

Five Action Steps for Creating Economic Vitality Through Entrepreneurship



These five steps are a great way to accelerate entrepreneurship following commitment to the *Presidents for Entrepreneurship Pledge*. As you work towards your entrepreneurial goals, we invite you to share your experience and innovations with NACCE so that we can continue to build upon these best practices for like-minded leaders in our member network.

☐ **Identify an "Entrepreneurship Champion" on your campus, and form a team to focus on entrepreneurship.**

This person can help identify talent on and off campus to support the activities of the college. The internal champion must be committed to including everyone so that all groups are invested in the process, and ensures that entrepreneurs are at the table and driving these conversations. This will help to ensure relevancy of the activities and resources you share with your community. Maximize your NACCE membership by filling your membership "seats" with the talent you identify, and plan to meet regularly.

☐ **Connect with entrepreneurs in the community.**

Develop an entrepreneurial ecosystem map and landscape of resources available to entrepreneurs and small business owners. Make sure your community is aware of the resources you can share, and cultivate opportunities for open dialogue with your local small business community. Include local entrepreneurs on program advisory boards, and consider building internship and off-campus employment opportunities that contribute to your experiential learning strategies.

☐ **Collaborate with industry in your region.**

Track local and regional industry trends, and focus on expanding existing and forging new partnerships. Consider hosting meet and greet events, or industry specific events to shine a light on opportunities in your community.

☐ **Focus on business and job creation.**

Identify people, places, and materials that can be leveraged to maximize your bird-in-hand opportunities.

- People (intellectual and human capital, skills and expertise, and the network)
- Place (equipment, accelerators and incubators, co-working and meet-up spaces)
- Materials (facilities, equipment, FabLabs and MakerSpaces)

☐ **Share your stories and your successes.**

Invite your internal team to build a storytelling campaign that highlights your college's story and shares successes of entrepreneurs and industry partners supported by your college. Include entrepreneurship activities in your regular and annual reports, and share your content with NACCE! We look forward to celebrating your successes and highlighting your best practices with the *Presidents for Entrepreneurship Pledge* community!



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