

COMMUNITY COLLEGE

ENTREPRENEURSHIP

A Publication of NACCE

SUMMER/FALL 2019



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E-ship: the New Leadership Imperative

Community college presidents today face distinctly different challenges than their counterparts who ran community colleges a hundred years ago when the community college era began, or even as recently as 20 years ago.

Completion and student success, reductions in public funding, greater diversity among students and their learning styles, increased competition from new delivery systems, keeping pace with cutting-edge technology, greater demand for accountability, and higher quality for lower costs – these are but a few of the challenges facing community college presidents and chancellors in every region of the country.

Many of our biggest institutional challenges are tied to or are symptomatic of socio-economic issues in our society, including mental health, poverty, race and gender disparities, and drug use and abuse. Ever-evolving local environments require colleges to rapidly respond to the changing needs of our communities. These complex challenges often require the collaboration of multiple private, public, and non-profit entities.

Community college leaders have a long history of innovation and the ability to unearth opportunities to better serve the needs of their colleges and communities. For community colleges to succeed, we must embrace entrepreneurship as the new leadership imperative. To do this, we are tasked to master new (or if not new), re-ignite cultural and experiential competencies that enable us to lead by example – just as entrepreneurs do. *What are these cultural and experiential competencies?* I suggest they start with these:

Collaboration is the foremost component of every entrepreneur's pathway to success, and is a critical tool for today's community college leaders.

Acute awareness gives us keen observation skills and provides us an opportunity to see patterns and identify unmet needs.

Informed risk-taking backed by real world data and experiences allows us as leaders to try things even if they are completely new to us.

Humility helps us to understand what we don't fully understand about many of these challenges and gives us the wisdom to secure staff that does and/or to establish a referral network to address these challenges.

Common Leadership Attributes

Based on research conducted by Achieving the Dream and The Aspen Institute, highly effective college presidents share five common qualities:

- Deep commitment to student access and success – persistent and constant drive to ensure student success
- Willingness to take significant risks to advance student success
- Ability to create lasting change within the college by building urgency, creating strong plans, collaborating with and listening to faculty and support staff, and implementing and evaluating change strategies
- Having a strong broad strategic vision for the college and its students, reflected in external partnerships
- The ability to raise and allocate resources in ways that align with student success, both entrepreneurial and strategic.

E-ship as an Art and a Science

In an entrepreneurial-led college, the entrepreneurship imperative manifests itself as both a science and an art. At Fox Valley Technical College, we have fairly defined processes to support new development and innovation, research and growth of new programs, broad access to needs assessment and satisfaction surveys, and investment proposals that help us weigh outcomes and risks.

Entrepreneurship as an art is evident through our employees who are empowered to advance ideas, improvements, and changes. This often occurs organically and is free-flowing and admittedly, sometimes a little messy. We often seek grant funding for innovative, groundbreaking work, and grant writing is, in part, an art.

Entrepreneurship is the key leadership imperative for the future of community colleges. We see again and again how a strong “can-do” entrepreneurial mindset can help us overcome obstacles and create new opportunities. Entrepreneurship is an operating principle and a spirit for community college leaders to better serve their colleges and communities well into the second century of the community college movement. ●

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Editor's Note

SUMMER/FALL 2019

Entrepreneurship as a leadership imperative resonates throughout this issue of *Community College Entrepreneurship*. From the Message from the Board Chair, to updates on global entrepreneurship boot camps, the rapidly growing makerspace movement, and centers of practice expanding throughout the country, you'll find plenty of fodder for making your college the most impactful entrepreneurial ecosystem it can be.

Highlights from the issue include: shared first impressions from the new NACCE-Manodharma partnership that enables NACCE administrators and faculty to take advantage of full immersion travel grants to India; the vital role mentoring is playing in the Verizon Innovative Learning (VIL) program for historically underserved students; and the design thinking workshop on the opioid issue recently presented at the Community Colleges of Appalachia (CCA) spring conference.

If you have an idea for a journal article, including a student entrepreneurship success story, please contact editor Carol Savage: editor@nacce.com.

Publisher: Rebecca A. Corbin

Editor: Carol Savage

Art Director: Todd M. LeMieux

To contact NACCE, e-mail:
info@nacce.com or call (413) 306-3131

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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.



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PICTURE THIS

Left: NACCE's Rebecca Corbin (center) visits students participating in the NACCE-Verizon VIL program at Harris Stowe State University in St. Louis. Right: Joe Kapp (center), NACCE member and president of the National Center for Resource Development, attended the May 2019 ESHIP Summit in Kansas City, along with NACCE President and CEO Rebecca Corbin (far left), and Simone Elder, Craig Buerstatte, and Shelley Paasch, of Rural Rise.



Educators Connect at Makerspace Forums

According to a recent Future of Jobs Report, automation will accelerate skills shift and social and creative skills will be more important. Forty-two percent of skills will change and 75 million jobs could be displaced. To address this change in needed job skills, NACCE partnered with the California Community College Makerspace Initiative (CCC Maker), to host make/SHIFT! – the Makerspace Ecosystem Summit, in Irvine California in April. The national event connected hundreds of educational makerspaces, entrepreneurship programs, and partners in workforce development innovation. “Makerspaces help prepare students with the entrepreneurial skills they need to succeed in tomorrow’s jobs,” said Rebecca Corbin, president and CEO of NACCE.

“Make/SHIFT provided participants with the opportunity to meet with educators, K-12 and community college leadership, foundations, and policy makers who are looking to the makerspace movement for innovation, inspiration and collaboration,” said Sierra College Dean of Workforce Innovation and Statewide Project Director, CCC Maker, Carol Pepper-Kittredge. “College makerspaces positively impact student access, equity, and success by engaging students in their own learning, developing hands-on and entrepreneurial skills and connecting them with employers.”

“Makerspaces enable diverse, talented individuals to work together to tackle worldwide challenges.”

STEPHANIE SANTOSO

Design Thinking

More than 250 attendees attended the summit. A \$17 million grant from the California Community College Chancellors office enabled 24 CCC to receive grants to establish makerspaces where students have access to technology that allows them to create, invent, learn, and share ideas. Each of the selected colleges was awarded from \$100,000 to \$350,000 per year for up to two years. Makerspace communities have impacted over 23,000 students, funding nearly 300 internships, and recruiting over 700 employers.

“Sessions included design thinking approaches to solve problems by beginning with empathy, defining problems, ideating about solutions, and prototyping solutions,” said Corbin. “Attendees also participated in open education resources available through HP LIFE, Skills Commons, and other sources. NACCE is excited to support the growing national community of maker educators.”



The CCC Maker team and a few students relax following the conference.

Make/SHIFT 2.0

Stephanie Santoso, director of Maker Initiatives US2020, acknowledged the impact student makerspace projects have had on society in her keynote address at the 2019 conference. “Makerspaces enable diverse, talented individuals to work together to tackle worldwide challenges. She also announced the formation of “Make For All,” a national coalition of leading education organizations focused on broadening access to maker-centered learning opportunities for students. In December of 2018, Make For All launched a call for commitments to help expand maker-centered learning for students across the United States.

With more than 60 new partnerships, including NACCE, Make for All will promote collaborations and initiatives focused on empowering students to develop the mindset, skills, and experiences that are critical to preparing them for the jobs of the future. These commitments span all 50 states and address K-12, post-secondary, and higher education and workforce development.

In June 2020, NACCE and North Idaho College will host make/SHIFT 2.0 at the college’s campus in Coeur D’Alene, Idaho. The conference will cover a number of topics, helping attendees to leverage best practices to teach the maker and entrepreneurial mindset sought by employers; build an inclusive innovation culture; form productive partnerships; and gain traction in preparing students for careers, using proven entrepreneurial makerspace models. ●

Contact Leah Deppert at deppert@nacce.com.



CCA Conference Spotlights

Regional Issue

According to a recent survey conducted by NACCE and a number of Appalachian-area member colleges and subject-matter experts, nearly 70 percent (69.7) of respondents indicated they or someone close to them had been affected by addiction/substance use disorders. The results of the Student Engagement & Institutional Attitude Survey prompted a design thinking workshop that was presented during the June conference of Community Colleges of Appalachia (CCA) in Asheville, North Carolina.

Joe Kapp, president of the National Center for Resource Development, and NACCE's Rebecca Corbin, led the workshop, "Challenges and Opportunities: Opioids & Entrepreneurship Strategic Plan Update," which drew attendees from 24 Appalachian community colleges that are dealing with substance use disorders.

Why Community Colleges?

"We know from our research that the most effective programs are locally executed," said Kapp. "Few institutions are better able to help drive local change than community colleges. Our design session validated the desire by Appalachian college presidents to address substance and addiction abuse in a thoughtful, impactful, and sustainable way."

Sherry Zylka, president of Big Sandy Community and Technical College in eastern Kentucky, echoed this sentiment when she stated, "The community college has historically been the place where people come to change their lives because they are received with an openness of their situations. Together with addiction recovery programs, the community college is logically aligned to fight addiction and provide educational opportunities for students to earn certificates and degrees in order to find gainful employment."

Survey Findings

From February to June 2019, NACCE and ARC college team members completed the research. Key survey findings include:

- Across all respondent types, individuals indicated they knew 10.28 individuals in recovery at their community college.
- 65.6 percent of respondents indicated they were unsure or disagreed with the statement, "Around here people know where to go to find recovery support services."
- Only 36.1 percent agreed with the statement: "There is a clearly established program at our community college that supports students in recovery." Only 18.5 percent of students in recovery agreed with this statement.
- The majority of students in recovery are not accessing recovery support services and resources on campus. More than 71 percent (71.7) of students in recovery are spending no time engaged in support services on campus.
- The time spent engaged in recovery support services and resources on campus are minimal, but engagement is high. Program advisors/coordinators estimate that students participate in services for 1-3 hours each week and that 88.9 percent of students are somewhat engaged or engaged during this time.



Creative Teaming

"Rebecca and Joe did an awesome job facilitating our design thinking session. Our groups were able to move through empathizing and identifying a significant problem, to presenting a vision of a prototype

for solving it," said Kevin Boys, president of Southern State Community College in Hillsboro, Ohio. "The design thinking process itself exercises both the left and right sides of the brain! It forces you to think analytically and creatively. It's always interesting to see how individual strengths and preferences emerge in a group setting like this."

Kris Westover, president of Mountain Empire Community College in Big Stone Gap, Virginia, found the workshop valuable in a several ways. "It provided us with the opportunity to discuss what's happening in our own communities and schools and share ideas we are working on," said Westover.

"It was valuable to get feedback about what other colleges are doing with students in recovery and those dealing with re-entry from incarceration. It's clear more support is needed for employers in terms of what to expect from someone in recovery and how to support them."

"We are all talking about transformation," said Zylka. "As a community college president in Appalachia, I encounter renewed hope within each graduate. Working closely with addiction recovery centers is a natural fit for us, as transformation occurs through hope, purpose and new habits."

Following the CCA design thinking workshop, the group prepared a strategic capacity-building plan for the Appalachia Regional

Commission (ARC) Region with inputs from ARC community colleges. This plan will help guide future efforts to address the issue across the region. ●

Contact: corbin@nacce.com

"It's clear more support is needed for employers in terms of what to expect from someone in recovery and how to support them."

KRIS WESTOVER



Entrepreneurship: The New Imperative in College Leadership

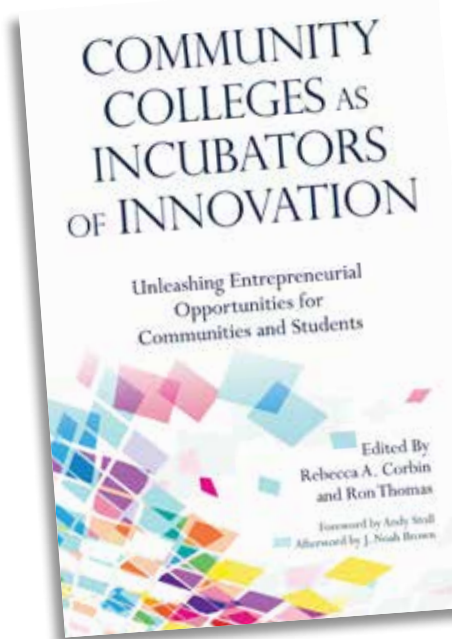
By Rebecca Corbin, Ed.D., president and CEO, National Association for Community College Entrepreneurship

Editor's Note: The following article was recently featured on the website of The Association of Community College Trustees (ACCT).

A recurrent theme, and now an imperative, is the reality that if we are to meet the challenges of the second century of the community college movement, we must begin to think and behave very differently. We should start with what we think we know now, remember what we've forgotten, and be comfortable with what we don't know about the future. In short, to navigate successfully to meet the needs of students and communities, we must adopt an

entrepreneurial mindset—letting our passion dictate our direction while exercising moral courage and risk-taking to shift the curve of decision making by rejecting the status quo.”

The preceding quote is from the Afterword of



NACCE's recently published book, *Community Colleges as Incubators of Innovation: Unleashing Entrepreneurial Opportunities for Communities and Students* (Stylus, 2019). J. Noah Brown, president and CEO of ACCT and a former member of NACCE's board of directors, wrote the Afterword, and in it, he affirms the imperative that for college leaders to meet and conquer challenges, they must embrace the entrepreneurial principles expounded by Saras Sarasvathy, Ph.D., of the University of Virginia's Darden Graduate School of Business Administration. Sarasvathy has studied the behaviors and traits of entrepreneurs, and how these habits can be applied to how community college leaders can meet future challenges.

Brown summarizes his view of the role of entrepreneurship as follows: “There are no simple algorithms to master entrepreneurship — the science of entrepreneurship can be described and disseminated. The art of entrepreneurship is in the doing — the relentless passion. Now is the time for doing. It is time to become habitual entrepreneurial community college leaders.”

E-ship as Part of a National Conversation

As NACCE continues to stoke growing interest among community colleges about the importance of entrepreneurship to their institutions and the communities they serve, we see time and again how potent a catalyst an entrepreneurial ‘can-do’ mindset can be. It is the cornerstone for NACCE as a national membership organization and continues to guide its operational mode and spirit today.

NACCE's new book has gathered best practices and models of entrepreneurial ecosystems inspired by entrepreneurship educators and thought leaders from around the country. These examples can be replicated by faculty and community leaders seeking to enhance economic vitality through entrepreneurial opportunities. ●

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“These examples can be replicated by faculty and community leaders seeking to enhance economic vitality through entrepreneurial opportunities.”



Two years ago, NACCE made a commitment to expand and deepen resources for members across North America. To support this work, NACCE created a center of practice (COP) model, and community college leaders began working together to create these resources. Participating in these groups gives NACCE members a conduit to knowledge across the organization and the ability to learn skills from others and share experiences. NACCE has provided seed funding and support to help many of these new and emerging COPs grow.

Following are some examples of emerging and established Centers of Practice:

Equity & Diversity – Fox Valley Technical College, Appleton, WI

This effort reflects NACCE's commitment to equity, diversity and inclusion. With support from the Verizon Foundation, college leaders from historically black colleges and universities and community colleges formed a Mentoring Council. This initiative focuses on providing opportunities for STEM learning, professional and personal development. Contact Jeff Smith at smith@nacce.com for more information.

Entrepreneurial Mindset – North Iowa Area Community College, Mason City, IA

North Iowa Area Community College has been working closely with NACCE staff to expand member services by initiating a statewide entrepreneurial mindset program. Through their efforts, all presidents in the state have signed NACCE's *Presidents for Entrepreneurship Pledge (PFEP)*, which forms the guiding principles of book, *Community Colleges as Incubators of Innovation*. Contact Katie Calabrese at calabrese@nacce.com.

Student Engagement – Maricopa Community College District, Tempe, AZ

Students from PVCC's "Club Z" hosted a successful kickoff event for NACCE's new book and pledge signing on the campus of Paradise Valley Community College (PVCC). Club Z is the creation of Caron Sada, psychology, residential faculty at PVCC. The student-driven club focuses on creativity, inclusion, and student success. The students will participate at the 2019 NACCE Annual Conference in Newport Beach, California October 13-16. Contact Caron Sada at caron.sada@paradisevalley.edu for more information.

NACCE Expands Centers of Practice



Left to right: Kydrali Nazym, Jessica Meidl (Manager, The Grind), Ruslan Sameteyev, Eldana Frolova, Andrey Yemelin, and Dmitriy Korepanov

PHOTO COURTESY OF FOX VALLEY TECHNICAL COLLEGE

Making – Sierra College, Rocklin, CA

As a technical assistance advisor, NACCE completed a three-year grant with Sierra College and CCC Maker to support the formation of 23 new makerspaces in California. A showcase and conference, make/SHIFT, took place in April with 250 attendees. This will be followed by the 2020 make/SHIFT 2.0 conference June 3-5 hosted by North Idaho College in Coeur d'Alene, Idaho. Contact Rebecca Corbin at corbin@nacce.com for more information.

Workforce Development – Tarrant County College District, Fort Worth, TX

NACCE hosted a successful national conference in 2018 in partnership with the Tarrant County College District. Several grant proposals are under consideration to support the expansion of apprenticeship and workforce development resources for NACCE members. Contact Rebecca Corbin at corbin@nacce.com for more information.

Global Entrepreneurship – Manodharma Foundation and Michigan State IBC, and Fox Valley Technical College

Much of NACCE's work in global

entrepreneurship has been supported through its collaboration with Michigan State University's International Business Center (IBC) (global.broad.msu.edu). NACCE has also partnered with universities in China for

administrator and faculty exchange programs in 2017 and 2018. In 2019, NACCE forged a robust and multi-year relationship with the Manodharma Foundation to support presidents, trustees, staff, and faculty with scholarships to travel to India. NACCE is hosting a Global Boot Camp with Los Rios Community College in September of 2019.

In March a group of Open World delegates from Kazakhstan (see photo) visited Fox Valley Technical College for a weeklong immersion to explore best practices in support of small and medium-sized business development with the college's Venture Center. This is the fourth group of aspiring young entrepreneurs from abroad that FVTC has hosted in the past four years. ●

Contact Rebecca Corbin at: corbin@nacce.com.





Mentor Council Advances Student Success

Having a mentor or role model is highly correlated with retention in colleges and universities. This is especially important for historically underserved students such as young men of color and rural young women. The Verizon Innovative Learning (VIL) program provides free technology, internet access, and next-gen, technology-infused curriculum to STEM education in order to change the way teachers teach and students learn. Mentoring is a critical aspect of the program.

Many students from historically underserved student populations experience college environments that conflict with their cultural beliefs and values. Mentors help students make sense out of these unfamiliar situations and address the challenges and opportunities they are likely to confront as they navigate educational institutions. Consequently, the VIL program matches mentees with mentors from similar backgrounds who are successfully navigating the higher education terrain.

Mentoring has proven to be effective in connecting future leaders and entrepreneurs with current leaders, entrepreneurs, or subject-matter experts to advance personal and professional development.

NACCE and the Verizon Foundation have partnered to bring STEM and entrepreneurial education with a mentoring component to seven historically black colleges and universities (HBCUs) and three community colleges that are members of the VIL program. This approach promotes holistic support for the students and provides them with an opportunity to build positive relationships with young leaders in their community.

Sharing Perspectives

“It’s exciting to be in on the development of a program that ultimately will be very impactful for hundreds of students,” said Joanne Smith, director of the VIL program at Independence Community College in Independence, Kansas. “As a rural Kansas girl, I very much appreciate the opportunity to swap perspectives and learn from my peers, representing a wide range of geography and cultural dynamics who all have the same mission at heart.”

“The goal of the mentoring council is to draw from the expertise and experience of the VIL’s diverse members to help build a more meaningful and effective mentoring platform as well as technology tools that enable us to measure success and engagement,” said Rayon Brown, director of Fox Valley Technical College’s Diversity & Inclusion Services. “Another key component of the program is the use of technology to connect mentee and mentors and promote innovation in STEM curriculum.”

“We work hand in hand with nonprofit partners and our team of

Many students from historically underserved student populations experience college environments that conflict with their cultural beliefs and values.

education and technology experts to build and administer STEM-focused programs from the ground up,” said Sara Link, director, Societal Impact, Verizon. “We carefully measure and refine our programs to ensure we’re making a difference.”

The mentoring council met at Delaware State University in May to design the framework for the year-long mentor program and came away with the key program components. Initially, the program will focus on 20 students from each pilot school with hopes of scaling it to 100 students at each participating school. Students will participate in a three-week camp focusing on STEM, and connect with mentors a minimum of twice monthly for one year to work on their personal, social, and cultural development goals. The following link highlights the mentoring component of the VIL program: <https://www.youtube.com/watch?v=ENS3yov-xZE&feature=youtu.be>

The council member colleges and universities are:

Minority Male Schools

- Jackson State University: Tamika Bradley, director, VIL Program
- Kentucky State University: Derrick Gilmore, deputy provost for Research & Sponsored Programs
- Morgan State University: J.Kemi Ladeji-Osias, associate dean for Undergraduate Studies School of Engineering
- North Carolina A&T University: Marquita McCulley, program director, VIL Program
- Clark Atlanta University: Veda Chandler, CAU Dual Degree Engineering & director, VIL Program
- Delaware State University: Charity Shockley, director, Grants Development and Management
- University of DC: Jay Maiden, assistant dean, Academic Affairs

Rural Girls Schools

- Prince George’s Community College: June Evans, Center for Entrepreneurial Development & Corporate Training Workforce Development & Continuing Education
- Independence Community College: Joanne Smith, director, VIL program
- Hillsborough Community College: Ronkel Williams, Business & Community Development Officer

Additional Council Members include:

- Tiana Kara, executive director, Built By Girls
- Sara Link, director, Corporate Social Responsibility, Verizon
- Sara Lawrence, manager, Corporate Social Responsibility, Verizon
- Rebecca Corbin, president and CEO, NACCE
- Katie Calabrese, director, Membership and Projects, NACCE
- Jeff Smith, director, Innovation & Diversity, NACCE
- Rayon Brown, director, Diversity & Inclusion, Fox Valley Technical College, NACCE, and Verizon Mentoring Council Chair

Since 2012, Verizon has committed a total of \$400 million in helping under-resourced communities bridge the digital divide and has helped more than one million kids to date and will help two million more by 2021.

For more information, contact Jeff Smith at smith@nacce.com or Rayon Brown at brown@fvtc.edu.



Top left: Mentoring Council: The newly created STEM Mentoring Council met for the first in-person meeting at Delaware State University (DSU).

Above and left: Students participate in the VIL program at Harris Stowe State University in St. Louis.



Thinking Outside Institutional Lines

Entrepreneurs know that innovative ideas can come any time – even at 2 a.m. That was the hour when Harold Griffin, program coordinator of the Brazosport Health Service Management degree program at Brazosport College, decided to take the first step toward a unique partnership aimed at further enhancing student access and opportunity. (Brazosport College offers students in southern Texas the opportunity to earn select four-year degrees, as well as two-year degrees and certificates in a variety of in-demand career fields).

“I reached out to Mary Hawkins, president of Bellevue University,” said Harold Griffin. “She was really interested in the idea and we ended up communicating several times back and forth that evening.”

The idea at the heart of our exchange is a program that expands on the traditional concept of a 4+1 program to build on the programmatic strengths and innovative educational delivery approaches employed by two distinct and geographically separated institutions: Brazosport College and Bellevue University, which has its main physical campus in southeastern Nebraska.

Common Ground

Dual-enrollment or combined credit programs typically exist only within the realm of a single institution or university system as partner

schools and programs rely on common processes and systems. What makes this program unique is that the partner institutions discovered the common ground and like entrepreneurial mind needed to make the functional aspects a reality as they moved from idea to enrollment-ready within just months.

Brazosport students who have junior standing can choose to take 12 credit hours of upper-level electives needed for their degree through Bellevue University. These credits count toward their baccalaureate at Brazosport and also fulfill the requirements for a Graduate Certificate of Completion in 11 in-demand subject matter areas, including: Executive Coaching, Healthcare, Strategic Deterrence, Data Science, Management, Quantitative & Financial Analysis, Tax, Business Analytics, Cybersecurity, Information Management, and IT Project Management. The credits also may be applied toward the student’s master’s degree program if they pursue a graduate degree at Bellevue University.

Griffin and Jim Nekuda, vice president of Strategic Partnerships for Bellevue University, credit early work between the institutions at the degree and course work level as one of the linchpins ensuring

Continued on page 21

Starting this fall, students at Brazosport College in Lake Jackson, Texas, will have the rare opportunity to be part of the first-of-its kind program, where they can earn graduate credits that count toward the completion of their baccalaureate degree – plus a whole lot more.



Carlos Turner-Cortez, president of San Diego Continuing Education, signed the PFEP pledge.



Leaders Embrace Entrepreneurship

NACCE's *Presidents for Entrepreneurship Pledge (PFEP)* continues to attract new and renewing members. More than 200 community college presidents from around the country and Canada have signed the pledge to date. Through the pledge, community college presidents commit to five action steps that advance entrepreneurship in their communities and support local start-ups and small businesses.

Following is a list of new/renewed PFEP signees:

- **President Jon Connolly, Sussex County Community College**
- **President Terri Winfree, Prairie State College**
- **President Chuck Terrell, Eastern West Virginia Community & Technical College**
- **President Shari Olson, South Mountain Community College**
- **President Rick MacLennan, North Idaho College**
- **President Carlos Turner-Cortez, San Diego Continuing Education**
- **President Chris Whaley, Roane State Community College**
- **President Michael Elam, Halifax Community College**
- **President Brian Caputo, College of DuPage**
- **President Karrin Wilks – Borough of Manhattan Community College (Ernest Wong signed on behalf of President Wilks)**



Sussex County Community College (SCCC) representatives participated in the pledge signing event. Standing (from left to right) are: Ketan Gandhi, EVP & CFO; Cheyenne Port, business associate; Scott Raghubir, business associate; and Lydia Clark, assistant professor. Seated: Rebecca Corbin, NACCE; Jon Connolly, president of SCCC; and Bill Curcio, board chairman.



PHOTOS COURTESY OF MARINA GIOVANNINI AND AMY SCHULZ



Visitors witnessed a typical Hindu Indian wedding ceremony.



Visitors played with the elephants as they receive their daily baths in the lake at Dubare Jungle Elephant Camp in Coorg.

First Glimpses from



Following are a few photo shares from NACCE members who participated in the NACCE-Manodharma partnership program, which provides travel grants for educators who are interested in forming academic, research, entrepreneurial, and service partnerships with award-winning Indian organizations. The grants are made possible by the Manodharma Foundation.

"The NACCE/Manodharma Immersion tour is a phenomenal way to deeply experience social enterprises and social entrepreneurs in Southeast India. The best part of the experience is the people: my colleagues on the trip and all those I had the privilege to meet. The people of India are incredibly wonderful and welcoming!"

BRUCE McHENRY



Participants in the program included:

Amy Pietsch, Fox Valley Technical College's Venture Center
Amy Schulz, Sierra College
Bruce McHenry, South Mountain Community College
Christine Hammond, Mid-Michigan Community College
Gary Graves, Fullerton College
Juline Albert, Western Iowa Technical College
Kimberly Freeze, College of the Siskiyous
Lisa Becher, Northwest State Community College
Marina Giovannini, global entrepreneurship advisor for NACCE
Nancy Willet, College of Marin
Peter Ovwiovwio, MiraCosta College
Ryan Arnold, North Idaho College
Faiz Rabbani, King Fahd University of Petroleum and Minerals
Ricardo Salazar, Pima Community College
Kishore Dash, Paradise Valley Community College
Carol Henke, Fullerton College
Megan Debin, Fullerton College
Kristin Mihaylovich - lead art instructor and coordinator, art historian
Sima Dabir, Western Iowa Tech Community College
Jewel Mideau, Hospitality Leadership
Amanda Gargano, Cypress College

The Food and Context Immersion Team met in front of the Fiestaa Resort in Bangalore, India. This is the resort where a group of American educators stayed. It is managed by students in the GEMS Hotel and Hospitality Program.

"[This] trip provided an authentic exploration of Indian culture, education, and social entrepreneurship. I am excited to get back into the classroom and share my experience with students, who I hope will be equally motivated to be the change they want to see in this world."

GARY GRAVES



UPDATED HP LIFE COURSE

Customer Relationship Management (CRM)



www.life-global.org/go/nacce

By Ina Progonati, HP LIFE partnership consultant, HP Foundation, and Leah Deppert, manager, Marketing & Communications, NACCE

NACCE's partnership with HP LIFE helps community college students across the U.S. learn core business areas, including operations, marketing, finance, communications, and more. With these skills students are able to create their own jobs or spur innovation as employees in other firms.

CRM Course

HP LIFE recently updated one of its flagship courses entitled "Customer Relationship Management." This course takes you step-by-step through the process of developing a successful CRM strategy for your business that will help you attract new customers, retain existing ones, and drive increased customer loyalty. CRM is available in English with more languages to follow in the fall. The new, updated course has refreshed content, better resources for the users to keep track of their customers' information, and uses colorful graphics to create a powerful learning experience.

Ideas on how YOU can use this course:

- Supplement curriculum – Integrate this course into a face-to-face or online course that you teach! This course will help your students better understand how to create a strategy to successfully manage their customers for profitable business growth.
- Homework - Assign it as homework or extra credit to your students. The certificate of achievement each learner receives can be the proof of completion!



Check out the program for yourself by creating a free account at www.life-global.org/go/nacce

Please complete this brief survey so we can acknowledge our most active users: bit.ly/HPLIFESurvey
We want to recognize the following schools who are already actively using HP LIFE:

- Beaufort County Community College (NC)
- Catawba Valley Community College (NC)
- College of Lake County (IL)
- Forsyth Technical Community College (NC)
- Gulf Coast State College (FL)
- Hillsborough Community College (FL)
- Madisonville Community College (KY)
- Mohawk Valley Community College (NY)
- Roane State Community College (TN)

CRM Business Concept Resources | Transcript

Customer relationship management



CRM incorporates practices, strategies and technologies to collect and analyze customer interactions and data throughout the customer journey.

The benefits of CRM are:

- Develop and improve relationships with your customers
- Enhance your customers' perception of your business
- Increase your customers' loyalty
- Increase your business visibility and revenue growth

◀ PREV NEXT ▶



New Competition Announced

We are pleased to grow our six-year partnership with HP Foundation on HP LIFE with the addition of a social entrepreneurship competition this fall, the Student Entrepreneurship Challenge: Solutions for Sustainable Impact!



STUDENT ENTREPRENEURSHIP CHALLENGE: SOLUTIONS FOR SUSTAINABLE IMPACT

This competition is for NACCE members only and engages both NACCE member HP LIFE users AND their respective students/clients. The overarching goal of this competition is for students to work on solutions to local challenges that relate to the United Nations Sustainable Development Goals, specifically Goal #4: Quality Education. This competition provides high quality learning content on HP LIFE, professional development for NACCE members and their students, dedicated coaching and mentorship, and the opportunity to win prize money and a trip to California!

**100% FREE • PROFESSIONAL DEVELOPMENT
\$1,000 PRIZE • TRIP TO CALIFORNIA**

Learn more at www.nacce.com/student-entrepreneurship-challenge

#StudentEshipChallenge



NACCE Leads at ESHIP Summit

More than 400 attendees attended the ESHIP Summit in Kansas City in May to network and share best practices for ecosystem building. NACCE participated in the summit for the third year as a national resource partner, a presenter, and science fair exhibitor. NACCE member and consultant, Sam Steidle worked with NACCE President and CEO Rebecca Corbin to network and share best practices for ecosystem building with many of the attendees. New partners and ideas were discovered during the event.

“The 2019 ESHIP Summit focused on connecting communities to accelerate entrepreneurship,” said Corbin, who presented at the conference. “The summit provided a valuable venue to showcase tools and best practices, including metrics to evaluate ecosystem building approaches.”

“The 2019 ESHIP Summit
focused on connecting
communities to accelerate
entrepreneurship.”

REBECCA CORBIN

The hands-on summit emphasized multiple small group collaborations, including a session on how to scale the ESHIP Summit in regional areas. Key takeaways for NACCE include:

- Engaging with mayors and their staffs provided insight into the powerful role that local elected leaders can play in ecosystem development
- Having deeper conversations with librarians gave NACCE members additional ideas on how to leverage these leaders and resources across the country
- Expanding NACCE’s leadership role in providing technical assistance to foundations, colleges, and government entities allows it to deepen its work and impact with ecosystem building.

Many thanks to all of the ESHIP attendees. We look forward to continuing this work together! ●

Contact: corbin@nacce.com



NACCE's Rebecca Corbin and educator and entrepreneurship consultant Samantha Steidle showcased NACCE's new book at the ESHIP Summit.



Joe Cobb, vice mayor of Roanoke City, VA, and Samantha Steidle attended the ESHIP Summit, which coincided with the Mayors Conference on Entrepreneurship.



Global Boot Camp on Tap

By Christine Pigsley, Entrepreneurship Consultant/Corporate Trainer, Assistant Professor
and Program Director - Applied Leadership, Minnesota State University Mankato, Eagan, Minnesota

Entrepreneurship is more than just preparing students and community members for innovation and enterprise that happens in our local communities. To this end, NACCE is partnering with Los Rios Community College District to host the “Global Go Global” Boot Camp in September 2019 in Sacramento, California. Increasingly, students are looking at the global economy and seeing that their business concepts can apply to locations and consumers beyond their region or the United States. NACCE CEO Rebecca Corbin and NACCE online educator Christine Pigsley will lead a scholar-practitioner team of speakers and trainers for the event.

“The traditional definition of entrepreneurship has evolved, and global pathways to entrepreneurship have expanded,” said Rebecca Corbin, president and CEO of NACCE. “What makes this boot camp so unique is the attention to entrepreneurship in a diverse cultural market with specific training and coaching on global trade and foreign market identification.”

Participants in the boot camp will form student-faculty teams from their home colleges, and over three days will take a concept from ideation to the lean canvas planning model and culminate in a shark tank-like pitch presentation to guest investors. Faculty members who are interested in teaching global entrepreneurship are also invited to attend and participate for professional development.

Entrepreneur Magazine (January 15, 2019) reports that 41 percent of Gen Z'ers plan to



become entrepreneurs in their lifetime, and almost half believe they will invent something that changes the world.

Community colleges are on the front lines of preparing our next generation of entrepreneurs and business owners,” said Corbin. “It is incumbent upon us as educators to help them see beyond their local community and view the world as an integrated economic ecosystem.”

For more information visit NACCE’s website: nacce.com/conferences. ●



Contact:
christine.pigsley@gmail.com

“Forty-one percent of Gen Z'ers plan to become entrepreneurs in their lifetime, and almost half believe they will invent something that will change the world.”



NACCE 2019
Entrepreneurship Explorations
 NEWPORT BEACH, CA

The upcoming NACCE Annual Conference
 October 13-16 in Newport Beach, CA,
 will feature several breakout tracks.

Sneak Peek at Breakout Tracks

Deb Hoover, president and CEO, Burton D. Morgan Foundation, will moderate the session, **"Effective Partnerships with Foundations and NGOs in Ecosystems Spur Innovation,"** along with foundation leaders Carlene Cassidy, executive director of the Ratcliff Foundation; Rachel Brunette, program officer for the Lemelson Foundation; and Stephanie Santoso, director of Maker Initiatives at US2020.

Betty Young, president of Hocking College, and Chuck Terrell, president of Eastern West Virginia Community & Technical College; and Ted Dintersmith, author, speaker, producer, and entrepreneur, will participate in a panel entitled, **"Entrepreneurial Mindset & Engagement: Working Effectively with Your Board of Trustees and Industry Partners."**

"How Fostering Equity, Diversity and Inclusion in Entrepreneurship Helps Women of Color, Young African Americans, and Hispanic Men and Communities to Thrive," will feature Rayon Brown, Inclusion Service Manager, Diversity, Fox Valley Technical College; Christina Hubbard, director, EAB; and Rick Hodge, dean, Workforce Development and chair, Entrepreneur Network, Los Angeles Southwest College.

Rebecca Corbin will moderate the track, **"Engaging Effectively with Government Funders and SBDCs on Innovative Projects and Initiatives."** The track will include: Tom Downs, principal, Downs Government Affairs; Michael Chamberlain, USDOE; and Janice Washington, director, SBDC, Arizona.

Rebecca Corbin will lead a session, **"How Entrepreneurship in Community Colleges Offers Hope, Healing, and Workforce Development Impact in Appalachia."** She will be joined by: Sam Steidle, educator, facilitator, and NACCE consultant; Joe Kapp, president, National Center for Resource Development; and Raj Masih, Regional Health Promotion & Wellness Coordinator for Potomac Highlands Guild.

alignment between the two four-year degrees that Brazosport College currently offers and Bellevue University's graduate offerings.

Ensuring Success

After getting the initial green light, academic leaders at both institutions hammered out what courses would be offered to fulfill both Brazosport elective requirements and be concentrated within a Bellevue University graduate certificate program. Gregg Greer, assistant professor and division chair for the Brazosport Bachelor of Applied Technology program said, "Bellevue University assigns 'coaches' to each of its students and provides many resources, such as online tutoring, to help ensure the success of our students," Greer said. "I expect many of our students who are successful in their first four courses at Bellevue will continue on to complete a graduate degree – which may not have been something on the student's radar when they started."

The program will attract students, said Nekuda, because of the significant monetary and time savings it offers. There's also value for the institutions themselves, which they discovered after their first face-to-face meeting. "Their perspective of how four-year institutions can partner with them was completely changed," said Nekuda, who added that Bellevue University and Brazosport College are currently

exploring joint initiatives in a number of other areas related to serving their similar student populations. "It's a true strategic partnership that we have," he said proudly, "not just a single program."

What has leaders at both institutions most excited are the doors that the new program – which has been dubbed Undergraduate Plus – will open for students. According to Nekuda, today's students are seeking better job opportunities, as well as ways they can get noticed for promotions within their organization or strategies to enhance their job security.

"This is another way of taking the opportunity for education and lifelong learning to the next step for students," he said. "We (BU and Brazosport) look at it as expanding the opportunities for students."

If you're interested in exploring innovative partnership opportunities, contact Jim Grotrian, executive vice president, Operations, Bellevue University. ●



Bellevue University, a non-profit university accredited by The Higher Learning Commission and NACCE's Premier Transfer Partner Institution, is widely recognized as one of the nation's best transfer institutions. Students can transfer associate degrees to Bellevue University, accelerating bachelor degree completion and enabling affordability.

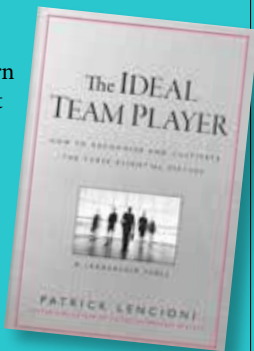


What Are You Reading?

The Ideal Team Player

By Patrick Lencioni (2016, Jossey-Bass)

This book is about a business leader trying to turn his company around by putting together the best team possible. As a result of this challenge, he identifies three criteria that would describe an ideal team player. He states that the ideal team player is hungry, humble, and smart. They are hungry because they're always looking to do more and rarely have to be pushed because they are self-motivated and diligent. Ideal team players are humble in that, while they acknowledge their competencies, they share credit and emphasize the team over self. Lastly, they are smart in understanding people and have good judgment and intuition around the subtleties of group dynamics. He also shares what team players look like



if they only have one or two of the traits with labels such as the 'lovable slacker' and the 'accidental mess-maker'. While the story being told illustrates a work-related scenario, what is truly valuable from this book are all the materials you can access on his website at www.tablegroup.com. These materials are beneficial because they can be used to identify, hire, and evaluate ideal team players.

Sherry Zylka, president

Big Sandy Technical & Community College

Leader Shift

By John C. Maxwell, (2019, HarperCollins Leadership Publishing)

This book essentially looks at eleven changes the author believes every leader must make in order to be an effective servant leader in today's modern world. Maxwell is one of my favorite authors on leadership, and this text focuses heavily on leading change, being flexible and adaptable.

Kristen Westover, president

Mountain Empire Community College

Dare to Lead

By Brené Brown (2018, Random House)

I've come to the Brené Brown party late, but her book *Dare to Lead* has breathed new life into my thinking and muddling through my own life and leadership. Those who know her work know well her assertion to become more vulnerable in our approach to life and people. This book weaves that principle into very actionable ideas that will strengthen your life and your approach to work with others. Rarely does a page go by that I'm not able to identify with both her contrasting examples of armored leadership, and daring leadership. Often I find myself saying 'ouch'. I'm holding off watching her Netflix talk until I finish the book!

Kevin Boys, president

Southern State Community College



NACCE 2019
Entrepreneurship Explorations
NEWPORT BEACH, CA

**REGISTER
NOW**

IT'S NOT TOO LATE – REGISTER NOW!

Join us on Saturday, October 12 at 4 pm for our off-site tour to cruise the Newport Beach Harbor on duffy boats!

NEW SPEAKERS ANNOUNCED:



Rodney Walker
Author,
Educator &
Speaker



Sara Link
Director
of Societal
Impact, Verizon
Foundation



Raj Rajagopal
Founder,
Manodharma
Foundation

**OCT
13-16
2019**

NACCE
THE IMPACT OF **ENTREPRENEURSHIP**

NATIONAL ASSOCIATION
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ENTREPRENEURSHIP

#NACCE2019

NACCE INSTITUTE

2019

NACCE has partnered with members and experts throughout the country to offer innovative professional development opportunities. Here are three courses to choose from:

Entrepreneurship Specialist: This course provides community college administrators, faculty, and staff with information and ideas on how to apply the entrepreneurial method to the business of running a community college as well as how to create, refine, and sustain successful entrepreneurship education programs.

Entrepreneurship Specialist 2.0 – Funding & Development: By reframing your development strategy through the lens of effectual thinking, you will develop skills and pathways to grow partners and produce financial results. Whether you're a college administrator, an enterprising faculty member or a stakeholder in a community college environment, this course will shift your mindset in new directions.

Community Colleges as Incubators of Innovation - Online Course: While community colleges have traditionally focused on providing students with opportunities to gain credentials for employment, the increasingly important question is: *Are they preparing students for looming dynamic disruptive, and entrepreneurial environments ahead?* The expert course contributors start from the premise that community colleges are uniquely positioned to lead entrepreneurial initiatives through internally generated curriculum design and collaboration with the local entrepreneurial community to build bridges between the classroom and the community.

Courses are self-paced and asynchronous.

Member price: \$399

Non-member price: \$599



Register for our monthly member webinars!

nacce.com/events/webinars

Stay in the know about resources, funding, member benefits, upcoming events, and more!

Webinars are **FREE** for members; \$20/per webinar for non-members.

Interested in being a thought leader on a webinar? Send an email to info@nacce.com with your idea!

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Small businesses. Big opportunities.

Entrepreneurship is the heartbeat of a community. That's why at Bellevue University, we partner with community colleges across the country to prepare entrepreneurial-minded students for today's competitive world. Students can transfer their full associate's degree toward their bachelor's degree, saving them time and money – limited resources for any small business owner.

Learn more at transfer.bellevue.edu

Proud NACCE Premier Transfer Partner Institution



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NACCE AND NACCE MEMBER NEWS

The **California Community College Makerspace Initiative (CCC Maker)** and NACCE's **make/SHIFT** summit in Irvine, California, was the subject of a feature article in *STEAM Magazine* (<https://www.steammagazine.net/#!>). The article includes quotes from **Willy Duncan**, superintendent and president of **Sierra College**, **Amy Schulz**, dean of Continuing Education and Technical Training at Sierra College, **Cathy Kemper-Pelle**, president of **Rogue Community College**. **Carlos Turner-Cortez**, president of **San Diego Continuing Education** and NACCE board member, also contributed to the article. Articles about the summit also appeared in *Moorpark College Student Voice*, *Saving US Manufacturing*, *Boing Boing*, and *YubaNet.com*. In June 2020, NACCE will host the **make/SHIFT Makerspace Ecosystem Summit** in Coeur d'Alene, Idaho, hosted by **North Idaho College**.

NACCE President and CEO **Rebecca Corbin** was featured in the alumni publication of Wilmington University in New Castle, Delaware, where she earned an Ed.D. in Organizational Learning and Innovation. "My experiences at WilmU provided me with academic credentials and valuable project management skills," she said. "I also developed the confidence and poise to visit with senior officials in the White House during the Obama administration, to speak at many national educational conferences, and to deliver keynote presentations to officials of the United Nations and Chinese government."

NACCE MEMBER NEWS



Sal Veas, chair of the Business Department at **Santa Monica College** in Santa Monica has named **Nathan Khalil** a full-time faculty member in the department. "We are so delighted to have Nathan as our colleague," said Veas. Congratulations Nathan!

Borough of Manhattan Community College (bmcc.cuny.edu) is one of 58 colleges nationwide – and the only college in New York City and one of two in New York state – to receive the "2019 Innovation of the Year Award" from the **League for Innovation in the Community College**, a non-profit organization that supports transformational innovation within and across colleges and international borders. NACCE is a partner of the League.

Houston Community College in Houston, Texas, hosted 350 women at the Women's Entrepreneurship Boot Camp. The college's **Entrepreneurial Initiatives/Center for Entrepreneurship** at Southeast Campus hosted the event, which was presented in both English and Spanish.

Congratulations to the following member schools that were chosen to participate in the **Legal GPS U Curriculum pilot!** The pilot project is dedicated to empowering future entrepreneurs with the practical legal skills and tools required for long-term business success.

- **Lorain County Community College (OH)**
- **Mountain Empire Community College (VA)**
- **Roane State Community College (TN)**
- **Santa Rosa Junior College (CA)**

NACCE member and contributing author to NACCE's new book, *Community Colleges as Incubators of Innovation*, **Chris Mullin** was the keynote speaker at the Strategic Horizon Network conference in Denver, Colorado on June 2. He spoke on the topic, "*The Financial Status of Higher Education.*" The Strategic Horizon Network is a unique, collaborative learning community with an agenda focused on organizational learning. Its expertise lies in alternative futures, disruptive innovation, and strategies for transformation that lead to extraordinary performance and growth in community colleges.



Georgia Lorenz

RESIDENCE

Lake Mary, Florida

ORGANIZATION

Seminole State College of Florida

OCCUPATION

President

FIRST JOB

I was an undercover security guard at the college bookstore.

PHILOSOPHY

I think it is important to bring your authentic self to your work—the real you, not who you think others want you to be. I have observed this behavior in leaders I respect and admire most. This also means that you have to allow yourself to be vulnerable in the work place, which can be uncomfortable. I hold to this philosophy particularly when I am in new situations and feeling tentative about how I might be perceived. I have never gone wrong by being true to my values, my commitments, and myself.

FAVORITE MUSIC

“September” by Earth, Wind, and Fire makes me want to dance!

FAVORITE TV SHOW OR MOVIE

The Empire Strikes Back - clearly the best Star Wars movie.

FAVORITE BOOK

A recent nonfiction favorite is *Learning to Improve: How America's Schools Can Get Better at Getting Better* by Bryk et al based on research conducted by the Carnegie Foundation for the Advancement of Teaching.

WHAT GOT ME INTERESTED IN MY WORK

I initially became interested in a career in higher education when I was working as a resident advisor as an undergraduate. I made an appointment with the Dean of Students and asked how I could get his job. And then I followed his advice!

SUCCESS IS...

Changing lives through excellence in education.

PET PEEVE

I am a stickler for being on time. Time is such a precious resource, and we should respect time our colleagues have committed to us.

FAVORITE QUOTE

“I am only one, but I am still one. I cannot do everything, but still I can do something. And because I cannot do everything I will not refuse to do the something that I can do.” - Helen Keller



CURRENT PROJECT/S

In close collaboration with business and industry, Seminole State is creating new programs and refining current programs to meet the needs of our region. For example, the theme parks, defense companies, aerospace and many other businesses and organizations in the region are seeking the skills of graduates in the growing fields of mechatronics and robotics, and we estimate the need for 2,500 to 3,000 additional technicians over the next five years in Central Florida. To meet this need, Seminole State continues to expand our Engineering Technology degree program in collaboration with leaders in these industries. The college is also launching a new Associate in Science degree in Hospitality Management in Fall 2019. The degree will have specializations in hotel and restaurant management to prepare students for leadership roles in the hospitality industry.

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

NACCE has been a great resource and support for our entrepreneurship efforts. Our business programs, including the Bachelor's degree in Business Information Management, have integrated entrepreneurship across the curriculum. This spring we hosted the Seminole Startup 2019 – an Entrepreneurship Competition that gives Seminole State students the opportunity to create and develop an original business plan, with coaching from faculty mentors and the Entrepreneurship Advisory Committee, to earn cash prizes and support. A panel of experienced entrepreneurs and investors in the business community judged submissions based on criteria like product or service, market opportunity, marketing strategy, management team, pro forma financials, and use of capital.

COMMUNITY COLLEGES AS INCUBATORS OF INNOVATION

Unleashing Entrepreneurial Opportunities for Communities and Students

Edited By
Rebecca A. Corbin
and Ron Thomas

Foreword by Andy Stoll
Afterword by J. Noah Brown

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All royalties are directed to the NACCE Professional Development Scholarship Fund. Thank you!

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Join us!

ONLINE NETWORKING

Are you on Facebook? If yes, join our private Facebook group entitled "NACCE Community of Practice!" This is a great way to connect with other NACCE members, pose questions, share best practices and exciting news updates, and ultimately learn and grow with one another.

To join, please visit bit.ly/NACCEprivateFB.

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- Move forward by building an inclusive innovation culture & forming productive partnerships
- Gain traction in preparing students for careers using proven entrepreneurial makerspace models

Call for presentations opens November 2019; registration opens January 2020 at nacce.com



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