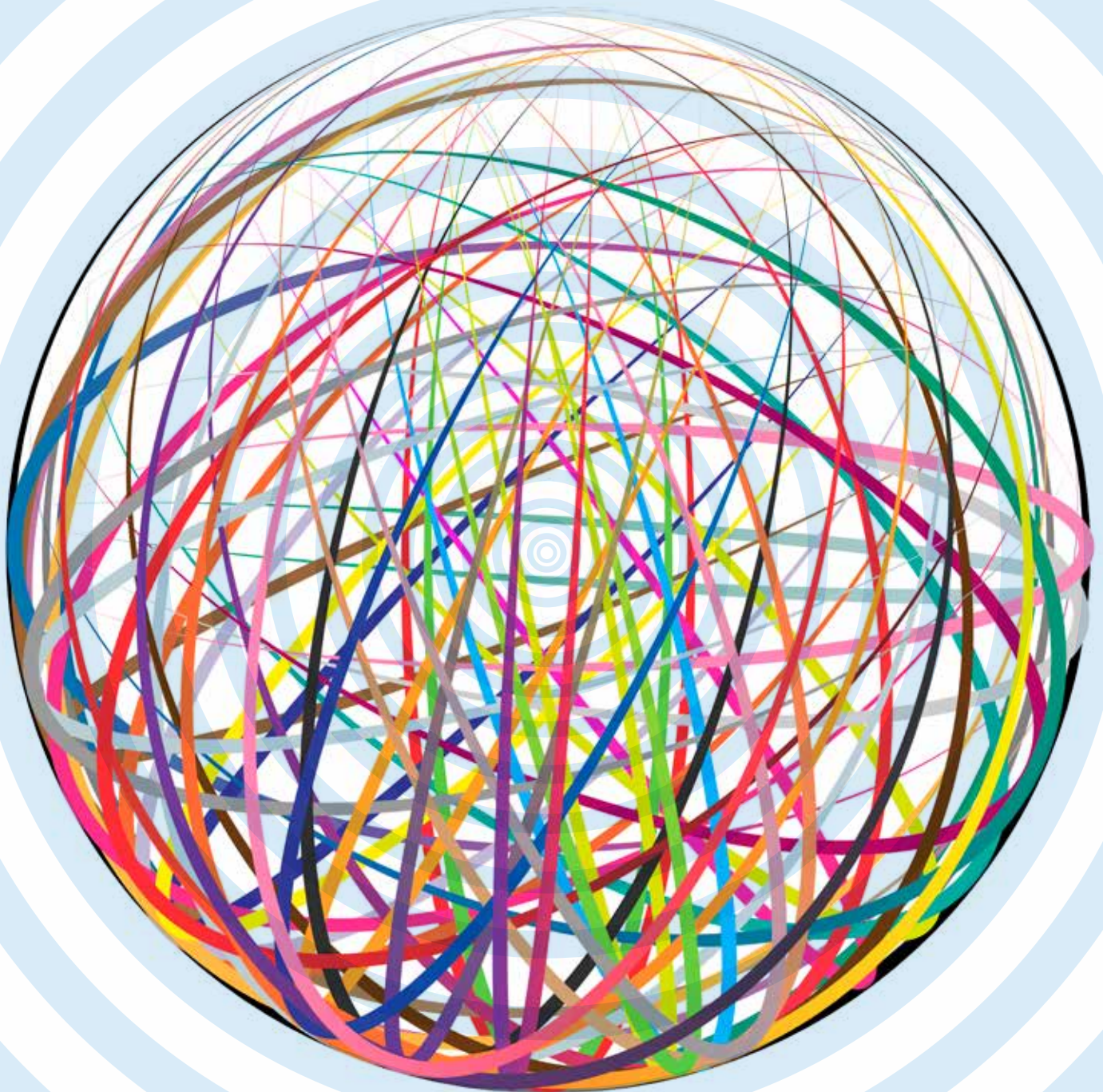


Community College **Entrepreneurship**

A Publication of NACCE

SUMMER/FALL 2023

Expanding Entrepreneurial Networks



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Connecting Entrepreneurial Ecosystems

Stam and Spigel (2017) defined an entrepreneurial ecosystem as “a set of interdependent actors and factors coordinated in such a way that they enable productive entrepreneurship within a particular territory.” The value of these entrepreneurial ecosystems and connectivity has proven to be especially critical to new business enterprises. Following is an interview by Carol Savage, editor of Community College Entrepreneurship, with NACCE Board Chairman Steven Schulz, president of North Iowa Area Community College (NIACC), about entrepreneurial ecosystems.

What tools and/or data are most valuable in your entrepreneurial ecosystem at NIACC?

There are many tools to help budding entrepreneurs succeed. At NIACC, we’ve made it a point to be the catalyst for nascent entrepreneurs, getting them on board, and then customizing the support we provide to expand or build their businesses. We do this through a partnership between the NIACC Pappajohn Entrepreneurial Center and the Small Business Development Center, which enables us to work together with aspiring business owners.

We also offer access to affinity groups like our “Tech Talk” programs on a regular basis, and in many instances, we assist them with locating critical start-up capital. Through NIACC’s Venture School, students can test their ideas. They can reach out to 100 people or more and ask them about the viability of their business idea. It’s a place where students get help finding partners who are willing to pick up the phone and make a call – a simple enough action, but one that is often critically timed with a new business launch. These are the kinds of tools that are often missing in new business launches but are so crucial to success.

What are some ways to build impact-driven entrepreneurial ecosystems?

One of the best things we do is to highlight entrepreneurs. Each month, we recognize entrepreneurs throughout our organization, and every other year, we host a sizable gala to shine a light on our entrepreneurial stars.

On the academic side, we have embedded an entrepreneurial mindset or “success mindset” into our career/technical curriculum and programs. We also have a community advisory board of 15-20 people who identify concrete ways to support students and businesses in the ecosystem. This group is comprised of potential partners such as bankers, local business owners, economic developers, and anyone else who wants to be involved in making things happen and is willing to contribute to the conversation.

What do you see as the outcomes of better-connected ecosystems?

In North Iowa, between 2019 and 2022, \$23 million in total capital was invested in small business. The five-year survival rate of the businesses that NIACC’s Entrepreneurial Center supports is 89 percent, compared to 50 percent nationally and 56 percent in the state of Iowa during the same timeframe. Since inception, we have launched some 80,000 businesses.

Should the aim of entrepreneurial education at institutions of higher learning be to develop entrepreneurial capacities and mindsets that benefit economies?

Institutions of higher learning are conveners of resources – whether it’s tax structures, subsidies, or some other incentive, these motivators matter and bring new entrepreneurs into an ecosystem through things like makerspaces, incubators, grants, and connections to potential partners. It’s all foundational to the growth of economies.

Final thoughts?

The time is right for entrepreneurial ecosystems to grow. The internet, Zoom, etc., have increased current ecosystems exponentially. It’s an exciting time for colleges and universities to expand their entrepreneurship thrust and embrace it. ●

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Editor's Note

"Expanding Entrepreneurial Networks" is the theme of this issue of *Community College Entrepreneurship*, and it highlights what NACCE has been doing to expand its national footprint.

The article, "Expanding National Networks" by NACCE President and CEO Rebecca Corbin, and the companion piece about NACCE's national Collaboration Tour, underscore the value of spreading the entrepreneurial message near and far.

The "Office of Opportunities" at Northwest Michigan College gives readers a glimpse of entrepreneurship in action at the college where signage on the office door encourages entrepreneurs to "Please Disturb."

Read about the progress that winners of the "Pitch for the Trades" competition have made on their projects, which were made possible by funding from the Ratcliffe Foundation. And learn about the diverse group of entrepreneurs who explored institutional advancement and veteran entrepreneurship at the highly successful fund/SHIFT Summit this spring in Coeur d'Alene, Idaho.

If you have a story idea for the journal, please contact editor Carol Savage at editor@nacce.com. Shorter news items, as well as book recommendations, are also welcome for our "Member News" and "What Are You Reading?" sections of the magazine.

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

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Expanding National Networks

By Rebecca Corbin, president and CEO, NACCE

NACCE is taking a leadership role in expanding national entrepreneurship networks through a series of grant-funded projects designed to increase awareness of entrepreneurial mindset and create tools that foster innovation in community ecosystems. Since January, NACCE has engaged in interactive events with more than 500 stakeholders in urban, suburban, and rural communities throughout the country. Following are some examples:

Pitch Winners Apply Skills at fund/SHIFT

Winning team members of the “Pitch for the Foundation” competition participated in NACCE’s fund/SHIFT Summit in May. The central theme was leveraging assets in local communities, and the event focused on applying entrepreneurial mindset to institutional advancement and veteran entrepreneurship.

This burgeoning of entrepreneurial networks is rooted in two pitch competitions sponsored by the Philip E. & Carol R. Ratcliffe Foundation. The Pitch for the Skilled Trades Competition began several years ago, engaging community college teams to compete for awards to advance their entrepreneurial projects. In 2022, a second competition, the Pitch for the Foundation, was launched, with five community colleges taking home awards. The winners were announced at NACCE’s annual meeting.

Identifying Programming Needs

In June, Marcy Euler, president & CEO of the Pima Community College Foundation, and Heather Mitchell, vice president of Institutional Advancement for Tallahassee Community College, worked with members of NACCE’s leadership team to develop a member survey to identify needed programming. The support from the Ratcliffe Foundation, the inaugural NACCE Fellows Program, and an evocative gathering at fund/SHIFT, are inspiring even more programming for NACCE’s Annual Conference in October.

“Innovation-in-Action”

Lisa Kiplinger Kennedy, regional director of Business & Entrepreneurship for the Inland Empire Desert Regional Consortium, (and recently named NACCE Fellow), worked closely with NACCE to plan a design thinking multi-day event for college presidents and their staffs. The purpose was to unite the entire Inland Empire Desert district, home to four million people.

The resulting event, which highlighted “Innovation-in Action” colleges, included a special reception at the Singleton Classic car venue sponsored by the Singleton Foundation. A signature offering of the Singleton Foundation is Slynshot, a powerful, free platform that helps entrepreneurs launch their ideas.

The Innovation-in-Action colleges will use Slynshot as a prototype for possible national expansion. As an offshoot of this event, members of the NACCE Fellows Program are working to offer the Innovation-in-Action program to additional states and districts across the United States.



Lisa Kiplinger Kennedy (center), of Inland Empire Desert Regional Consortium, was recognized during the Innovation-In-Action event hosted by the Singleton Foundation.

"The Kauffman Foundation has funded research to build awareness about the impact that supported entrepreneurial ecosystems can have in spurring and maintaining small business creation. Andy Stoll, a senior program officer for the foundation (2019), affirmed this important relationship in the forward to NACCE's first book, *Community Colleges as Incubators of Innovation* that 'at their core, entrepreneurial ecosystems are based on human relationships. They help create invisible infrastructures to support entrepreneurs.'"

Connecting Networks in Tittletown, Wisconsin

The University of Wisconsin, Oshkosh is leading an initiative to build a toolkit of resources for ecosystem builders and community members. The supporting partners include: NACCE; the Association of Public and Land Grant Universities (APLU); and the University Economic Development Association (UEDA). By connecting multiple networks, the project strives to be inclusive and wide reaching. Focus groups convened at Tittletown Tech to discuss next steps on a national level. Findings and future initiatives will be highlighted at NACCE's Annual Conference.

Mining for Data and Collaboration with the University of Memphis

Cody Behles, director of Innovation and Research Support for the University of Memphis, convened a two-day meeting of regional partners, including NACCE, to build capacity for transformational change in the Delta Region of the United States.

The event featured several keynote speakers, including James Johnson, Jr., distinguished professor of Strategy and Entrepreneurship at the University of North Carolina's Kenan-Flagler College of Business. Johnson highlighted the "demographic cliff" of declining birthrates and the opportunity (based on census data) for developing programming focused on serving an aging population.

Stay tuned as NACCE continues to expand its entrepreneurial networks in the coming months. ●



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Participants applied entrepreneurial mindset during the Higher Education & Entrepreneurial Ecosystem Toolkit (HEEET) design workshop in Wisconsin.

NACCE's Collaboration Tour: Ecosystem in Action

The NACCE Collaboration Tour continued its networking-expanding journey, most recently making stops in Maryland and California. The tour's goal is to forge valuable connections, inspire a culture of innovation, and foster community engagement among member organizations and their local affiliates and partners. Entrepreneurial thought leaders, including principals of veteran-owned businesses, often headline tour events.

Celebrating Innovation

Tour members recently visited Orange County, California, where NACCE President and CEO Rebecca Corbin, welcomed attendees to a reception hosted by the Singleton Foundation for Financial Literacy. "The foundation is committed to making financial literacy and competence and entrepreneurship accessible to everyone," said Corbin. The event took place at Singleton Classics, a venue that showcases the unique history of innovation in classic cars.

NACCE is collaborating with Singleton on an application called "Slyngshot" that was developed by a team of subject-matter experts at the Singleton Foundation to help entrepreneurs create and launch new business ideas. One of the initiatives involves incorporating the Slyngshot app into existing NACCE efforts, including the STRIVE Veterans and Everyday Entrepreneur programs.

Community Impact Pledge

As part of the tour, community and business leaders take the "Community Collaboration Pledge," further solidifying their commitment to drive change through community college education. The pledge is based on three major tenets:

- Supporting college presidents, faculty, staff, and students in the pursuit of a workforce of entrepreneurially minded and innovative people;
- Sharing stories that foster equity and understanding and lead to increasing economic development in the community;
- Collaborating with each other on community projects that advance entrepreneurial opportunities for all.

“The NACCE Collaboration Tour is leaving an indelible mark on the communities we visit, uniting influential thought leaders, veteran entrepreneurs, and community members in a shared vision of education, innovation, and empowerment,” said NACCE’s senior director of Marketing and Communications Beth Kerly. “Through spirited discussions, active networking, and a shared commitment to cultural change, the tour showcases the transformative power of community college education and its role in driving entrepreneurship.”

“The NACCE Collaboration Tour is leaving an indelible mark on the communities we visit.”

Tour Evolution

The Collaboration Tour launched in New Jersey during National Entrepreneurship Week in February, then traveled to Hawaii and Florida. To date, the team has made nine national stops, led by Rebecca Corbin, NACCE president and CEO; Andy Gold, vice president, Strategic Engagement; and Beth Kerly. The tour team has visited the following locations:

- Chesapeake College, Wye Mills, MD
- Ratcliffe Foundation, Annapolis, MD
- Parts Life, Inc., Moorestown, NJ
- Rowan College at Burlington County, Mount Laurel, NJ
- Kauai Community College, Lihue, HI
- VuStudios, Orlando, FL
- Tallahassee Community College, Tallahassee, FL
- Inland Empire Innovation in Action, Santa Ana, CA
- Singleton Classics, Santa Ana, CA

The tour will culminate in October with its tenth and final stop at NACCE’s Annual Conference in Nashville, Tennessee. ●



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(Left to right): Ryan Groves, head of Entrepreneurship at the Singleton Foundation and co-founder of Slynshot, and Matt Goist, manager of Singleton Classics, greeted guests at NACCE’s “Innovation-in-Action” event in May.



(Left to right): Ify Aduba, executive director, and Alyssa Means, Strategy, Communications, and Program Development manager for the Entrepreneurship Funders Network, chat with Amanda Chin Lee, (right) director of Strategic Alliances and Partnerships for the Singleton Foundation at the NACCE reception.

Pitch Winners Deliver Results

By Darcie Turney, director of Events & Programs, NACCE

One of the highlights of NACCE's Annual Conference is the Pitch for the Skilled Trades competition, hosted by NACCE and the Philip E. & Carole R. Ratcliffe Foundation. The competition provides faculty, administrators, and students with the opportunity to develop innovative concepts that infuse entrepreneurial mindset into the skilled trades and leverage individual college foundations to secure a dollar-for-dollar match for the pitch amount. It also effectively secures the foundations' commitment to partner in ongoing development of the teams' projects.

The Ratcliffe Foundation and NACCE created the competition in 2019 and launched it at NACCE's Annual Conference in Newport Beach, California. Since that time, a total of \$485,000 has been awarded to 18 community colleges throughout the United States. This year's winning teams focused on projects that impact student success and community growth. Here's an update on what the teams are doing:

Laramie County Community College

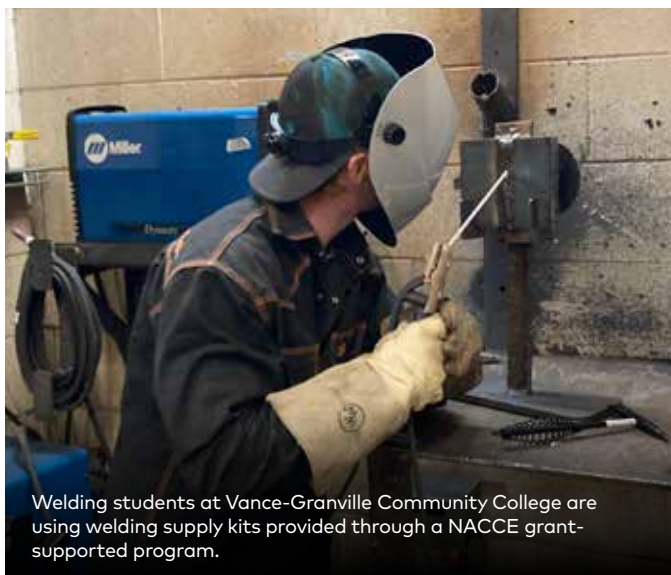
Laramie County Community College (LCCC) pitched an augmented reality learning space environment called ZLab, which uses ZSpace technology. "Through the creation of this lab, which opened earlier this year, manufacturing and industry partners can use computer modeling to learn how complex systems function. This also enables students to work on complex manufacturing problems when taking the actual equipment apart is not possible or easily feasible," said Minden Fox, an LCCC Entrepreneurship and Marketing instructor. This includes, for example, internal engines for large tractors, or Computer Numerical Control (CNC) equipment, which is controlled by a computer and provides a high level of efficiency and accuracy not possible to achieve through a manual process.



Thessa Monaco, ZSpace regional director, shows a guest how to use ZSpace at the grand opening event in April.

Tallahassee Community College

"Breaker, Breaker One-Nine" is dedicated to empowering individuals with prior justice system involvement through comprehensive commercial vehicle driving training courses offered at Tallahassee Community College (TCC). The program equips participants with essential skills, and it connects them with a second chance to thrive in an industry that is currently facing a pressing shortage of qualified drivers. In June 2023, the program expanded to include specialized courses designed to guide individuals to become owner-operators of their own transportation businesses. "This expansion opens up remarkable opportunities for participants to take charge of their professional journey and build thriving businesses in the transportation sector," said Jessica Griffin, director of Continuing Workforce Education at TCC.



Welding students at Vance-Granville Community College are using welding supply kits provided through a NACCE grant-supported program.

Tennessee College of Applied Technology Knoxville (TCAT)

Tennessee College of Applied Technology Knoxville (TCAT) has identified the need to train individuals on electric vehicles. TCAT is in the process of purchasing a Volkswagen to be used as a "common" vehicle that provides students with hands-on experience. Andy Smith, vice president of Instruction and Institutional Effectiveness, leads his team with the motto, "Imagine what a perfect learning environment is and identify those needs." The Pitch for the Skilled Trades Competition provides community colleges with the opportunity to think and act entrepreneurially.

Vance-Granville Community College

Vance-Granville Community College expanded its welding program to address the severe shortage of skilled, trained welders. With support from the Ratcliffe Foundation, the college began offering evening classes at its Franklin campus this spring, with the goal of achieving full enrollment for the fall semester. Another positive outcome of the project was enabling students to apply for "welding supply kits." By meeting certain criteria, students can receive kits to support their academic success. "The tools in the welding kits have enabled students in need to perform welding tasks in a proper and safe environment," said Rusty Pace, head of the Welding Program at Vance-Granville Community College. ●



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The Pitch for the Trades competition is now accepting submissions for this year's awards.
Register for NACCE's Annual Conference for a chance to win funding!



Resources for Funding and Veterans

By Rebecca Corbin, president and CEO, NACCE



Misty Fox, (left) of Syracuse University's D'Aniello Institute for Veterans and Military Families, was honored for her work with veterans during the conference.

Coeur d'Alene, Idaho was the site of NACCE's Entrepreneurial Resource Development (ERD) and Veterans Entrepreneurship fund/SHIFT event May 4-6, which attracted attendees from 23 states.

Leaders from the funding/development and veteran entrepreneurship spaces attended the event, blending the expertise of both perspectives and creating a rich environment for collaboration, innovation, and exchange of valuable insights.

One of the culminating activities of fund/SHIFT was the recognition of 15 colleges and universities for exceptional dedication to veteran entrepreneurial programs. "These institutions have demonstrated an unwavering commitment to support and empower our brave veterans as they navigate their entrepreneurial journeys," said NACCE's Rebecca Corbin.

Also during the event, Misty Fox of Syracuse University's D'Aniello Institute for Veterans and Military Families, received a recognition award for the institute's work with veterans. Sam Thevanayagam, president of Parts Life, Inc., received a Small Business Achievement Award for advancing a culture of innovation and supporting veterans in his business.

The College of Excellence award winners include:

- College of Southern Nevada, NV
- Dallas College, TX
- Daytona State College, FL
- Hillsborough Community College, FL
- Inland Empire Desert Region, CA
- Pasadena City College, CA
- Pima Community College, AZ
- Santa Fe Community College, NM
- Snow College, UT
- Syracuse University, NY
- Tallahassee Community College, FL
- Tennessee College of Applied Technology (TCAT), TN
- The University of Hawaii Community College System, HI
- University of South Florida, FL
- Vance-Granville Community College, NC



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Design Thinking



NACCE participated in the Higher Education & Entrepreneurial Ecosystems Toolkit's (HEEET) design thinking workshop this spring in Green Bay, Wisconsin.

Augmented Reality Learning at Laramie County Community College



Conor McCracken-Flesher, with the Wyoming Center for Entrepreneurship and Innovation, uses the stylus to explore ZSpace during the ribbon-cutting event.

Convening at fund/SHIFT



Attendees from 23 states participated in fund/SHIFT.

Idea Generation



(Left to right): Russ Tanner, director of the Entrepreneurship Center at Snow College; Andy Bennett, president of the National Center for Responsible Government Contracting; and Paul Sohl, CEO of the Florida High Tech Corridor, presented at fund/SHIFT.

Office of Possibilities

PLEASE DISTURB

By Will Kitchen, co-director,
Office of Possibilities,
Northwestern Michigan College,
Traverse City, Michigan

Northwestern Michigan College's (NMC) Office of Possibilities (OOPs) was initially launched to encourage disruptive innovation within the college. In less than 12 months, it has become a key part of the community's entrepreneurial ecosystem and has been used to drive ideas supporting the college's strategic plan. And the journey is still evolving!

"OOPs is a dynamic startup that thrives on change and creativity. We don't even have a traditional 'office,'" said Steve Rice, faculty co-director of OOPs. "It is a mindset, a movement, a culture of innovation, and a community network that is open to anyone who wants to innovate or ideate. It empowers people to create solutions and opportunities and encourages innovation and entrepreneurship."



NMC, in partnership with the Waterlution Water Innovation Lab (WIL) initiative, strives to restore freshwater health in North America. Working together are: Russ Schindler (left), Sample Serve Founder, and Dafrosa Kataraihya, WIL participant.

Structure

The "secret sauce" to OPPs' success is its structure: agile, flat, and independent. Add a healthy dose of strong college leadership and vision, as well as community volunteers and partners. Two faculty co-directors drive the program, along with 12 community entrepreneurs who serve as an Advisory Committee. "These subject-matter experts collaborate with entrepreneurs to develop their ideas and connect them with other parts of the Traverse City entrepreneurial ecosystem," said Rice. "We also work closely with the NMC Foundation to help stimulate resource innovation."

Some recent examples of OOPs' projects include:

Common Good Education

Common Good Education is an innovative curriculum of 21st century skills and knowledge to help people unlock their full potential. It is

Continued on page 19



"ARTpreneurs" in the Music Industry

Artists aren't often considered entrepreneurs, and entrepreneurs aren't often considered artists. *What could happen when these two worlds collide?*

Amir

For Amir Jackson, creative expression was a means of survival. At 12 years-old, Jackson moved to his grandmother's house to escape his violent stepfather. He needed an outlet for the anger, frustration, and heartache he felt, so he turned to poetry. It gave him back power when he had felt powerless.

His aunt found his poetry and saw his creative spark. "She encouraged me to continue my creative pursuits at a time when I really needed it," Jackson said. "I look back on my life, and that moment was a significant game-changer for me. There were a lot of negatives, and someone came in with some positivity. If someone gives you some positive reinforcement, some love, some care, you tend to engage that, whatever that is, a little bit more." The impact of one caring adult changed him from that moment forward.

Michael

Another kid thousands of miles away from Jackson found solace in music. As a child, Michael Peterson's peers teased him, deeming him a "slow learner." The other kids might have been kinder had they known about the hardships Peterson had experienced: his father had been murdered, and his stepfather committed suicide — two profound tragedies that left him devastated before adulthood. Songwriting was one place where he could take control of his own story and create a future better than the difficult hand he had been dealt.

Not wanting to let go of the artistic expression that sustained them, Jackson and Peterson each started their own businesses that allowed them to continue their respective vocations while still earning a living.

Jackson started his Ogden, Utah nonprofit, "Nurture the Creative Mind," to help young people establish positive self-value while developing character through the exploration of creative, marketable skills and innovation. The venture has helped more than 25,000 youth to date, providing a caring adult to troubled youth just like Jackson's aunt.

Peterson saw success early on in his country music career but had seen plenty of other stars flame out. He was determined to make sure his fate would be different and started his own company, Michael Peterson Music.

Embracing Creativity

Over the last 40 years, Peterson's career has evolved, as has his business. "My songwriting skills found applications in branding, leading to contracts in agriculture, community projects, and more," Peterson said. "I also discovered that my event-planning expertise could benefit others beyond my own performances. By embracing creativity in all its forms, my business opportunities expanded."

Peterson and Jackson, both recent "Forward with NACCE" podcast guests, call themselves "artpreneurs" – entrepreneurs who infuse creativity and innovation into their business practices.

"When you're an 'artpreneur' starting a business aligned with your vocation gives you an advantage," Peterson said. "You are doing the thing you feel you were meant to do. This helps you be more resilient in meeting the challenges all entrepreneurs face."

The Impact

Jackson's perspective mirrors Peterson's, reinforcing that his creative approach strengthens his business practices. "I often find that people look at entrepreneurship and art as an 'either-or,'" said Jackson. "Even if you're selling your art, even if you are a well-known artist, you don't consider yourself an entrepreneur. If you're an entrepreneur, you have to do marketing and have a business plan. I don't think that it's an 'either-or.' I think that it's an 'and-too.'"

Artpreneurship is at the heart of NACCE's 2023 Annual Conference. Peterson will present with fellow artpreneur, Larry Butler, who runs "Did It Music." They will host a preconference activity called "From the Page to the Stage," where participants will peek inside the world of the music industry and learn more about how to take an artpreneurial approach to their business ventures.

Peterson hopes that the session will inspire conference-goers to consider a new way of approaching business, one that he believes all entrepreneurs can benefit from. "I believe everyone possesses creativity. It's how we navigate through life, facing challenges and seeking solutions," he said. "That's the essence of creativity. That being said, I also believe there are steps we can take to enhance our awareness and activate our own unique creativity. By actively developing our creative abilities, we begin to benefit more by design instead of default." ●

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"When you're an 'artpreneur,' starting a business aligned with your vocation gives you an advantage; you are doing the thing you feel you were meant to do."



Note: This article was co-written by a team of contributors, including Beth Kerly, NACCE senior director of Marketing Communications.



Entrepreneur Yudy Carrera walks to the business she created, "Events By Yudy" in New York.



At noon, Yudy Carrera is having lunch with her sister, and the pair snap a selfie.

"I'm Muy Fancy Now"

By Taiia Smart Young, content producer and editor, Gyrate Media

A day-in-the-life of a New York businesswoman who upped her digital marketing skills with Verizon Small Business Digital Ready.

It's 9AM and Yudy Carrera is power walking to the Beverly Hills Manor special events hall in the Bronx, NY, carrying brightly-colored flowers and waving to neighbors along the way.

"Buenos dias," the entrepreneur calls out to her staff once inside. They greet her back, eager to share ideas for recipes and party decor.

For Carrera, the CEO of Events By Yudy, no two days are alike. She caters and designs events for all occasions, from weddings and baby showers to gatherings at Gracie Mansion for the mayor of New York City. "We are the bridge for every life event," she says.

An hour later, Carrera is working with a photographer, capturing images that will give potential clients a behind-the-scenes look at her business.

While Carrera is an expert in crafting live events, she struggled when it came to digital marketing. She found new skills—and a hefty dose of confidence to apply them—through the free, personalized courses and coaching at Verizon Small Business Digital Ready. The courses taught her that sharing more about herself and her journey could be a powerful tool to connect with new clients. "I've learned about the importance of social media and telling my story," she says.

That story began in the Dominican Republic, where she learned culinary arts at the knee. "My mother raised us in the kitchen," Carrera says. "She was one of those ladies on la playa [the beach] selling fish." From her mother, Carrera learned traditional Dominican recipes that she uses in her catering today.

When the family immigrated to the United States in 1991, Carrera's mother came with her caldero—a cast iron pot—in hand. "She worried about finding a pot to make concón" Carrera says, referring to a crispy rice dish that originated in Dominican cuisine. Carrera went on to earn her degree in hospitality and get trained as a dietician, working full-time

for private catering companies for 17 years before starting her own business in 2015. "I love to create things, talk, and be around people," she says.

By late morning, Carrera has shifted gears again, creating an ornate tablescape to showcase a wedding cake.

Before taking Verizon courses, Carrera underestimated how much her social media followers would connect to images of her tablescape designs. Now she posts regularly—and not just with 'likes' in mind.

"Thanks to these classes, I know what to post, what time to post, what to write for the caption and how to get people to my website," Carrera says of the course entitled How to Spread the Digital Word: Communications Strategy.

She first learned about Verizon Small Business Digital Ready from the Bronx Business Outreach Center Network. The courses stirred an emotional reaction in Carrera, who knows all too well the difficult journey that entrepreneurship can be. "I identified with the courses,"



Carrera meets company chef Julia Sanchez to demonstrate a flambé and plating of dishes. "Whatever we do with a meat version, we can do for a vegan version too—and we make it taste good," Carrera says.

she says. “You start a business with a dream and then you see how complicated it is.”

At noon, Carrera is having lunch with her sister, and the pair snap a selfie. While Carrera thrives at in-person networking, she took advantage of the Verizon courses to learn new ways to boost online sales. “Before, I didn’t invite clients to my site to order,” Carrera says. “Now, I have a QR code that you can just click and go directly to it. I’m muy fancy now,” she cheers. Carrera says that she gleaned new financial skills as well, from a Verizon course called Getting Beyond Breaking Even. “I learned it isn’t just about making money,” she says. “It’s about how much is staying in your pocket.”

At 2pm, Carrera meets company chef Julia Sanchez to demonstrate a flambé and plating of dishes. “Whatever we do with a meat version, we can do for a vegan version too—and we make it taste good,” Carrera says proudly, of her jerk tofu kebabs with mango sauce, and sweet plantain stuffed with plant-based meat.

Along with her food, another passion of Carrera’s is giving back to the community. Prior to the pandemic, Carrera ran free weekly cooking classes in the South Bronx to help people start a career in catering. “Most of the people in my community are immigrants. This is my way of giving back,” she says.

It’s 3pm, and Carrera wraps up her day by looking over a photo album from her daughter’s Sweet 16 birthday party. “My most difficult client,” jokes Carrera, a mom of two.

Looking toward the future, Carrera says the marketing skills she learned from Verizon will help her meet a long-term goal: owning an event space. “It’s amazing what I’ve been able to accomplish—but I always like to think about what is coming next,” she says.

Verizon Small Business Digital Ready provides free personalized courses, live coaching, networking, planning aids, and grant opportunities for eligible small businesses.

To learn more, visit verizon.com/smallbusinessdigitalready. ●

Twenty-one NACCE member community colleges and affiliated universities currently participate in the program, including:

- Hillsborough CC, Tampa, FL
- University of Notre Dame, Notre Dame, IN
- Brookdale CC, Middletown, NJ
- Gillette College, Gillette, WY
- Roane State Community College, Harriman, TN
- Tallahassee CC, Tallahassee, FL
- Clark Atlanta University, Atlanta, GA
- John Carroll University, University Heights, OH
- CC of Allegheny County, Pittsburgh, PA
- Tuskegee University, Tuskegee, AL
- Kauai CC, Lihue, HI
- Salt Lake CC, Salt Lake City, UT
- CC of Beaver County, Beaver County, PA
- Portland State University, Portland, OR
- Lorain County CC, Elyria, OH
- Central CC, Hastings, NE
- San Joaquin Delta Community College, Stockton, CA
- Patrick and Henry CC, Martinsville, VA
- Bowie State University, Bowie, MD
- Texas Southern University, Houston, TX
- Fayetteville Tech CC, Fayetteville, NC



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Marcy Euler



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

Organization

Pima Community College Foundation

Title/s

President & CEO

Success is...

...watching graduation ceremonies and knowing we have touched the lives of so many in our community through scholarships and other support from the college.

Current Project/s

- Exceeding a matching grant goal (we must raise \$10M to receive \$5M);
- Expanding capacity to support short-term, stackable credentials that are not Pell-eligible;
- Increasing awareness of and funding for some of the lesser-known programs at the college.

Three Things I've Gained as a NACCE Member

- A group of collaborative and creative colleagues who are willing to share and support one another's work;
- Ideas that help us "think outside the box" to do more for our learners, our colleagues, our industry partners, and our community;
- Confirmation that the work we are doing is making a difference to our learners, and that we need to constantly look for new opportunities that help us grow our influence.

How Has NACCE Helped You with a Recent Success on Your Campus?

We are the recipients of a "Pitch for the Foundation" award in 2022 from the Ratcliffe Foundation. Our funds are allowing us to

create a brand-new opportunity for students who are in a special automotive cohort. Based on this work, our partner, "Earn to Learn," is interested in expanding the program to include more students who are enrolling in short-term, stackable credentials that are not Pell-eligible.

Website

pimafoundation.org

Social Media Handles You'd Like to Share

[linkedin.com/company/pimafoundation](https://www.linkedin.com/company/pimafoundation)
[facebook.com/pimafoundation](https://www.facebook.com/pimafoundation)
[instagram.com/pimafoundation](https://www.instagram.com/pimafoundation)
twitter.com/pimafoundation

What Advice Would You Give Other NACCE Members Doing Similar Work?

Finding the right partners who will be your champion is critical. Having the right collaborators on your campus is equally important. Building relationships with donors who trust you to be good stewards of their investment takes time and patience. Build the relationships, cultivate the trust, and wait patiently for real magic to happen! It might take a while, but it's often worth the wait!

What Does Innovation Mean to You?

Be creative, constantly learn, scan trends, and listen to what donors, colleagues, and industries need for the future. Be willing to take risks and learn from mistakes. Ask questions for clarification, evaluate success, and provide feedback for improvement. Have an open mind, be courageous, and be willing to "fail forward."



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

Heather Mitchell

Organization

Tallahassee Community College

Title

Vice President for Institutional Advancement
and Executive Director of the Foundation

Success is...

...reaching a goal through hard work,
constant learning, healthy fear of failure, and
a great dose of positive attitude.

Current Project/s

- Raising funds for scholarships, finishing a \$3M Athletics Campaign for facility renovations;
- Working to enrich our student veteran programming;
- Planning for our 2024 Cleaver and Cork Food & Wine Festival.

Website

tcc.fl.edu/about/college/tcc-foundation

Social Media Handle

LinkedIn: Heather Mitchell

Three Things I've Gained Since Becoming a Member of NACCE

- Connections to other growth-minded advancement professionals;
- Access to innovative resources to help me do my job;
- Having Becky Corbin as a resource!

What Does Innovation Mean to You?

Using creative ways to solve a problem.



Possibilities continued from page 13

offered in response to NMC's strategic plan and is a next action step toward the actualization of the college's vision.

Innovation Skills Credential

The credential is a set of skills development courses designed to provide entrepreneurs with the knowledge needed to turn ideas into reality. The rollout is focused on developing young professionals who want to nurture entrepreneurial solutions around freshwater issues in the U.S. and Canada in partnership with Aqua Action, an organization dedicated to restoring freshwater health in North America (aquaction.org).

Design Thinking and the Strategic Plan

This is an OOPs-funded cohort of students, staff, faculty, and community members participating in a series of design thinking

workshops focused on two areas of NMC's strategic plan – enrollment and revenue alternatives. Results are shared with NMC and the college foundation to act on ideas that have the potential to provide solutions.

Think Locker

The method is based on the premise that perceptual learning is NOT flashcards. This is a tool that allows teachers to create rich learning experiences for their students.

Additional projects span artificial intelligence, manufacturing, music, podcasting, home construction alternatives, film making, electric vehicle conversion, drones, and health care products.

"The OOPs community has been a transformative experience for me," said Loghan Call, co-founder and CEO of Audacia Elixers, an OOPs participant. "I have never found a space that blends the world of business and the desire to create with the

openness, honesty, and curiosity that exists in every OOPs meeting."

Please Disturb

The OOPs team welcomes individuals to disturb them with their ideas. Through the office, aspiring entrepreneurs can share ideas or challenges; join an existing group or initiative that aligns with their interests or passions; start a group around a topic or issue of interest; or attend events or workshops that highlight the work and learnings of community members. ●



Contact: wkitchen@nmc.edu



Students from Los Angeles Valley College visit the "Great Wall of Los Angeles" to learn how to solve social justice issues in their community.

The Great Wall Hidden in Plain Sight

By Fatema Baldiwala, professor of English, Los Angeles Valley College

Editor's Note: At NACCE's 2022 Annual Conference, the author presented curriculum she designed that focused on an overlooked neighborhood near her campus at Los Angeles Valley College. The presentation, entitled, "The Great Wall of Los Angeles: Hidden in Plain Sight," is an example of integrating entrepreneurial thinking into composition classes.

The curriculum examines The Great Wall of Los Angeles, which is comprised of a series of murals half a mile long depicting events in the history of Los Angeles. It was painted by young people with records of minor infractions who were under the stewardship of Judy Baca, a well-known Los Angeles-based painter.* The mural took five summers to complete and highlights L.A.'s social justice issues.

Cultivating Problem-Solving Skills

As a social entrepreneur and a teacher, I encourage students to identify and acknowledge social justice issues in their communities. *Why?* Because part of entrepreneurship-driven curriculum is helping students cultivate their ability to solve problems. Getting students to identify problems in their communities and work towards solutions to those problems is an invaluable aspect of entrepreneurial learning. So, as part of my class, I take my students on a field trip to the wall so they can examine a panel and do a "photovoice project" examining the social justice issue depicted.

By analyzing a photograph or a mural, students can identify a problem that needs solving.

Photovoice Project

A photovoice project is a visual and written presentation in which individuals use photos to showcase aspects of their environment and daily experiences, especially if they cannot vocalize the circumstances to communicate their message. Finding a solution begins by first identifying the problem. By analyzing a photograph or a mural, students can identify a problem in their community that needs solving.

For example, the mural begins by depicting the people who first inhabited the nearby land, the Tatiana and Tongva people. In this instance, the social justice problem is that these indigenous people have been erased from history and their land stolen from them. One possible solution, or attempt toward a solution, is that every college in our district now reads aloud a land-acknowledgement agreement, making those forgotten tribes more visible. The problem was made known through a visual portrayal, which inspired the community to take action by making those tribes more visible.

Tapping Community Resources

Visiting the wall is also an example of how seeking out diverse perspectives within a community can help identify social problems that may otherwise be overlooked. The wall is, as Judy Baca calls it, “the tattoo that hides the scar of the [cemented over] Los Angeles River and is an example of social entrepreneurship in action as it was painted by troubled youth who found purpose and an outlet for their energy

in creating it.” By depicting history from the perspectives of native, indigenous, and people of color, the young painters illustrated a history in which they saw themselves reflected.

Power of Entrepreneurship

This curriculum demonstrates how we can integrate entrepreneurial thinking into our lessons plans. When a humanities curriculum embeds concepts of entrepreneurship (that of problem identification through a photograph) into lesson planning, we are making education more accessible to those who feel marginalized. The session, in its experiential aspect, is a tangible example of the power of entrepreneurship to give voice to those feeling left out of mainstream education. It creates a space to have important conversations and demonstrates that entrepreneurship education is for all people, not only those in business sectors. ●

*Judy Baca, a well-known Los Angeles painter, has earned the prestigious National Medal of Arts medal for her monumental impact on public art in America.



Contact: baldiwfs@lavc.edu



Professor Fatema Baldiwalla (facing, front) conducts her class at the Great Wall of Los Angeles.

NACCE member colleges recently celebrated the major milestone of successfully enrolling over 7,000 students in the **Verizon Innovative Learning STEM Achievers Program**. In partnership with **Verizon**, NACCE members are working to provide under-resourced communities with immersive STEM education and access to next-gen technology. Through the program, hosted across 45 HBCUs, HSIs, and community colleges, members are equipping students across the country with the skills they need to succeed and thrive.



Ventura County Community College District's, (CA) **Moorpark, Oxnard, and Ventura Colleges**, were recognized by the **Aspen Institute Community College Excellence Program** among the top 150 colleges in the nation out of nearly 1,000 institutions. **Moorpark College** ultimately received fourth place for the national **Aspen Community College Prize**. The



award reflects a dedication to the promise and value of a college degree and demonstrates how community colleges can change lives through the power of education. The nonprofit **Aspen Institute** honors institutions for achieving student success in several key areas. NACCE board member **Rick MacLennan** is chancellor of **Ventura County CCD**.



Hillsborough Community College (HCC), (FL) has named **L. Garrett Weddle** executive director of the HCC Foundation. Weddle previously worked for the University of North Carolina at Greensboro, serving as the executive director of Development for University Advancement.

Marcy Euler, president and CEO of the **Pima Community College Foundation (PCC)**, (AZ) was recently featured on the cover of **BIZTucson** magazine, which highlighted women leaders in the region. She is also featured in the "Member Spotlight" section of this issue of NACCE's *Community College Entrepreneurship* (see page 18). **Congratulations!**



Middlesex Community College (MCC), (MA) has received the *Military Times*' "2022-2023 Best for Vets Colleges" and "Military Friendly® Survey: Schools Gold" designations. Through the Veterans Resource Center (VRC), a Veterans Advisory Board, and other special services, **MCC** assists veterans and military-affiliated students who are attending college. A gold designation means the college fell within 10 percent of the top 10 schools ranked in the United States. **MCC** was scored on academic policies and compliance, admissions and orientation, culture and commitment, financial aid and assistance, and military student support and retention. **Congratulations!**

Survey Results Are In!



The NACCE Research Institute, which launched this winter, has released the results of its initial member survey. In the survey, members ranked the top five NACCE benefits that they value most as follows:

- NACCE's quarterly magazine, *Community College Entrepreneurship*
- "Pitch for the Skilled Trades" Competition
- Verizon Innovative Learning STEM Achievers
- The Everyday Entrepreneur Program
- NACCE e-News, Intuit Design for Delight Training, Intuit Financial Management Program, NACCE Podcast, and the Michelson IP Curriculum

Under the direction of Andy Gold, NACCE's vice president of Strategic Engagement, NACCE's Research Institute focuses on collecting impact data from NACCE's grant-funded programs. As part of the Institute's mission, doctoral students from Morgan State University

provide quantitative and qualitative research.

"NACCE has always been committed to creating an impact-driven ecosystem that benefits its members," said NACCE President and CEO Rebecca Corbin. "Many of the survey results affirm that we are succeeding on many levels. We will continue to strive for even better outcomes and flow of innovation in the future."

The survey queried a cross section of community college faculty, deans, program directors, staff, and administrators representing college credit, non-credit, and workforce programs.

The Research Institute benefits members in the following ways:

- Members can apply to join the Fellows Program, a paid, project-focused professional opportunity;
- Member colleges can hire professionals to conduct on-site entrepreneurship and innovation training that includes pre- and post-test assessments;
- Grants made to NACCE by corporations, foundations, and individuals include an impact assessment conducted by Morgan State doctoral fellows.



Contact: gold@nacce.com

WHAT ARE YOU READING?

The Startup Community Way: Evolving an Entrepreneurial Ecosystem
By Brad Feld and Ian Hathaway
Wiley, 2020

The main message of Feld's and Hathaway's book is that entrepreneurial ecosystems are complex systems that require a bottom-up approach to foster innovation and growth. The book explains the principles and practices of building and sustaining start-up communities based on the theory of complex systems and the authors' extensive experience. It also offers insights and guidance for different actors who want to engage with and support entrepreneurs, such as governments, corporations, universities, and investors.

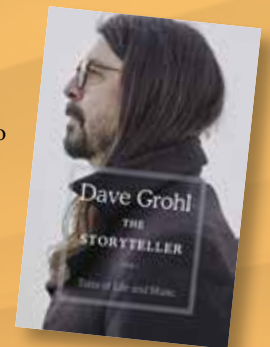


Willard Kitchen
Co-Director, Office of Possibilities
Northwestern Michigan College
Participant, Green Bay 2023 Higher Education and Entrepreneurial Ecosystems Toolkit (HEEET) Project

The Storyteller
by Dave Grohl
Dey Street Books
2021

The autobiography walks you through the life and experiences of Dave Grohl, the former drummer of Nirvana and front man for the Foo Fighters. Grohl's journey provides an excellent lens into the power of persistence, adaptability, and innovation, all critical attributes of an entrepreneurial mindset.

Andy Gold
Vice President, Strategic Engagement
NACCE



If you have a book recommendation you'd like to share with NACCE members, please send it along to: editor@nacce.com. Please include the title, author, publisher, and publication date.



REGISTRATION NOW OPEN

**October 29 – November 1, 2023
Nashville, TN**

NACCE 2023

**THE BEAT OF
COLLABORATION**

**Register for preconferences on
Sunday October 29:**

- **From Page To Stage** – Engaging Audiences with Your Story and Music
- **Entrepreneurial Mindset Profile® (EMP)** Certification Training

**Apply for the Pitch for the
Skilled Trades Competition**

**Enter the NACCE Songwriting
Competition**

To register or obtain more information, visit nacce.com/events.