NACCE's 2022 "Entrepreneurial President of the Year." The awards were announced at NACCE's Annual Conference in Boston where NACCE celebrated its 20th anniversary in October.

Vance-Granville Community College's selection as NACCE's 2022 Entrepreneurial College of the Year attests to the leadership of President Rachel Desmarais, who has steadily expanded the college's entrepreneurial initiatives.



(Left to right): Celebrating the Entrepreneurial College of the Year award for Vance-Granville Community College (VGCC) are: Katie Gailes, senior director of membership & DEIB, NACCE; Jerry Edmonds, vice president, VGCC; Rachel Desmarais, president VGCC; Chris Whaley, president of Roane State Community College; and NACCE's Rebecca Corbin.



Pictured (from left to right) are members of the TCC team: Renee Gordon, professor, Biological Science; Angela Long, chief engagement officer; James Murdaugh, president, and his wife Sara Murdaugh; Kimberly Moore, vice president, Workforce Innovation; Jessica Griffin, vice president, Workforce Development; and TCC Trustees Karen Moore and Albert Wynn.



In 2021, President Desmarais signed NACCE's *Presidents for Entrepreneurship Pledge (PFEP)*, committing the college to five action steps designed to create economic vitality through entrepreneurship. The college also hosted an innovative entrepreneurship youth camp called "Be a 'Trep'" (short for entrepreneur) for area middle school students aspiring to be entrepreneurs.

"Through innovative events hosted by Vance-Granville's Small Business Center and other entrepreneurial programming, the college has demonstrated its commitment to promoting entrepreneurship throughout the region it serves," said Rebecca Corbin, president and CEO of NACCE. "It is a pleasure to recognize this outstanding college, which was selected by an independent judging panel, as the winner of NACCE's 2022 Entrepreneurial College of the Year Award."

#### 2022 Entrepreneurial President Award

James Murdaugh was named NACCE's 2022 Entrepreneurial President of the Year for his leadership in entrepreneurial endeavors at Tallahassee Community College.

Under his leadership, the college created "TCC Spark," a program that focuses on equipping student entrepreneurs with the skills, tools,

and connections needed to start and grow successful businesses. TCC also launched the Wakulla Environmental Institute that spurred the creation of the Oyster Aquaculture Industry in Florida. The program is responsible for the startup of over 100 businesses and the creation of more than 300 new jobs in the local area.

"We are proud to honor President Murdaugh with NACCE's Entrepreneurial President of the Year Award for 2022," said Corbin. "Through his steadfast commitment to infusing entrepreneurial thinking and action through innovative programs at TCC, he shines a national spotlight on the value of entrepreneurial curriculum and programming among community colleges and beyond."

"I am humbled by this recognition," said Murdaugh. "Community colleges are the workforce engines for the regions they serve, and I am proud that Tallahassee Community College has been able to stay nimble in providing innovative programs for our students. This requires a tolerance for taking calculated risks, but more importantly, it requires a hard-working and dedicated team. None of our successes would be possible without the amazing faculty, staff, and administrators at TCC. This award is a credit to all." ●

## Two Foundation Leaders Share Lifetime Achievement Award

The Fish Family Foundation and the Herb and Maxine Jacobs Foundation were selected to receive NACCE's 2022 Lifetime Achievement Award. The award recognizes both foundations' entrepreneurial mindset and commitment to equity, demonstrated through their respective roles in the expansion of the "Learn & Earn" program (L&E) at Bunker Hill Community College (BHCC) in Boston, MA.

#### About Learn & Earn

BHCC's Learn and Earn Program promotes equity in the types of internships offered to students, how they are recruited and placed, and which students can participate. In 2017, the Fish Family Foundation approached BHCC to consider expanding the L&E program to non-profits. The program had been successful but was limited in terms of student participation and corporate involvement. The foundation funded a pilot with a commitment to further fund the program based on the results, including sustainable funding from other philanthropic sources.

The Herb and Maxine Jacobs Foundation expressed interest in funding a program that would lead community college graduates to meaningful jobs and careers. Together, these two funders enabled BHCC to establish a program that increases opportunities for all students. With funding secured, the L&E staff expanded and refined its recruitment efforts, changing the model to be more proactive and including personal email outreach to students who took courses with skills aligned to specific jobs. In addition to promoting equity in the types of internships offered and how students are recruited, the program exposes BHCC students to a broad segment of businesses, especially those that could not otherwise afford to pay intern salaries.

"The inclusion of students and access to education and entrepreneurial pursuits is one of NACCE's founding principles, and we



President of Bunker Hill Community College, Pam Eddinger (center), presented NACCE's Lifetime Achievement Award to the Fish Family Foundation and the Herb and Maxine Jacobs Foundation. Representing the Fish Family Foundation was Jennie Segel (left), director of Strategic Programs. Representing the Herb and Maxine Jacobs Foundation was Austin Gilliland (right), dean of Professional Studies, BHCC.

wholeheartedly embrace and acknowledge the diligence and generosity of both of these prestigious foundations," said Rebecca Corbin, president and CEO of NACCE.

"I want to congratulate the Herb and Maxine Jacobs Foundation and the Fish Family Foundation on this well-deserved recognition. We are honored to partner with both foundations to bring high-quality, equitable, and living-wage earning internships to community college students," said Pam Eddinger, president of BHCC. "These foundations recognize that the chance to learn and earn provides a critical boost to our students and employers seeking skilled, motivated, and educated workers." ●

# Four Colleges Win Pitch for the Skilled Trades Competition

*What do a 3D Lab, electrical vehicles, truck driving, and welding all have in common?* Each concept was represented by the winners of the 4th Annual NACCE "Pitch for the Skilled Trades," competition hosted in partnership with the Philip E. and Carole R. Ratcliffe Foundation.

Kudos to the dozens of teams that competed with gusto for a share of the \$150,000 in prizes generously provided by the Philip E. and Carole R. Ratcliffe Foundation!

"The 2022 Pitch for the Skilled Trades competition was a major highlight of this year's annual conference," said Rebecca Corbin, NACCE president and CEO. "The conference theme, Revolutionary Thinking, was evident in all of the submissions, and the judges were impressed by the creative approaches that competing faculty took to infuse entrepreneurial approaches into a wide range of skilled trades." Congratulations to the four winning colleges in the 2022 Pitch for the Skilled Trades competition:

**\$50,000 College:** Laramie County Community College (WY)  
**Project:** "Z-Lab - AR/VR Experience"  
**Lead:** Minden Fox

This initiative involved creating a computer lab using ZSpace to introduce manufacturing students to internal equipment functionality. ZSpace systems introduce students to a real-world environment while remaining safely in a classroom. ZSpace software and viewers expand specific areas of equipment to look at fine details and inner workings of equipment and how it works when functioning properly. Software can be expanded to include multiple programs across campus. This lab will be the first of its kind in the region.

**\$50,000 College:** Tennessee College of Applied Technology (TN)  
**Project:** "The Ride of Frankenstein (Electrical Car)"  
**Lead:** Andy Smith

TCAT will purchase an electric vehicle to use as a training aid for TCAT Knoxville Automotive, Diesel, and Collision Repair students, including dual-enrollment locations. The installation of a level 2 charging station will be used as a training aid for TCAT Knoxville Industrial Electrical Students. TCAT was also tasked with creating a program that is focused on the installation and repair of the charging stations.



Pictured with Ratcliffe Foundation CEO Carlene Cassidy (center, back row) are winning teams from Laramie County Community College, TCAT, Vance-Granville Community College, and Tallahassee Community College.

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

Concepts about oysters, drones, childcare, makeovers, and reducing student debt were presented by the winners of NACCE's "Pitch for the Foundation" competition hosted in partnership with the Philip E. and Carole R. Ratcliffe Foundation.

This year, NACCE celebrated its 20th anniversary by hosting the first competition for Pitch for the Foundation. "The competition's goal is to create and support ongoing programs that serve the different colleges' service areas," said Carlene Cassidy, CEO of the Ratcliffe Foundation. "This was a very competitive event that represents the Ratcliffe Foundation's mission to support area residents in gaining knowledge in career paths that are expanding along with new and cutting-edge career opportunities."

"The five winning colleges teams demonstrated outstanding creativity and ability to 'think outside the box,' in their respective pitches," said Rebecca Corbin, NACCE president and CEO. "All of the initiatives have the potential to positively impact local communities and help improve opportunities for people living in those areas. Congratulations to each of the 2022 Pitch for the Foundation winning teams!"

**\$50,000 College:** Tallahassee Community College (FL)  
**Project:** "Oyster Seed Nursery Training for Aquaculture"  
**Lead:** Albert Wynn

Aquaculture is the number one source of seafood in the world today, and to feed a growing global population with supply chain issues, we need to be able to turn to our oceans for reliable food sources. In Florida there is a shortage of nurseries and hatcheries that produce the seed needed by our farmers to grow more product. By providing training for our Oyster Aquaculture Farmers, we help them start their own nursery businesses and grow more seed. The increase in product will yield an economic impact of more than \$35 million annually in the Tallahassee area.

**\$50,000 College:** Vance-Granville Community College (NC)  
**Project:** "VGCC Red Tails Aviation"  
**Lead:** Kenneth Wilson

The purpose of VG Red Tails Aviation is to introduce, train, and support participation in the emerging UAV/Drone sector. VG Red Tails is a comprehensive program designed to train and prepare individuals to learn to fly, become certified (FAA/NC), start a business, or participate in sectors using drone technology. VGCC will become a regional leader in the UAV sector. Components of the training will include aerial photography, topographical imaging, infrared technology, 3D imaging, entrepreneurship, crop inspection, crop treatments, and other



Winning teams from Houston Community College, Pellissippi State Community College, Pima Community College, Vance-Granville Community College, and Tallahassee Community College celebrated winning a combined \$150,000 from the Ratcliffe Foundation.

agricultural UAV applications. The initiative is supported by the college president and the endowment foundation.

**\$40,000 College:** Pellissippi State Community College (TN)  
**Project:** "Grow Strong: Enterprising Early Childhood Development"  
**Lead:** Aneisa Rolan

Walt Disney once said, "If you can visualize it, if you can dream it, there's some way to do it." Pellissippi State's dream is on-campus childcare. "Grow Strong: Enterprising Early Childhood Development" is a new partnership of Pellissippi State Community College, the YMCA of East Tennessee, and the United Way of Greater Knoxville and is designed to create a shared service micro-center model to support quality childcare in the region. A micro-center is a one-classroom childcare program in an existing school or business. Pellissippi State's "Grow Strong" will serve as the micro-center host site for the YMCA's administration and delivery of childcare services for infants and toddlers. In addition, Pellissippi State's Early Childhood Education program will enhance the partnership by providing expertise, curriculum input, assessment tools, professional

continued on page 23

# The Multiple Dimensions of Diversity

By Katie Gailes, senior director, Membership and Diversity, Equity, Inclusion & Belonging, NACCE

The world we live in is a diverse ecosystem of cultures, ethnicities, values, perspectives, identities, and abilities, just to name a few. While technological advances continue to remove barriers of time and distance in the physical world, they have not had the same impact on the barriers to full acceptance of diversity, equity, inclusion, and belonging (DEI&B). Barriers to full acceptance of DEI&B are anchored in long-held traditions, stereotypes, beliefs, and perceptions that we use to make decisions about each other, often subconsciously.

## The Power of Observation

Research indicates that 80-85 percent of what we perceive is based on what we see. Our perception of our similarities and differences is usually based on how others look compared to us. The most common difference people recognize is race and skin color because skin color is easy to see. However, skin color carries with it a social, historical, and systemic context of perceived human value. There are many words for this perceived value: colorism, tonism, or shadeism. But the most common is racism.

## Dimensions of Diversity

Racism is the most prevalent form of discrimination and continues to be used to separate and divide society in the United States and beyond. Race as a way to value human life and as a 'differentiator' has a long history. While progress is being made, in many ways, it continues to divide us today. Yet, there are numerous other perceived differences that we can see with our eyes and even more that we cannot see. Understanding all dimensions of diversity illustrates how much we have in common.

In preparation for a recent workshop, I identified 19 differences; only six are completely not visible. Most are both visible and not visible. Each dimension could represent something to consider when creating programs and spaces to serve diverse audiences, where everyone has equitable access to offerings and feels included and a sense of belonging. Being aware of all the different ways diversity can show up can help create a more equitable and inclusive culture in which differences can be celebrated and everyone can hopefully gain a sense of belonging.

## Choosing to Elevate or Divide

Every difference also represents a way that two people could be alike. It is likely that when all boxes are checked, two people of different skin colors have more common dimensions of diversity than two people with the same skin color. We get to choose what we let divide us. And we get to choose to elevate those things that we share in common.

The accompanying table illustrates many dimensions of diversity and whether they are typically visible or not visible. You may not agree with my opinion of what is visible and what is not visible. *Which one of these dimensions is visible about you? What assumptions might people make about you based on the visible ones?* Take a look at it with members of your own team to spur deeper conversations about all the ways you think you are different and all the ways you think you are alike. If you would like to explore a *Multiple Dimensions of Diversity* discussion for your team, please contact us at [gailes@nacce.com](mailto:gailes@nacce.com). ●



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



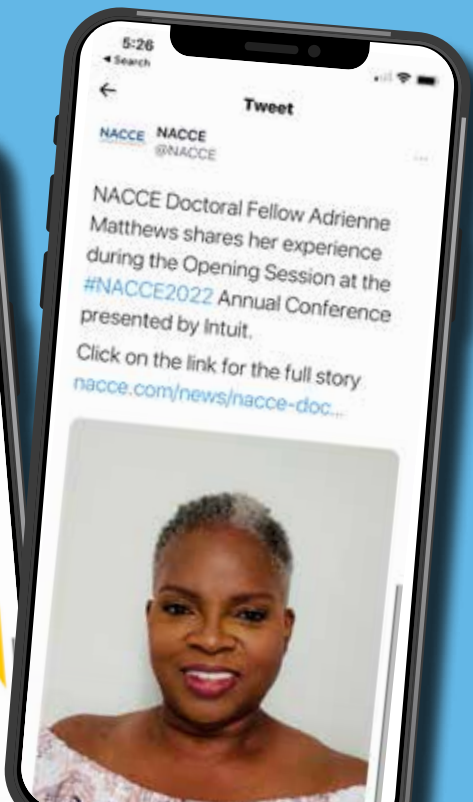
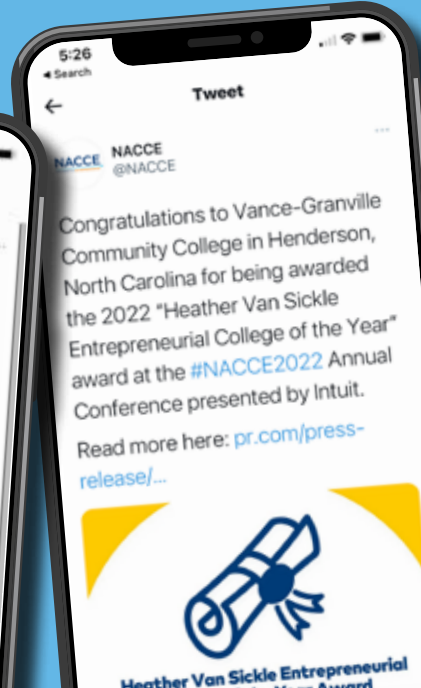
DIMENSION		VISIBLE	NOT VISIBLE
1	<b>RACE:</b> If you think in terms of black and white, you cannot always identify African American because many have light skin, eyes, and straight hair.	X	X
2	<b>SKIN TONE:</b> Very easy to see, unless the person is exposed to a lot of sun or cosmetically alters their skin tone.	X	
3	<b>ETHNICITY:</b> We can equate certain ethnicities with race. Sometimes, dress or cultures indicate ethnicity.	X	X
4	<b>AGE:</b> This is probably the easiest thing to see within a range of years.	X	
5	<b>GENDER:</b> Because men and women usually dress differently, wear different hair styles and accessories, we can make assumptions based on what we see.	X	
6	<b>GENDER IDENTITY:</b> Appearance and gender identity do not always coincide. We cannot make assumptions based on what we see unless individuals openly show their preference in their grooming and dress.	X	X
7	<b>WEIGHT:</b> A lot of us would like to hide this dimension. However, it is usually very visible.	X	
8	<b>HEIGHT:</b> Wearing high-heeled shoes does not mask height. And it is very difficult for a tall person to appear short.	X	
9	<b>INCOME:</b> External trappings may give us an indication of income level if they are present.	X	X
10	<b>RELIGION:</b> When religion dictates hair style, dress, visible customs, or the person openly declares their religion, this is visible.	X	X
11	<b>LANGUAGE:</b> This is most visible when the person is not bilingual.	X	X
12	<b>ACCENT:</b> Unless fluent to the level of native-born people, accent is hard to hide.	X	
13	<b>OCCUPATION:</b> Unless the occupation requires a uniform and you see that person in uniform, you may not be able to see occupation.	X	X
14	<b>PHYSICAL ABILITY:</b> Depending upon the type and level of ability or disability, this may not be visible.	X	X
15	<b>MENTAL ABILITY:</b> Certain mental disabilities like PTSD or bipolar disorder are not usually visible. Nor is genius. However, Down syndrome and autism, depending upon where they are on the spectrum, may be visible.	X	X
16	<b>MARITAL STATUS:</b> When people wear their wedding bands, this status is visible.	X	X
17	<b>PARENTAL STATUS:</b> If they appear with their children or a woman is pregnant, parental status may not be visible.	X	X
18	<b>EDUCATION LEVEL:</b> Behavior and how they introduce themselves may give us a clue, however; this is not usually visible.	X	X
19	<b>GEOGRAPHY/LOCATION:</b> Unless we are interacting with them in a location that has a certain reputation, this may not be visible.	X	X





## Tweeted & Noted

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## The Birth and Evolution of NACCE

In 1995, Andy Scibelli, president of Springfield Technical Community College in Springfield, MA, commissioned a feasibility study to determine if a small business incubator aligned with the expertise of the college could foster business growth in the region. This was the pivotal first step in the evolution of NACCE. Several years after undertaking that study, planning began for NACCE's first conference. A total of 149 college faculty and educators across the nation attended the conference in 2002.

In 2022, NACCE hosted its annual conference in Boston, Massachusetts celebrating 20 years of leading entrepreneurial initiatives across the nation. The conference's theme was appropriately themed, "Revolutionary Thinking." Congratulations to NACCE and all of its members for two decades of entrepreneurial leadership and innovation! ●







Greg Hodges, president of Patrick & Henry Community College (P&HCC), signed NACCE's *Presidents for Entrepreneurship Pledge*. Joining him during signing ceremonies are Rebecca Corbin (seated right). Standing left to right are: Tiffani Underwood, director of Development/P&HCC Foundation executive director; John Rainone, president of Mountain Gateway Community College; Anthony Wise, president of Pellissippi State Community College; Eva Bagg, president, Barstow Community College; and Shelira Morrison, director of P&HCC Workforce Development.



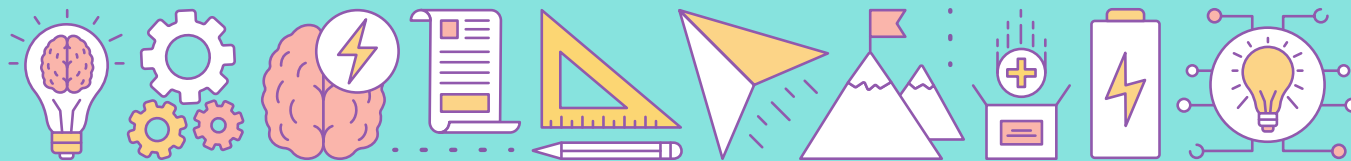
Jason Ryner, (left) and Anthony Reisen of ReEnvision Ag, were awarded \$5,000 in the John Pappajohn Entrepreneurial Center Venture Competition.



Pictured (left to right) at #NACCE2022: Carol Savage, editor, *Community College Entrepreneurship*; Angela Long, chief engagement officer, Tallahassee Community College; Rebecca Corbin, president and CEO, NACCE; and Amber Hicks, membership coordinator, NACCE.



Candi Karsjens (left), director of the NIACC Pappajohn Entrepreneurial Center, congratulated Jill Ihrke of Easy2Show on receiving an honorable mention in the Venture Competition.



## Colleges Shine at Lemelson-MIT Summit

*Why is invention and entrepreneurship education so important?* According to Steve Meyer, manager of STEM Education at Fox Valley Technical College, they are critical subjects for 4 - 12th grade students to help assure their success in the years ahead. Meyer was one of the presenters at a June summit, entitled "Invention and Entrepreneurship at Community Colleges," sponsored by the Lemelson-MIT Program and held during its EurekaFest celebration for young inventors.

The summit was offered in person on the MIT campus as well as virtually. Participants connected directly with Invention Education (IvE) leaders, educators, and students and enjoyed the interactive "minds on and hands-on" sessions that demonstrated the power and accessibility of IvE in keeping with MIT's motto, "Mens et Manus" (Mind and Hand).

Meyer, a former STEM teacher, gave a presentation on the impact of technology and the future of work that has dramatically enhanced dairy farming in Northeast Wisconsin and across the world. Many family-operated dairy farms are able to stay in business and be profitable through the use of automation and robotics.

"Innovations such as robotic milking machines, health monitoring systems (think Fitbit), food sweeping robots, and data analysis software have changed the skills, knowledge, and ways of thinking needed throughout the industry," said Meyer. "Imagine what it will be like when our elementary school students are entering the workforce in the future!"

### Transforming Approaches to Teaching

"The pathway of invention education has many deviations, detours, and mergers," said

NACCE's Rebecca Corbin, who also presented at the summit. "NACCE's role is to bring different entities together so that members can explore the critical intersections between invention and entrepreneurship and identify opportunities for students in their colleges and communities to solve real-world problems."

The panel discussion included leaders from NACCE, Modesto Junior College (CA), and Fox Valley Technical College (WI). NACCE shared its member resource offerings and examples of how it is uniting community college presidents, educators, administrators, and center directors to ignite interest in entrepreneurship on campus and in their communities. Modesto Junior College faculty shared their experiences developing workshops and courses as a pilot program for Invention and Inclusive Innovation (i3). Fox Valley Technical College outlined its success as a leader in entrepreneurship across business disciplines and integrations with STEM.

### Inspire, Engage, and Energize

"Our evidence-based model, backed by published research and case studies provided attendees with tools to evolve the teaching and facilitating of K-14 student learning," said Invention Education Officer Leigh Estabrooks, of Lemelson-MIT. "Attendees experienced activities and shared techniques that help diverse student populations develop confidence in their ability to pursue STEM college and career pathways as we seek to be even more inclusive."

The Lemelson-MIT Program leads in preparing the next generation of inventors and entrepreneurs. Its work focuses on the expansion of opportunities for young people to



Steve Meyer, of Fox Valley Technical College presented at the Lemelson-MIT summit.

learn ways to solve problems that matter. It is committed to diversity, equity, and inclusion, aiming to remedy historic inequities among those who developed inventions, protect their intellectual property, and commercialize their creations. One of the country's most prolific inventors, Jerome Lemelson, with his wife Dorothy, founded the Lemelson-MIT program in 1994. The family continues to support this vision through the Lemelson Foundation and grant funding administered by MIT's School of Engineering.

These presenters shared their expertise during the summit:

- **Chad Redwing**, professor, Humanities & Faculty Coordinator of the Applied Creativity & Community Transformation (ACCT) Institute, Yosemite Community College/Modesto Junior College
- **Deborah Gilbert**, English professor, Modesto Junior College
- **Jeremy Wilson**, Engineering professor, Modesto Junior College

For more information visit: [lemelson-mit.edu](http://lemelson-mit.edu).

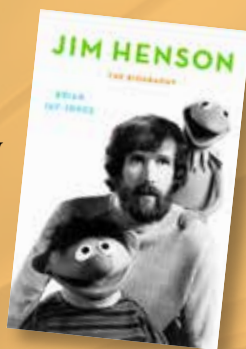




*Jim Henson: The Biography*  
By Brian Jay Jones  
(Ballantine Books, 2016)

I've been reading a really captivating biography about Jim Henson who was an incredible maker and entrepreneur! It's super inspiring and reminds me how important it is to work on the things that give you the most joy and meaning out of life. I highly recommend it!

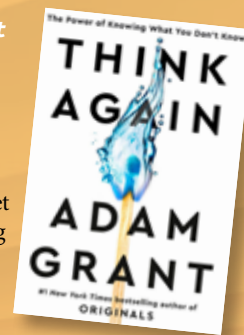
**Stephanie Santoso**  
Co-Founder and President, MakerUSA



*Think Again: The Power of Knowing What You Don't Know*  
By Adam Grant  
(Viking, 2021)

In this book, the author blends research and storytelling to help readers build the skills to meet the challenges of the future. In a rapidly changing world, the ability to rethink and unlearn is possibly more important than other cognitive skill sets. This book examines the critical art of rethinking and questioning your assumptions, which can position you for more mindfulness and creativity in your assumptions at work and in everyday life.

**Joseph Konopka**  
Vice President of Academic Affairs, Ocean County College



Skilled Trades continued from page 16

**\$40,000** College: Tallahassee Community College (FL)  
Project: "Breaker-Breaker One-Nine"  
Lead: Jessica Griffin

"Breaker-Breaker One-Nine" is a project that places returning citizens on the road to employment, self-sufficiency, and empowerment. This project provides the training needed for returning citizens to become a CDL driver, owner-operator, and contributor to the Florida economy.

**\$10,000** College: Vance-Granville Community College (NC)  
Project: "Welding Expansion Project"  
Lead: Stephanie Tolbert

Award funds will be used to expand the evening program in the Welding Department. This serves as a pathway for students from continuing education to obtain relevant curriculum, allowing working adults to get a basic welding certificate and help solve the shortage of welders in the workforce in our four-county service area. ●

Foundation continued from page 17

development, and field experiences for students. The shared-service model of a micro-center allows each partner to bring resources and manpower to the project.

**\$5,000** College: Houston Community College (TX)  
Project: "Makeover for Life"  
Lead: Maya Durnovo

HCC has developed an innovative enterprise and feminine approach to build new lives for homeless women of color. Students from three HCC programs, Fashion, Cosmetology and Culinary, will work as interns to provide a "Makeover for Life" aimed at supporting low income, homeless women, and those disenfranchised to experience a makeover, nutrition counseling, and career direction. Students will consult with these

women on their appearance, flattering hair styles, and good nutrition to transform their physical appearance and well-being to restore hope. We will introduce these women to career pathways to build a life of economic self-sufficiency and growth. HCC Student Services will join this enterprise with career counseling.

**\$5,000** College: Pima Community College (AZ)  
Project: "Earn to Learn"  
Lead: Marcy Euler

Student debt has crippled a generation of learners who secured high-interest loans in order to complete their studies. With post-secondary education costs outpacing inflation over the past several decades, some students were left with no choice but to take out loans. Long horizon repayment periods coupled with high-interest rates make educational loans a heavy burden for many who have turned to this option to finance their degree. To address these issues, Pima Community College (PCC) became the first community college in the country to partner with Earn to Learn (ETL), the largest matched-savings scholarship program in the nation. This partnership is having a dramatic and positive impact. Reducing or eliminating student loan debt while increasing completion rates are the two primary objectives of the partnership. Involved in this project are the PCC Office of Financial Aid & Scholarships as well as the Pima Foundation. Support from the chancellor and the provost has been critical to the success of the partnership. ●



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# North Iowa Entrepreneurs Win at Venture Competition

The sixteenth annual John Pappajohn Iowa Entrepreneurial Venture Competition awarded \$100,000 in cash prizes to nine Iowa ventures in August. The \$100,000 in seed funding consists of a \$50,000 contribution from John Pappajohn and a \$50,000 match from the Iowa Economic Development Authority (IEDA). The goal of this competition is to support Iowa's entrepreneurial ecosystem.

Iowa businesses that have been in operation for four years or less or are not yet cash-flow positive were eligible to apply. The competition is open to businesses including, but not limited to, technology, biotechnology, green technologies, medical, advanced manufacturing, agriculture, engineering, and education industries.

Participants were judged on written submissions, and those who advanced to the final round of the competition presented to a panel of judges. A total of \$40,000 was awarded to first-place winner Mitchell Hora of Continuum Ag; \$25,000 to second-place winner Ray Schmidt & Jessica Vlastaras of Farm Story Meats; and \$15,000 to third-place winner, Kyle Gernhofer and Charlie Hubbard of DenScore.

Honorable mention awards amounting to \$20,000 were given to: Jayson Ryner of ReEnvision Ag Inc.; Sandeep Laroia of Juggernaut Life Sciences LLC; Shan Jiang and Yifan Li of Janas Materials Inc.; Jill Ihrke of Easy2Show; Emily Steele of The Hummingbirds; and Dakota Hoben of Farmers Risk.

The NIACC John Pappajohn Entrepreneurial Center, in partnership with North Iowa's Small Business Development Center, provides tools, support, and resources to Iowa's entrepreneurs. Applications for the 2023 John Pappajohn Iowa Entrepreneurial Venture Competition will open in Spring 2023. For more information or to apply, visit [pappajohncompetition.com](http://pappajohncompetition.com).



Left to right: Brook Boehmler, regional director, North Iowa SBDC; Candi Karsjens, director, NIACC Pappajohn Entrepreneurial Center; Mitchell Hora, Continuum Ag, first-place winner; and Tim Moore, director of Innovation, NIACC Pappajohn Entrepreneurial Center.

# Gailes Named 2022 Leader in Diversity

Congratulations to Katie Gailes, NACCE's senior director, Membership and Diversity, Equity, Inclusion, and Belonging, for winning the *Triangle Business Journal's* "2022 Leaders in Diversity" award! She received the award during ceremonies on October 12 in Raleigh, NC. Gailes was selected for her work on "Our Stories on Race," a non-profit that provides a safe space for facilitated small group conversations on race among diverse groups of 10 people. With three chapters, over 300 graduates, and a corporate edition under development, "Our Stories on Race" is poised for significant growth and impact.

The "Leaders in Diversity" awards recognize businesses, individuals, and nonprofits that have demonstrated respect for inclusive treatment of others, advocacy for underrepresented groups, and multicultural marketing. This year, 10 individuals and 10 organizations were selected to receive this prestigious award.

"It is a credit to Katie Gailes, her co-founder Matthew Kane, and the rest of the geographically dispersed team to win this award, which represents a wide cadre of talented individuals who are committed to seeing and honoring our combined humanity," said Rebecca Corbin, NACCE president and CEO. "Her work in the community and here at NACCE continues to increase our awareness of and appreciation for the power of diversity, equity, inclusion, and belonging."



NACCE's Katie Gailes, (right) received a 2022 "Leaders in Diversity" award.





# The Power of Art on Entrepreneurial Thinking

By Caron Sada, Ph.D., residential faculty, Psychology,  
Paradise Valley Community College, Phoenix, AZ

*Editor's Note: Several decades into the community college national entrepreneurship movement, the author explores how the arts can lead to the next iteration of entrepreneurship, social entrepreneurship, and positive social change.*

Learning, problem solving, expressing, and influencing are all examples of change behaviors that we can experience individually and together. *How might the arts power your efforts beyond the status quo and toward your organizational and community vision?*

**Learn** Art can help us notice and understand complex concepts through the simplicity of imagery and experience. The way you see and interpret the world and certain situations impacts your creativity. What you choose to create and how you do it is affected by your observations, thoughts, and conclusions. Changing your perspective changes the way you create.

**Problem Solve** Engaging in an art process (i.e., making) can help us figure things out and solve problems as we also experience well-being. Keeping your mind in a positive gear encourages creativity and a welcoming environment. A recent study found that 75 percent of people in a positive frame of mind were able to successfully complete a creative task while only 13 percent of people in the control group could not complete it.

**Express and Influence** We can express our hopes and plans through art; stick figures, crayons, paints, clay and all other media used by novices and/or experts can represent incremental and breakthrough thinking. As a result, a work of art can become a call to action. Being willing to change your perspective can help you develop a growth mindset – a mindset that encourages positive change and the ability to express yourself creatively.

## About the Author

Caron Sada teaches psychology at Paradise Valley Community College and leads Innovation and Entrepreneurship programming for the Maricopa Center for Learning and Innovation for the Maricopa County Community College District. As a social entrepreneur, Caron is the Creator of the Z Model and The Art and Science of Culture Change. She also currently serves as a Crayola Ambassador for the National Art Education Association.



Caron Sada



Contact: [caron.sada@paradisevalley.edu](mailto:caron.sada@paradisevalley.edu)

"Art can help us  
notice and understand  
complex concepts  
through the simplicity of  
imagery and experience."

**CARON SADA,  
PARADISE VALLEY  
COMMUNITY COLLEGE**

*The Lens*, a magazine produced by **Tarrant County College's** (TCC) Department of Corporate Solutions & Economic Development, received the 2022 Award of Excellence in the category of "Corporate Identity – Print Collateral" and the Award of Distinction in the category of "Public Relations/Communications" during the 28th Annual Communicator Awards competition. Shannon Bryant, TCC's executive vice president for Corporate Solutions & Economic Development, serves as editor-in-chief. TCC is located in Fort Worth, TX.

In July, **Anne Arundel Community College's** (AACC) EXCELL Performance Coaching Conversation Model received the College and University Professional Association for Human Resources (CUPA-HR) 2022 HR Innovation Award. The HR Innovation Award recognizes innovative thinking in higher education HR, especially models that can be adapted for use on other campuses.

The EXCELL Performance Coaching Conversation Model was created as an alternative to a previously used performance evaluation process. Staff were evaluated once at the end of each fiscal year with a process involving a cumbersome online performance management system. The workplace pivot with the onset of COVID-19 opened the door for process evaluations, including the pilot for the EXCELL performance coaching conversation model. CUPA-HR made a \$5,000 contribution to Anne Arundel Community College in recognition of the award. AACC is in Arnold, MD. **Congratulations!**

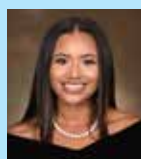
Over the course of three days in late August, **Middlesex Community College's Center for Truth, Racial Healing and Transformation** (CTRHT) hosted a series of events to offer MCC and Greater Lowell community members opportunities to learn about leadership for racial equity and racial healing circles. "At Middlesex, we are committed to the necessary collaborative and intentional work it takes to build meaningful relationships and partnerships, and to create a racially equitable community," said Phil Sisson, MCC's president. **Middlesex Community College** is located in Bedford, MA.



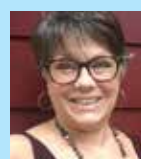
Seated are members of the Anne Arundel Community College HR team.

*Our Community, Our Money (The Entrepreneur In You)*, is a show produced with the Entrepreneurial Initiatives department and **Houston Community College TV**. The show focuses on topics related to business and the community and promotes a variety of activities developed by HCC's Entrepreneurial Initiatives Department, Centers of Excellence, students, partners, and business owners in the local community. The Office of Entrepreneurial Initiatives was established to build and sustain the Houston business community through effective and relevant educational initiatives to help businesses grow in revenue, personnel, and business opportunities. The show airs three times per week and reaches more than 700,000 basic cable television subscribers daily in Houston's city limits and beyond. Creators of the show hope it will drive more engagement to HCC programs and highlight the success of the college's students, small business owners, and the local community.

NACCE welcomed two new members of its team this summer! Both are working out of NACCE's Cary, NC headquarters.



**Amber Hicks** joined NACCE in July as the new Membership Coordinator, reporting to Senior Director of Membership & DEIB Katie Gales. She will assist the team in managing the membership database, tracking membership engagement, and performing administrative tasks. Amber graduated from Spelman College in 2020 with a degree in sociology. You can reach Amber at (984) 206-1330 or hicks@nacce.com.



**Patricia Wigington** joined the NACCE team in early August as the Project Coordinator for the NACCE main office. Reporting to NACCE President and CEO Rebecca Corbin, she works on the sponsorship and event logistics for the NACCE annual conference and is the lead scheduler for all executive meetings and events. Patricia worked for the Wake County Public Schools, serves as vice president of her local swim club, and is a certified yoga instructor. You can reach Patricia at (984) 206-1329 or wigington@nacce.com.





# Stephanie Goldenberg



Member Spotlight shines a light on outstanding individuals, teams, projects, or programs that exemplify and promote entrepreneurial mindset or action at institutions associated with the NACCE network.

## Organization

Anne Arundel Community College (aacc.edu)

## Occupation

Associate Professor and Academic Chair, Entrepreneurial Studies Institute

## First Job

Retail Associate at The Gap

## Philosophy

Do more of what you love.

## Favorite Music

Reggae and 80's music

## Favorite TV Show Or Movie

Any John Hughes movies

## Favorite Book

*Reach Out* by Molly Beck

## Social Media Handles

- [linkedin.com/in/stephanie-goldenberg-50b1a672/](https://www.linkedin.com/in/stephanie-goldenberg-50b1a672/)
- @aacc\_esi Instagram
- @AACCESI Facebook

## Success Is...

Seeing the light spark in someone's eyes. I love when there is hope, progress, and motivation to push forward. When I can inspire that in others, that is success.

## What Got You Interested in Your Work?

As an undergraduate college student, I served as Student Government Association president and advocated for students. After working in marketing for several years, I started my

own marketing consultancy business, which I owned for 10 years. I learned the hard way about being an entrepreneur. It was a lonely business, so I wanted to help others with resources and support. Combining my passion for education, helping others, and entrepreneurship has led me to my current role.

## Pet Peeve

Redoing something I have already done.

## Favorite Quote

"To the world you may be one person, but to one person you may be the world."

## Current Project(s)

2023 marks the 20th anniversary of the Entrepreneurial Studies Institute at AACC. We will celebrate by hosting sponsors, alumni, current students, faculty, and staff. It will be an exciting showcase of our student entrepreneurs.

## What Benefits Have You Gained Since Becoming a NACCE Member?

NACCE has connected us to a wonderful network of professionals to share ideas, get feedback, and tap into resources. The Michelson IP resources have helped supplement our learning materials in our courses. The ideas shared at the NACCE conferences have helped with new learning activities, new resources for students, and enhancements to our program. Personally, Becky Corbin has offered support and resources as I work through my Ph.D. program in Community College Leadership at Old Dominion University. ●



*If you have someone in mind to be featured or would like your program or team to be included, please contact Trish Truitt at: [truitt@nacce.com](mailto:truitt@nacce.com).*

#NACCE2023

## 2023 SAVE THE DATES

Entrepreneurial Resource Development  
(ERD) & Veterans Entrepreneurship

**May 4 - 6, 2023**  
**Coeur d'Alene, ID**



**NACCE**  
THE IMPACT OF ENTREPRENEURSHIP



**make/SHIFT**  
the Makerspace Ecosystem Summit

**June 14 – 16, 2023**  
**Boston, MA**

**LEMELSON-MIT**  
Celebrating invention, inspiring youth

