

COMMUNITY COLLEGE

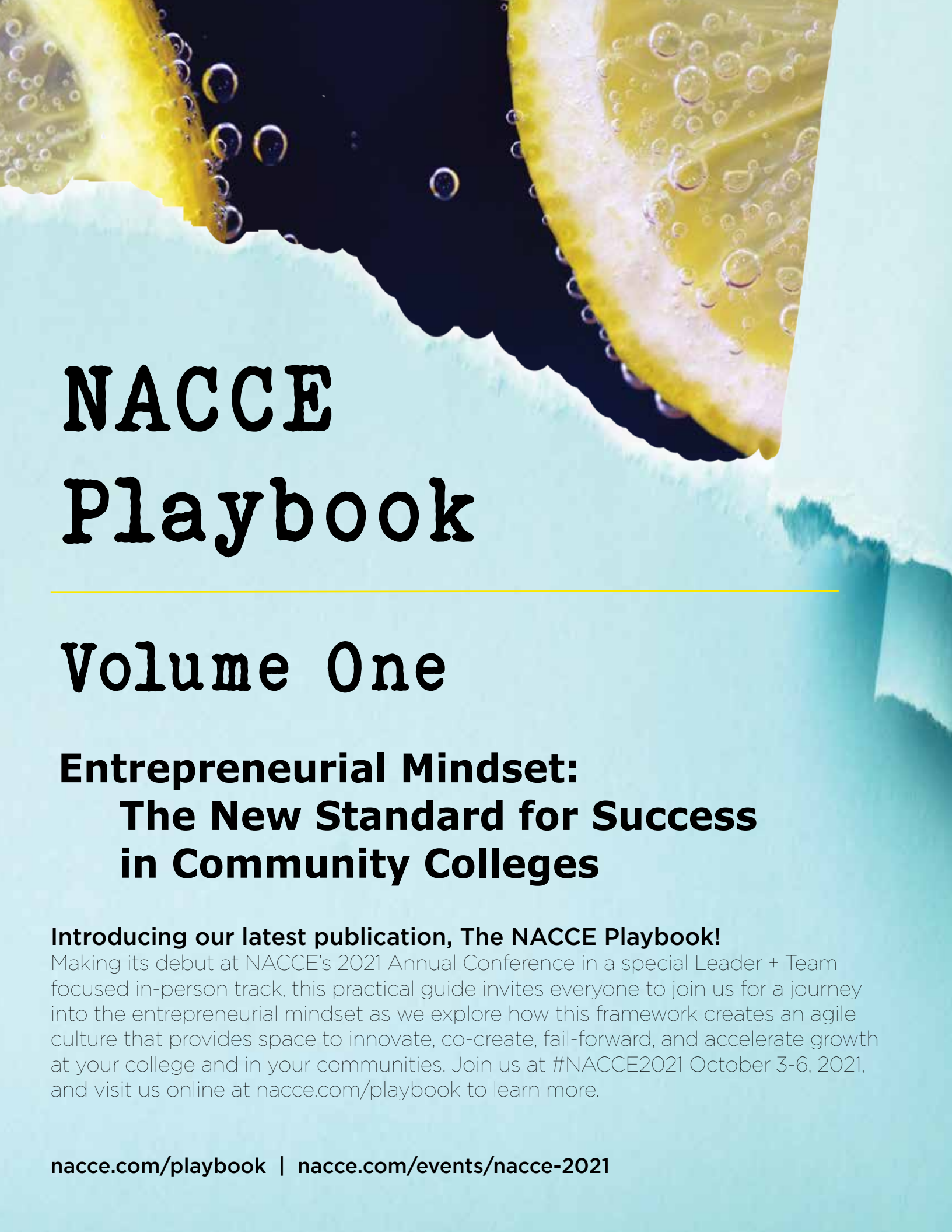
ENTREPRENEURSHIP

A Publication of NACCE

SUMMER/FALL 2021



**Harnessing
the Power of
Entrepreneurship**



NACCE Playbook

Volume One

Entrepreneurial Mindset: The New Standard for Success in Community Colleges

Introducing our latest publication, The NACCE Playbook!

Making its debut at NACCE's 2021 Annual Conference in a special Leader + Team focused in-person track, this practical guide invites everyone to join us for a journey into the entrepreneurial mindset as we explore how this framework creates an agile culture that provides space to innovate, co-create, fail-forward, and accelerate growth at your college and in your communities. Join us at #NACCE2021 October 3-6, 2021, and visit us online at nacce.com/playbook to learn more.

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Pushing Boundaries

Pushing past the boundaries is what entrepreneurs naturally do. It's what drives us as innovators, pioneers, and creatives – to find a way to break down the limitations of what has been done before to find out what lies beyond.

Unfortunately, the pandemic did its best over the past 18 months to hinder the entrepreneurial spirit. Yes, we all know of some fine work that has been done online as we scrambled to convert physical experiences to digital. But ultimately Covid slowed true innovation by adding many additional boundaries to our personal and professional lives so that many of us simply pushed pause, waiting for the day when the uncertainty would end.

Push Play

It's time to once again push play. As we emerge from the pandemic, the role of the entrepreneur is more vital than ever as we all take stock of what went right and what went wrong during this experience, and once again chart a path forward.

Admittedly, this may be a slow process. We've all looked into the Zoom-weary eyes of our colleagues and our employees, our friends and family, and we know there are varying levels of readiness to return. Even perpetual trailblazers seem to be moving through molasses.

Patience is the watchword for 2021. Patience for mistakes and setbacks. Patience for hesitation and reticence. Patience for short tempers and petty squabbles. It's up to us to help our teams begin to once again reconnect and rebuild those social bonds that seed innovation.

Here in Phoenix, Arizona, we recently held a meeting of our local Legacy Entrepreneurs group, which for years, has brought together faculty, staff, and business leaders from across the city to interact, make connections, and exchange ideas. Held at Phoenix Forge, a local makerspace in the downtown area, this most recent meeting – at first – had all the energy of a junior high school prom: awkward and quiet with furtive glances and too much social distancing. By the end though, everyone was talking and laughing, and making tentative future plans.

Getting Back in the Saddle

The truth is, many of us are simply out of practice socially, and a slow, voluntary reintroduction to face-to-face experiences goes a long way towards bringing people out of their shells.

For our students, this may be extra painful, as the transition to college can already be a huge culture shock for many incoming freshmen, many of whom are transitioning from a year or more of Covid-induced online learning. Traditional large, raucous, and rowdy “welcome-to-campus” events may overwhelm the new students, and instead, a slower, smaller, more tailored experience may help those who are taking tentative steps into higher education.

Phoenix Forge embraces this idea as a model for encouraging innovation, by providing different hands-on opportunities – from 3D printing to industrial sewing – that would otherwise be unavailable to average students, and inviting exploration on their own terms at their own pace.

That pace on our campuses may see its own stops and starts as we make our way through the new academic year. But with patience and encouragement and opportunities for engagement, we can help our team members regain their footing and begin to push past old and new boundaries once again. ●

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

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E Editor's Note

SUMMER/FALL 2021

In this issue of *Community College Entrepreneurship*, we take a look at connections between innovation and entrepreneurship across ecosystems. One example takes us to the 10 college-Maricopa County Community College District serving 160,000 students where two initiatives, one tried and true and one new, work to connect innovators and spur entrepreneurship while pushing beyond existing boundaries. In California, the bold new Invention and Inclusive Innovation (I3) initiative is catalyzing innovation to solve social problems across the state that existed before COVID-19 and those that the pandemic created or amplified. The program is a first for the state and is a collaboration between the Chancellor's Office and the Lemelson-MIT Program.

The issue also provides a "sneak peek" at NACCE's upcoming Annual Conference October 3-6 in Minneapolis and highlights two recent NACCE podcasts.

Check out these articles and more in the issue. If you have an idea about an article you'd like to submit or news to share, please contact editor Carol Savage at editor@nacce.com.

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



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COLLEGE ADMINISTRATORS

Harnessing the Power of Entrepreneurship

Articles

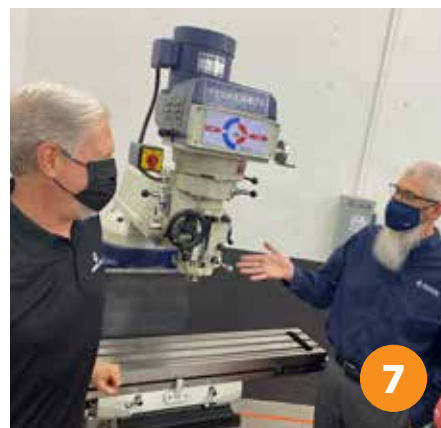
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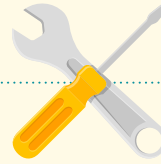
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Connecting in Innovation and Entrepreneurship

By Caron Sada, residential psychology faculty, Paradise Valley Community College; creator, "The Art and Science of Culture Change" and the Z Model

Three Pre-Conditions for Breakthroughs (Skarzynski and Gibson, 2008)

- Creating time and space in people's lives for reflection, ideation and experimentation
- Maximizing the diversity of thinking that innovation requires
- Fostering connection and conversation – the "combinational chemistry" that serves as a breeding ground for breakthrough ideas.

Shari Olson and Steven Crawford hold leadership roles miles apart on the organizational chart of the Maricopa County Community College District – a system that includes 10 individually accredited colleges and a district office serving more than 160,000 students in the Phoenix metropolitan area. Olson, NACCE's board chair, is president of South Mountain Community College, and Crawford serves as district director of the Maricopa Center for Learning and

Innovation (MCLI). What is common to both leaders within this large community college system is that they share bold visions, including a desire to create a more connected innovation and entrepreneurship ecosystem. Olson summarized the importance of these connections: "We need to know each other, accept each other, and trust each other to do our best work together." Consistent with their bold visions, both Olson and Crawford purposefully create opportunities for individuals interested in innovation and entrepreneurship to build relationships with each other.

Building Relationships

In support of this objective, several years ago, Olson founded The Legacy Group, which invites employees of Maricopa, regardless of their role, to network and build relationships that increase collaboration across disciplines and throughout the organization. Olson has even made dinner for the group at her home, offering everyone an especially welcoming space for getting to know each other.

As an expansion of MCLI's focus on innovation and learning, Crawford is infusing innovative and entrepreneurial



NACCE President and CEO Rebecca Corbin (right), was a special guest at a recent Legacy Group gathering. Joining her were hosts Shari Olson and Steven Crawford.

practices throughout MCLI as a department and also shining a light on the work of others throughout the district to highlight innovative and entrepreneurial actions already taking place. This strategy creates and strengthens connections among people who may not meet through their everyday interactions. "There are people doing great work throughout the district office and our 10 colleges, but if we don't know about their successes and how they've accomplished them, we can't learn from each other. Our

"There are people doing great work throughout the district office and our 10 colleges, but if we don't know about their successes and how they've accomplished them, we can't learn from each other."



hope is to create more collaboration on integrative, integrated, sustainable, and scalable programming,” said Crawford.

Meaningful Results

As people interested in innovative and entrepreneurial progress connect with each other, based on intrinsic motivation and without being constrained by their organizational roles, the resulting relationships have led to meaningful results. This includes having five of the Maricopa colleges participating in the Everyday Entrepreneur Venture Fund (EEVF) program that has been made possible through the generosity of NACCE and donors Stuart and Chip Weismiller. If leaders of innovation and entrepreneurship from throughout MCCCDC didn't already have well-established relationships, it is unlikely that so many would be participating in EEVF and

operating as a district-wide collaboration.

“The Legacy Group has brought people together, and MCLI is highlighting stories throughout the district as well as offering opportunities to engage across disciplines,” said Crawford. “We’ve had many successes in our district. For example, GateWay led the way with our full-service incubator, the Center for Entrepreneurial Innovation (CEI), and is also leading with the creation and oversight of the Phoenix Forge makerspace at the college. All of us being here together, continuing to build relationships and learn from each other will make it possible for us to support Phoenix Forge and leverage makerspace opportunities throughout the ecosystem.”

Bruce Balfour, executive director of Phoenix Forge, added, “We really appreciate the support from our colleges, the district office, and our governing board in the startup of

Phoenix Forge. When we overcome silos and really support each other with shared vision, great things happen!” ●



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Impressions

Editor's Note: Following are a few reflections from NACCE's Rebecca Corbin after a visit to the Phoenix Forge makerspace.

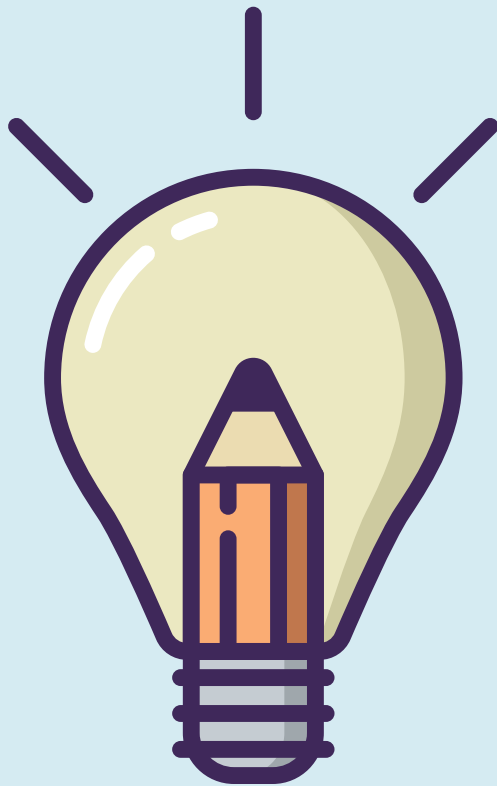
“Visiting the Phoenix Forge makerspace was an incredible experience on many levels. It was one of the very few trips to member colleges that I made during the pandemic. The opportunity to meet (in person!) with NACCE's Chair and South Mountain Community College President Shari Olson, was inspirational.

Even though she had a Maricopa County Community College District (MCCCDC) board meeting on the evening of our gathering, she still found the time to greet more than two dozen people who attended this Legacy event. Shari Olson started the Legacy Group with other likeminded people many years ago as a way of building human-centered relationships at MCCCDC among personnel of all capacities. At this gathering, she made point of inviting everyone who was present into the conversation. It reflected what Caron Sada, creator of Club Z, and Bruce McHenry, the Everyday Entrepreneur Venture Fund champion for MCCCDC, often say – everyone is invited, and everyone matters.

During a fascinating tour led by Phoenix Forge Executive Director Bruce Balfour, I learned that Phoenix Forge is one of the largest makerspaces in the southwest region of the United States. This interesting fact seemed juxtaposed to the experience, which felt intimate, customized, and reflected back to me the culture and values that NACCE strives to embody.” ●



The Maricopa Center for Learning and Innovation creates opportunities for individuals interested in innovation and entrepreneurship to build relationships with each other.



Harnessing Entrepreneurial Power

By Erika Burfield
operations project coordinator, NACCE

"The challenges facing our communities are daunting, but our resilience is our most important asset in overcoming these obstacles. The California community college system is ready to meet this moment."

SHENEUI WEBER
California Community Colleges

The California Community College Chancellor's Office (CCCC) has selected NACCE to provide program implementation and management of the Invention and Inclusive Innovation (i3) initiative. This bold initiative, launched through the Chancellor's Workforce and Economic Development Division, catalyzes innovation to solve social problems across the state that existed before COVID-19 and those that the pandemic created or amplified. The program is a first for the state of California, and is a collaboration between the Chancellor's Office and the Lemelson-MIT Program, modeled after the Lemelson-MIT InvenTeams.

California is considered one of the most diverse systems of higher education, and through this program California community colleges will increase access to invention education to women and communities of color who have historically been underrepresented in the innovation and invention economy, but whose life experiences provide valuable insights and perspectives to tackle systemic changes. "As the global leader in innovation, California and California community colleges are best situated to lead this effort," said Sheneui Weber, vice chancellor of Workforce and Economic Development, California Community Colleges. "The challenges facing our communities are daunting, but our resilience is our most important asset in overcoming these obstacles."



Sheneui Weber

In its role, NACCE will support the work of the California community college system by working with the Lemelson-MIT Program Team. Four California community colleges have been selected to work with Lemelson-MIT to develop a prototype customized to the needs of the community college experience focused on ensuring diversity, inclusivity, and equity of invention education, an emerging learning approach for working across disciplinary boundaries. The four colleges are: Modesto Junior College; Chaffey College; Sierra College; and College of the Desert.

"Having grown up in the Central Valley and attended a California community college, I know first-hand the impact community colleges have on a young person's life," said Stephanie Couch, executive director of the Lemelson-MIT Program. "Through the InvenTeam initiative, we have seen the lasting impact the invention experience has on young people from all backgrounds as many students changed the course of their future to pursue STEM college and career pathways. I'm thrilled that we are bringing this experience to California at a time when we need more programs that prepare women and people of color with 21st century skills to meet the challenges of a rapidly changing world."



invention & inclusive innovation

The program design includes multidisciplinary community college student teams working online, in and out of the classroom, using an open inquiry and problem-finding approach to solve problems within their communities. "The Invention Mindset is pivotal to solving the issues we face as a society today and well into the future," said NACCE President and CEO Rebecca Corbin. "We are excited to have the opportunity to be part of this unique effort to build and scale a program that kindles inventiveness to solve social challenges."

Student recruitment for the initial i3 prototype took place in spring 2021, and the program is expected to be scaled to 20 additional colleges for implementation in 2022. The California community college system is the largest higher education system in the country, composed of 73 districts and 116 colleges serving 2.1 million students per year. For more information, visit ccco.edu.

Contact: Erika Burfield: burfield@nacce.com



Building Synergy for Student Success

In July, attendees interested in learning more about making and entrepreneurial leadership gathered in Chattanooga, Tennessee for a pre-conference leadership workshop with two special sessions, hosted in partnership with EntreEd's Master Teacher Certification.

The workshops began with "Filling the Gap: Making and the Entrepreneurial Mindset," presented by NACCE's director of Equity and Innovation Jeff Smith. During the session, participants explored how K-12 and community college partners focus on both making and the entrepreneurial mindset. Attendees had the opportunity to re-imagine how these partnerships build synergy around making and entrepreneurship to achieve outcomes related to student success and equality. "We are excited about presenting K-12 and community college partnerships that highlight making and entrepreneurial mindset," said Smith. "These partnerships have the potential to transform communities."

NACCE president and CEO Rebecca Corbin presented part two of the workshop entitled, "Leadership Mastermind Session: Propel Your College Forward in a Post-Pandemic World." This workshop encouraged individuals to think like innovators and turn challenges into opportunities.

"This interactive session was rooted in two books: *The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution*, by Walter Isaacson, and *The Common Path to Uncommon Success: A Roadmap to Financial Freedom and Fulfillment*, by John Lee Dumas," said Corbin. "Participants worked together using core tenants from each book to address challenges on their campuses and in their communities." ●



College presidents signing NACCE's *Presidents for Entrepreneurship Pledge* are (from left to right): Sherry Zylka, Big Sandy Community & Technical College; Kelli Hall-Chaney, Tennessee College of Applied Technology – Knoxville; Rebecca Ashford, Chattanooga State Community College; Anthony Wise, Mississippi State Community College; and Anthony Hancock, Pierpont Community & Technical College



Innovation and Inclusion on Tap for Annual Conference

Minneapolis is the host city for NACCE's 19th Annual Conference, which will take place October 3-6. Located just 10 minutes from Minneapolis-St. Paul and MSP Airport, the conference hotel is attached to the Mall of America, the second largest shopping mall in the country. How large is it? Big enough to hold 32 Boeing 747's! The city is also home to the stunning Minnesota Valley National Wildlife Refuge, an extensive system of hiking and biking trails, and more.

The conference brings together community college presidents, educators, administrators, and center directors who are focused on expanding entrepreneurship on their campuses and in their organizations. Speakers for this year's conference will cover a wide array of topics, ranging from healing social unrest and innovation and inclusion in the classroom, to policy change and entrepreneurial leadership. Here's a sampling of featured speakers.



DR. MICHAEL BASTON
President
Rockland Community College

A national leader who helps develop comprehensive supports that foster college completion, President Baston's work has been featured on MSNBC and in *The Chronicle of Higher Education*, *The Atlantic*, *The Community College Times*, and *Black Enterprise Magazine*.



DR. GARY MICHELSON
Founder, The Michelson
20MM Foundation

Gary Michelson is a prolific inventor, with more than 950 patents. He has been inducted into the National Inventors Hall of Fame and the National Academy of Inventors. He is the founder and co-chair of the Michelson Medical Research Foundation and leads several additional organizations, including the Michelson 20MM Foundation.



DR. SHARON PIERCE
President
Minneapolis Community
& Technical College

President Sharon Pierce is leading the efforts at Minneapolis Community & Technical College to provide transformative student experiences. Embracing the college's mission, vision, and values, she became the college's president in July 2016.

Additional program content on tap includes:

- **Innovation Lab/Makerspace** onsite at the hotel will be supported by local community college students and Maricopa County Community College District Club Z Students. This is a space where attendees can share ideas and ideate on numerous topics. Think sheet murals and prototype materials to encourage co-creation and creativity!
- **Leader + Team Workshop** will feature the NACCE Playbook. This in-person-only workshop will take place on Monday, October 4th during the breakout session allotted times. Up to 15 teams will work through a guided ideation session with the support of trained facilitators to solve challenges on their campus. Create an action plan together!



- **Making Meaning from George Floyd's Life & Death:** We will offer an off-site tour to visit his memorial in small groups. A group leader will guide the group through sharing and co-creating strategies to increase conversations and action around diversity, equity, and inclusion at your college.
- **Engage with the Everyday Entrepreneur Venture Fund Program:** In addition to a pre-conference workshop focused on developing a funding committee and securing funding for local entrepreneurs, NACCE will take a deep dive into EEVF 2.0. The expansion of the program creates a member benefit, allowing every NACCE member college to support entrepreneurs through EEVF. Program logistics and the entrepreneur application process, powered by Startup Space, will be featured among conference breakouts during in-person programming and made available post-conference for virtual attendees.
- **Expanded Funds for the 2021 Pitch for the Trades:** NACCE has announced that expanded funds are available for the 2021 Pitch for the Trades Competition. Sponsored by the Philip E. & Carole R. Ratcliffe Foundation, the competition invites student teams to develop an idea to infuse entrepreneurship into the skilled trades programs at member colleges. Up to \$135,000 will be awarded to winning teams! New this year is an opportunity to maximize your impact through EEVF 2.0. Colleges that apply to pitch – regardless of how far their proposal travels within the pitch competition – are eligible to apply for EEVF 2.0 funding provided through NACCE's partnership with the Ratcliffe Foundation. Learn more about expanded EEVF 2.0 opportunities at nacce.com/EEVF2

A Few Notes...

All of the main stage sessions will be streamed live for virtual attendees, and there will be in-person breakouts and in-person networking sessions as well as virtual breakouts and networking sessions. This customized approach will provide the best experience for all registrants. NACCE will follow all CDC guidelines as well as local public health recommendations. The hotel is expected to operate at full capacity, but conference coordinators envision approximately 250 in-person attendees with the remaining attendees online.

For more information, contact Leah Loch: loch@nacce.com





Tweeted & Noted

Congratulations to NACCE members who took home awards at the Community College Innovation Challenge!

Mark your calendars for the NACCE Annual Conference October 3-6!

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Helping NACCE Network Business Owners Succeed

NACCE has launched a partnership with Pulse Technology, a computer services and IT support company offering an array of tech services that enable small businesses to grow. Through the new partnership, NACCE's national network of community colleges and the small business clients they serve will be able to take advantage of regularly scheduled training sessions and a discount on Pulse's simple but robust customer relationship management (CRM) services.

The monthly thought leadership trainings are free and will focus on how small businesses can streamline their operations and work more efficiently. Many entrepreneurs starting up new companies overlook CRM because they assume it is too costly to implement or are unsure about how to get started. The trainings will cover ideas about how small businesses can take advantage of technology without having sizable budgets or a cadre of technology personnel. Here are a few of the topics for upcoming training sessions:

- How Small Businesses Can Save Time by Utilizing Automation
- How to Automate Your Sales Processes with Highly Personalized and Creative Tactics
- How to Create Amazing Websites without Being a Web Designer
- Creative Ways to Manage Your Leads So Your Sales Team Enjoys the Process



"Pulse Technology has a solution that allows small business owners to get their CRM and automation up and running in just a week!"

JASON CASE, CEO, Pulse Technology

"Entrepreneurship students and small business clients will love you for teaching them," said Jason Case, Pulse Technology CEO. "They'll be able to run their businesses more efficiently with automation and close more sales with marketing automation, without requiring them to be sales or marketing experts. CRM software is extremely powerful but also incredibly complex and time-consuming to set up. Small business owners often can't afford the months it takes to get this type of system set up correctly. Pulse Technology has a solution that allows small business owners to get their CRM and automation up and running in just a week! We've designed our product with ease of use in mind, so you don't need an IT team on your payroll. With our solutions like automation and easy data management, small business owners will have everything they need from the get-go! We are proud to be partnering with NACCE to help more businesses thrive."

For more information about this new partnership, please visit: thepulsespot.com/nacce. ●



STEM Isn't Just a Boy Thing

By Ruth Gallogly, editor, Gyrate Media

"I read somewhere that for every one girl that's in a STEM career, there's like five boys."

This observation came from sixth grader Danielle Amos, looking around the classroom with eyes filled with wonder. "To see that there are 50 girls who want to partake in this is just crazy."

Seated in the 3D printing lab at the Patrick Henry Community College Thomas P. Dalton IDEA Center, Danielle is busy collaborating with other girls on 3D-printed designs for their upcoming STEM project presentations. Working in small teams, the girls create solutions to issues in their community and present them to their parents and others as the culminating event of this Verizon Innovative Learning three-week STEM immersion experience.

Now in its second summer at Patrick Henry Community College in Martinsville, VA, the program is one of 16 around the country focused on getting middle school girls in rural communities excited about careers in STEM. Between summer intensives, the students meet monthly for field trips and to hone their skills.

It's all part of the Verizon Innovative Learning mission to provide free technology, free internet access and hands-on learning experiences to help underserved students get the education they deserve. The girls learn 3D printing and vinyl cutting, use littleBits electronic building blocks to master coding techniques, and create augmented and virtual reality experiences they then view through AR and VR goggles. They also build VR goggles out of cardboard to take home.

Girl power reigns strong.

It's not just STEM skills that the girls get out of the program. The students say they love being in an all-girls environment without boys around who talk about sports, or who take them off task. They feel they learn more this way, but also that they understand and support each other. While watching morning talks from local, professional women, they see it's cool to be smart and passionate about math and science and to dream big.

"There's always been a stereotype girl where you're supposed to shop; you're not supposed to be in a STEM career," says Danielle. But thanks to what she is learning with Verizon Innovative Learning, she adds, "I want to break that barrier."

She visited the program and spoke with several students who shared their stories of transformation.



"It doesn't matter what they say. I know I can do it."

Before her time with Verizon Innovative Learning last summer, Natalie LaPrade says she doubted herself. Soft-spoken, and with more poise than most 12-year-olds, Natalie has always been interested in being an engineer and an entrepreneur, but in the face of so many people telling her that "STEM was a boy's thing," she was losing confidence in her ability to accomplish her dreams. Now, thanks to her time in the program, "It doesn't matter what they say. I know I can do it."

While Natalie couldn't attend Verizon Innovative Learning this summer, she was excited to be back for a visit and happily wandered the center's hallways, stopping in the bustling classrooms of the large, high-ceilinged space to hug and say hi to her friends who were busy programming small electric cars out of littleBits kits and creating virtual reality tours to far off locales filled with crystal clear waters and towering skyscrapers.

Being in the program has also brought her closer to her mom. For her STEM project last summer, Natalie created a squeezable sensory toy for people with Autism and other diagnoses helped by objects that promote stress reduction, proudly citing a family friend with Down syndrome who uses it to relax.

Natalie wants to continue her business outside of the program and bonds with her mom, a fellow entrepreneur, over developing it -- the two talking often about the rewards and challenges of running a business.

"I think if I didn't go here, and I didn't have my experience of building up my self-confidence here," she says of the program, "I wouldn't still be doing my own business and helping other people as much as I am."

"I've seen tremendous growth in her."

Instructor Helen Howell said of Chloe Taylor, citing how the 12-year-old's writing and public speaking skills have blossomed and how well Chloe did when presenting in front of approximately 50 people a few weeks prior.

Now in her second summer with Verizon Innovative Learning, Chloe took to heart the advice from one of the morning speakers "to never give up." "When I get frustrated I want to stop sometimes. To know that I shouldn't give up even though it's tough to keep working through it, that's really helped," she says.

It's important advice for someone who not only wants to go to Harvard and eventually become a neurosurgeon, but whose favorite part of the program is inventing.

Surrounded by the 3D-printed projects that are scattered all over the center—inspiring examples of what the technology can do—she explains her STEM project with a quiet confidence that will serve her well as a surgeon.

Her project: a LED-lit spoon for infants who, due to damage to their ocular nerve, can see only light. The lights help define the spoon so infants know to open their mouths to eat, and there's also "a little section on the spoon [that] has words to tell the parent either the food is too hot, too cold, or [that] they have too much or too little on the spoon," Chloe says. As far as she knows, nothing like this spoon exists yet, and it's projects like this

that have made her feel “more confident with my inventions and problem solving.”

About the program, she adds, “A really cool thing is being a part of a group of girls that can eventually, or even now, change the world.”

“Don’t be afraid to be smart.”

With a bubbling energy and a wide, winning smile, twelve-year-old Nayti Patel thrives on challenges, which is what attracts her to biomedical engineering. She likes that engineering is a field where almost no one gets things right the first time and that you have to be persistent and keep trying.

One of her recent challenges has been raising her hand in class when no one else has their hand up. “I was like, what if everybody just stares at me and then they’ll be calling me ‘smarty pants.’”

They’re going to be calling me names,” she says. But after one of the morning speakers told them, “Don’t be afraid to be smart,” and to raise their hands in class, she decided, “I don’t care what anybody thinks about me. I know the answer and I want to be better in math and science. So I’m going to say the answer and I’m going to say it proudly.”

“That’s what I see her getting from this [program],” instructor Liz Lynch says about Nayti. “She’s getting that smart is cool; that smart can bring you places.”



“I love building things with new technology.”

Nadia Flores seems so at ease speaking but Lynch points out that the 13-year-old used to be shy and terrified of public speaking, in part because English is her second language.

Nadia is a leader in her middle school’s robotics club, and the STEM project Nadia and her all-girl team presented at a state championship garnered first place, making this the first time Martinsville has won an award at the state level. Their product, Litmus Lipstick, changes colors to indicate whether or not the person wearing it is well hydrated. Nadia’s

team is thinking of patenting it and making a face paint version for boys who play sports like football. Lynch, who is also Nadia’s teacher at school, makes a direct connection between Nadia’s win and her time with Verizon Innovative Learning. “She just had that ‘stick-to-it-iveness’ that I know was fostered from this program. I really think [Verizon Innovative Learning] was a springboard for thinking scientifically.”

Nadia wanted to be a doctor before learning how many years she’d have to spend in school, she admits sheepishly; now she wants to be an engineer. “I love building things with new technology,” something she figured out through robotics and being in the program this year. It also helped her improve in math. She puffs with pride as she shares that she went from scoring 80s on tests to now scoring 99s, and that she skipped math 7 this past year to go straight from math 6 to algebra.

On public speaking she says, “I’m always nervous speaking in front of other people,” admitting she was “freaking out” when presenting the lipstick to the judges at states. But, she adds, “I’m getting used to it now that this program is helping me.”

“I can see a world of difference.”

Helen Howell, a native of Virginia and the head of the local chapter of the National Society of Black Engineers, has dedicated a large part of her career to educating and mentoring kids from Martinsville and surrounding communities into pursuing STEM careers and encouraging them to pay it forward when they succeed. In her second summer working with Verizon Innovative Learning, Howell notes how girls from the area are starting to win STEM competitions around Virginia, like the first place at states Nadia Flores’ team earned.

“What I’m seeing from this is they are taking these [competitions] a lot more seriously,” she says. “With the students that were in the [program], I can see a world of difference. They’re more confident and stepping up to the plate and taking on leadership positions.”

Howell credits these wins to the way Verizon Innovative Learning is igniting STEM in the community and teaching girls the skills they need to succeed.

“Oh, that’s a boy’s job. You can’t do that.”

Petite with a charming cuteness about her, it’s easy to see how someone could underestimate how strong and determined Danielle Amos has become. Before starting Verizon Innovative Learning last summer, she thought she’d work in an office somewhere simply to earn enough money to live. But that all changed when the program taught her there were jobs she could do that harnessed her fascination with space.

“I never thought that I could be a NASA engineer because that just seemed way too crazy. I’ve always been told, ‘Oh, that’s a boy’s job. You can’t do that.’” Now, she says, “Stuff like that makes me want to do it more so I can prove to people that say that that girls can actually do things that boys can.”

Being in the program has helped her better understand big picture science concepts.

She’s connecting the dots on a deeper level, she says, and while she’s always been an A student, her test scores this past year increased from 90s to 100s. Doing things like 3D printing, which she describes as “really crazy to see your ideas come to life,” has improved her math skills too.

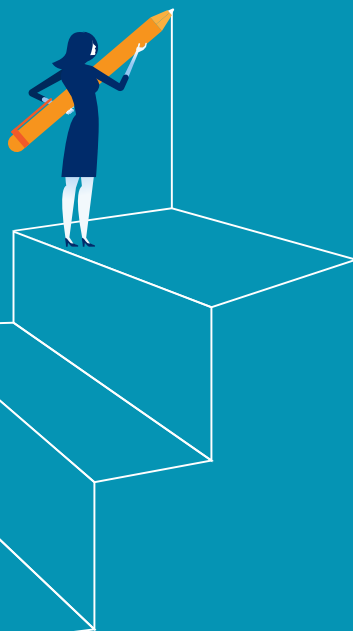
She lights up as she points to the cones and cylinders that are the building blocks of Tinkercad, a 3D design program, sharing how measuring their radius and diameter has increased her understanding of how these concepts play out in the actual creation of objects.

The confidence and skills she’s gained haven’t only been career changing for her, they’ve been life changing. Before the program, she says, “I wanted to change the world in some way, but I wouldn’t have known how to do it. The [program] showed me that no matter where you came from or what your problems are, you can do anything in this world.” ●



Women in Entrepreneurship COP Leads Design Thinking Forum

The **Women in Entrepreneurship Center of Practice** hosted a first-of-its-kind design thinking event in March 25, featuring 25 entrepreneurial leaders and entrepreneurs who joined the NACCE team to tackle 15 of the biggest challenges women leaders face and how to overcome them. The event welcomed recent NACCE podcast guest and organizational effectiveness coach **Monica Curry** of **Impacting Squared**. Curry will also speak at NACCE's upcoming Annual Conference October 3-6. ●



Coming in 2022 is the Women's Leadership Future Building Conference! Stay tuned for more information.

This is the Women in Entrepreneurship COP's first major conference and is designed to unite and support entrepreneurial women leaders. Learn more at nacce.com/women.

PICTURE THIS



(From right to left): Beth Kerly of Hillsborough Community College, is joined by entrepreneurs Lennise Jackson-Germany, founder of Livy O's Catering, Nesha Anderson, CEO of FINAO Brand Apparel, and NACCE's Rebecca Corbin, at the Jim Moran Institute Small Business Leadership Conference in Orlando.



Andy Gold (left) and Beth Kerly, of Hillsborough Community College, visited with Rebecca Corbin at the Jim Moran Institute Small Business Leadership Conference in Orlando.

Top right: NACCE's Amy Bouvier and Rebecca Corbin recently visited with Stuart and Chip Weismiller at Babson College in Massachusetts. The college is known for its leadership in entrepreneurship education.

Below: In July, attendees gathered in Chattanooga, Tennessee, for a leadership workshop on making and entrepreneurial leadership, hosted in partnership with EntreEd's Master Teacher Certification.





New Latino Center Boosts Student Support

By Krystal Sidzyik, public relations specialist, Bellevue University

Bellevue University is continuously working to be a champion of diversity and inclusion, and its newly opened El Camino Latino Center is the organization's latest example. In response to increases in Latino students enrolling in classes to pursue higher education across the country, Bellevue University opened the new center in August, boldly adapting its campus so these students can be wildly successful. El Camino translates to "the road," and university leaders believe it represents a path forward that will change the way the university supports and engages with Latino students.

Making Connections

One of the center's outstanding attributes is that it connects students with employers in Omaha and Bellevue, Nebraska, well before graduation. As a result, students better understand employer needs and learn how to prepare themselves educationally to work for those employers.

For the first year, Bellevue University will partner with six local employers that have office space located on campus in the new center, enabling students to connect with them directly. The center is open to high school juniors and seniors, as well as current Bellevue University students.

Gina Ponce, director of Latino Community Outreach at Bellevue University, said one of the center's main goals is to ensure student success. "We give incoming students and



Gina Ponce, director of Latino Community Outreach at Bellevue University, meets with El Camino Latino Center interns Fernanda Zalapa and Emanuel Lopez.

current students the support they need to be really successful when they're here," Ponce said. "The center provides additional support in the form of mentoring, networking events, conferences, and connecting students with different employment opportunities. We want students to apply for jobs in the fields they've studied in college; the center's resources can help make that happen."

A Win-Win

Partner organizations also stand to benefit from this entrepreneurial effort. According to Ponce, partners such as Omaha Bridges, *Mundo Latino Newspaper*, Heartland Workforce Center, Nebraska Hispanic Chamber of Commerce, U.S. Bank, and Couture Virtual Consultants, can network with students and find the talent they need to grow their businesses into the future. For instance, Couture Virtual Consultants, which offers high quality virtual assistant services by trained bilingual professionals, will recruit young local talent through the center.

"We are excited to be here because it's important for us to be networking with the

"The center serves as a one-stop shop where students and the Latino community can access a variety of services."

JESSICA BERNAL
Couture Virtual Consultants

Continued on page 21

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NACCE Guests Address Timely Topics

Participants in NACCE's podcast series, "Making Our Way Forward" recently took part in a special discussion to explore George Floyd's life and how his death became a national/international call to action. During the podcast, "Honoring the Life of George Floyd: Conversations around this Catalytic Moment," NACCE co-hosts Jeff Smith and Rebecca Corbin welcomed guests Kristen Golden of VentureWell, a NACCE partner, and Jacen Greene of Portland State University, to discuss how this pivotal moment impacted organizations and people.

"The callous inhumanity of George Floyd's murder by police officer Derek Chauvin galvanized people across the country to challenge police brutality and systemic racism," said Golden. Check out this emotionally charged discussion at: buzzsprout.com/1589815/8431821.



Kristen Golden

"For that change to be significant and sustained, we have to engage each other in authentic dialogue – speaking and hearing some hard truths. I am grateful that in this podcast, Rebecca Corbin and Jeff Smith created the brave space for us to do so."

CEO Creates a Legacy of Entrepreneurship Support

NACCE's Rebecca Corbin interviewed special guest Carlene Cassidy, CEO of the Philip E. and Carole R. Ratcliffe Foundation, about the legacy of supporting entrepreneurship in the skilled trades. The podcast, entitled, "Philip E. and Carole R. Ratcliffe Legacy: Servant Leadership for Skilled Trades & Entrepreneurs with CEO Carlene Cassidy," included Carlene's life influences that set her on a mission to support and mentor aspiring entrepreneurs.

The discussion also encouraged NACCE member colleges with projects or entrepreneurial ideas that stimulate innovation and interest in support of the skilled trades to get involved with the foundation's work. In 2021, the Ratcliffe Foundation is making \$135,000 in funding available to collaborate with community colleges in building entrepreneurial mindset, access to education, training, and business opportunities like internships and apprenticeships in the trades. Learn more at: buzzsprout.com/1589815/8614163.



Carlene Cassidy



All episodes are catalogued at nacce.com/podcast



What Are You Reading?

The Common Path to Uncommon Success: A Roadmap to Financial Freedom and Fulfillment
By John Lee Dumas (2021, HarperCollins)

Based on interviews from John Lee Dumas' highly acclaimed podcast, "Entrepreneurs on Fire," this unique 17-step roadmap provides a path for entrepreneurs to achieve the financial and lifestyle freedom they seek. In the book, Dumas reveals the critical steps successful entrepreneurs take to achieve uncommon success, dispels the doubts and fears entrepreneurs face, provides tips to avoid the pitfalls that have plagued many entrepreneurs, and offers a "Well of Knowledge" for entrepreneurs to tap into any time they need inspiration or motivation.



Anne Strickland
Vice President, NACCE

The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution
By Walter Isaacson (2014, Simon & Schuster Paperbacks)

This is a story about the collaborative geniuses destined to be the standard history of the digital revolution—and an invaluable guide to how innovation really happens. Isaacson begins the adventure with Ada Lovelace, Lord Byron's daughter, who pioneered computer programming

in the 1840s. He explores the colorful personalities that created our current digital revolution, such as Vannevar Bush, Alan Turing, John von Neumann, J.C.R. Licklider, Doug Engelbart, Robert Noyce, Bill Gates, Steve Wozniak, Steve Jobs, Tim Berners-Lee, and Larry Page. This book details how their minds worked and what made them so inventive. It's also a narrative of how their ability to collaborate and master the art of teamwork made them even more creative.



Rebecca Corbin
President & CEO, NACCE

"Standards for Evaluating Impact in Entrepreneurship Education Research: Using a Descriptive Validity Framework to Enhance Methodological Rigor and Transparency, Entrepreneurship Theory and Practice" (white paper)
By Nathalie Duval-Couetil, director of the Certificate in Entrepreneurship and Innovation Program and a professor of Technology at Purdue University, and Soohyun Yi, assistant professor, Purdue University.



This recently published paper focuses on entrepreneurship education and assessment. Duval-Couetil is responsible for the launch and continued directorship of Purdue's cross-campus Certificate in Entrepreneurship and Innovation Program, involving 1,800 students each year. She has created curriculum focused on entrepreneurship fundamentals, venture development, technology commercialization, and women and leadership. She also serves as associate director of the Burton D. Morgan Center for Entrepreneurship. Soohyun Yi's scholarly work aims to improve education for underserved students with impactful research and evidence-based interventions. She is a member of the department of Educational Psychology and Leadership at Purdue.

Carol Savage
Editor, *Community College Entrepreneurship*, NACCE

Bellevue continued from page 18

community," said Jessica Bernal, one of the co-founders of Couture Virtual Consultants. "The center serves as a one-stop shop where students and the Latino community can access a variety of services. We are looking forward to recruiting young talent locally because most of our positions require a four-year degree." (Other co-founders are Alisia Ortega and Guadalupe Millan).

While only recently opened, the center already is providing educational opportunities to local high school students who are completing internships. Students are learning interpersonal and communication skills while working in an office setting and enjoying opportunities to network and attend professional development conferences. "The students are experiencing how to work in an office, and they're gaining access to Bellevue University and all of the

wonderful things we do here for students," Ponce said.

In an effort to deepen connections with area high school seniors, Ponce created the El Camino Latino Conference, held for the first time in February. The free conference connected students with Omaha's top corporations and job opportunities. The event featured a number of Omaha employers and motivational youth speaker Gabe Salazar. "Conference speakers talked about what attendees can do to be successful at a company and which degrees will help them on their journey to success," Ponce said. "We wanted the conference to inspire, empower, and help prepare area Latino high school seniors as they embark on their next educational chapter."

For more information about the El Camino Latino Center and how you can connect with the Latino community in your area, contact Gina Ponce at giponce@bellevue.edu or by phone at 402-557-7252. ●

Congratulations to NACCE board member **Carlos O. Turner Cortez** who became the chancellor of the **San Diego Community College District** in July. He is the district's first new chancellor in 17 years! Chancellor Turner Cortez most recently served as president of **San Diego College of Continuing Education**.

Casey Sacks was appointed acting president of **BridgeValley Community & Technical College** in South Charleston, West Virginia. The college is part of the EntreEd power grant and is a longtime NACCE member. Sacks was formerly acting vice chancellor of the state community and technical college system. Congratulations!



GateWay Community College in Phoenix, AZ, has launched a new apprenticeship program in IT. The Technical Support Specialist Apprenticeship program provides fast, quality classroom training that can be completed in four months, followed by paid on-the-job training with local employers. The program comes as Arizona is experiencing increasing employer demand for technology workers in a variety of occupations. In 2020, employers across the state advertised job openings for more than 108,000 tech occupations.

Two **North Iowa Area Community College (NIACC)** student entrepreneurs took home wins from the 2021 University of Iowa's statewide Venture School pitch competition in June. The competition was held during EntreFest, a two-day entrepreneurial conference held in Cedar Rapids, IA. Zack Smith of Stock Cropper Inc., won the first-place prize of \$10,000. Nate Julseth of Nate's Powder Coating took home the runner-up prize of \$3,000. Both are graduates of the Venture School program of NIACC's John Pappajohn Entrepreneurial Center.

In June, college counselor and educator **Al Thomas**, of **Norwalk Community College (NCC)**, in Norwalk, Connecticut, was presented with the Stamford ICON award. The award was created to honor African Americans who live in the Stamford, Connecticut area who have had a positive impact on the community. In addition to his valuable counseling work, Thomas is co-founder of NCC's "Uplift" program, which supports male students of color to ensure they graduate. Congratulations!



This spring, trustees of the board of **Rio Hondo College** in Whittier, California, unanimously approved **Teresa Dreyfuss** as superintendent/president of the college. Dreyfuss has been with the college since 1987, serving in different capacities, including senior accountant, vice president of finance and business, chief financial officer, and business manager prior to her appointment as president in 2013. She retired in 2019 but was reappointed as the acting superintendent/president by the board in 2020.



In June, **Rogue Community College (RCC)** sophomore **Cesar Navarrete** won the community college division of the "Invent Oregon Collegiate Challenge," Oregon's only statewide invention competition. Navarrete won for his exoskeletal hand, dubbed "Exohand," a plastic fingerless glove that helps individuals who have lost some of their grip strength, both from working in the trades and/or through medical or age-related causes. Navarrete advanced to the final where he collected \$1,500 in prize money for his inventive design. RCC is located in Grants Pass, Oregon.

Salt Lake Community College, in Salt Lake, Utah, has introduced a program to jumpstart veteran entrepreneurs. The **Veterans Business Resource Center (VBRC)** serves veterans, active military, reserves, guard members, and their spouses. VBRC accomplishes its mission through one-on-one meetings and classes. There is no cost to aspiring veteran entrepreneurs for this business support.

Virginia Western Community College's Culinary Arts Program hosted its first "Culinary Arts Salon" with funding support from the Virginia Western Education Foundation. The April event gave students the opportunity to work with highly experienced international chefs at the Claude Moore Educational Complex in downtown Roanoke. The competition categories included hot foods, cold-plated desserts, food platters, and sculptures.



In May, 160+ registrants from 93 organizations attended NACCE's **make/SHIFT 2.0**, an online conference for those interested in learning more about the making movement. Fifty speakers engaged attendees on several topics, including cultivating innovation and building capacity for equitable, sustainable maker-center learning opportunities, how to grow the entrepreneurial mindset in makerspaces, and building and sustaining relationships with community stakeholders and makers. Reflecting on her experience at the summit, **Connie Raynor**, a student support specialist in Applied Technologies at **Sierra College**, said, "It was an excellent presentation on engaging kids and needed changes in K-12 too." **Christine Keenan**, Innovation Lab Coordinator at **Southern New Hampshire University** commented, "The summit offered fantastic information-packed presentations!" Look for more venues for makers later in the year.

Joseph Cassidy

RESIDENCE

Clarendon Hills, IL

ORGANIZATION

College of DuPage

OCCUPATION

Assistant Vice President for Economic Development; Dean, Continuing Education and Public Services

FIRST JOB

Busboy at Giordano's Pizzeria

PHILOSOPHY

Life is short. Do something that matters to you and benefits others. Work hard, have fun, and enjoy as much of it as you can.

FAVORITE MUSIC

Downtempo electronica

FAVORITE TV SHOW OR MOVIE

The Lighthouse

FAVORITE BOOK

One Hundred Years of Solitude by Gabriel Garcia Marquez

WHAT GOT ME INTERESTED IN MY WORK?

Neither of my parents had the opportunity to attend college. They made it very clear to me that education was a gateway to increased opportunity and personal growth. As I advanced in my studies, I began to experience a gap or disconnect between the classroom and the “real world.” I developed a strong desire to bridge this gap to ensure that education is accessible, affordable, inspiring, and impactful.

SUCCESS IS...

Iterative in nature. Some things can take years to achieve, and they seldom turn out exactly like you imagined. Celebrate the small successes along the way, recognize success across the total team, and connect success measures to serving your students, clients, and community members through continuous improvement and innovative programs and services.

PET PEEVE

Inauthenticity

FAVORITE QUOTE

“Those who dream by day are cognizant of many things which escape those who dream only by night.”

— Edgar Allen Poe, or perhaps, better still, “The dude abides.”



CURRENT PROJECT/S

We are expanding services to regional startups and small businesses through the business incubator/accelerator known as Innovation DuPage (ID). Launched in 2019, ID to date has served 130 member companies through incubation workshops, mentorship, and events as well as through its three-month business acceleration cohort program. It has 40 partner organizations from academia, industry, government, chambers of commerce, and two national laboratories, and has provided over 30 student internships, cohosted numerous student pitch contests for both high school and college students, and recently reopened its coworking space in downtown Glen Ellyn. ID is a public/private partnership focused on leveraging partner resources to support regional small businesses.

Innovation DuPage and College of DuPage received the 2021 American Association of Community Colleges' (AACC) top award for corporate/college partnerships.

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

NACCE continues to lead the effort to help community colleges understand their unique position to impact entrepreneurial education. NACCE helped our leadership understand the importance of entrepreneurial education, which in turn helped us build the case for prioritizing both innovation and economic development as institutional strategic pillars and critical areas to demonstrate our total ROI to the majority of stakeholders that are not traditional degree-seeking students.



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Stay through Wednesday and be part of our
Impact ED Future Building Summit:

1

Sharing ideas of leaders and
entrepreneurs to create pathways
to greater equity and prosperity

2

Hearing from entrepreneurs whose
seed funding, mentoring, and instruction
helped them to start and grow
Main Street businesses

3

Convening leaders to build bridges to the
future together through community colleges
and minority-serving institutions

Both ticket options feature great benefits and
curated breakout sessions with track themes:

- Entrepreneurship 101: Cross Disciplinary Teaching & Leadership Best Practices
- Workforce Development & Non-Credit Programming
- Academic Programs
- Leader + Team Workshop - NACCE Playbook (in-person only)

See pages 10-11 in this issue for more details about this year's conference.