5th Annual Deshpande Symposium

UMass Lowell Inn & Conference Center
Lowell, Massachusetts

Innovation & Entrepreneurship in Higher Education

www.deshpandesymposium.org

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## Monday, June 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00am-4:00pm</td>
<td>Symposium Check-In in the Lobby of the UMass Lowell Inn &amp; Conference Center (ICC)</td>
</tr>
<tr>
<td>11:00am-5:00pm</td>
<td>Tours of Boston / Cambridge Innovation Ecosystem: Harvard iLab, MIT Entrepreneurship Center, Greentown Labs. Depart from Inn &amp; Conference Center lobby.</td>
</tr>
<tr>
<td>1:00-4:00pm</td>
<td><strong>Workshop A</strong>: Fostering and Sustaining Student Engagement. Additional $50 Fee. Location: Lower Locks 1 Meeting Room</td>
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<td><strong>Workshop B</strong>: Strategic Partnering: Why Collaborations Get Stuck – and What To Do About It. Additional $50 Fee. Location: Hamilton Room</td>
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<td><strong>Workshop C</strong>: Diversity Drives Innovation; What Are You Doing About It? Additional $50 Fee. Location: Lower Locks 2 Meeting Room</td>
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<tr>
<td>5:30-7:00pm</td>
<td>Welcome Reception at UMass Lowell’s Innovation Hub. Transportation will be available from the ICC - Information will be available at registration/check-in</td>
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<tr>
<td>7:30-10:00pm</td>
<td>Viewing of <em>The Millennial Dream</em> documentary – Junior Ballroom</td>
</tr>
</tbody>
</table>

## Tuesday, June 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:30am</td>
<td>Symposium Check-In &amp; Continental Breakfast – Grand Ballroom Foyer</td>
</tr>
<tr>
<td>8:30-8:45am</td>
<td>Welcome: Chancellor Jacqueline Moloney &amp; Desh Deshpande</td>
</tr>
<tr>
<td>8:45-9:30am</td>
<td>Morning Keynote: Ron Daniels, John Hopkins University</td>
</tr>
<tr>
<td>9:30-9:45am</td>
<td>Break</td>
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<tr>
<td>9:45-11:00am</td>
<td><strong>A1</strong> Ecosystems: Democratization of Innovation: Developing Entrepreneurial Leadership across the Commonwealth</td>
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<td><strong>B1</strong> Curriculum: Leveraging the Pathways to Innovation Community for Collective Impact (VentureWell)</td>
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<td><strong>C1</strong> Commercialization: Educating the Ecosystem on What Good Looks Like</td>
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<td></td>
<td><strong>D1</strong> Trends: Statewide I Corps Program</td>
</tr>
<tr>
<td>11:00-11:15am</td>
<td>Break</td>
</tr>
<tr>
<td>11:15am-12:30pm</td>
<td><strong>A2</strong> Ecosystems: Know, Measure, Tell, Engage: Strengthening the Ecosystem through the Innovation and Economic Prosperity Universities Program</td>
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<td><strong>B2</strong> Curriculum: Combining Research and Co-Curricular Activities: The PITCH U Findings</td>
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<td></td>
<td><strong>C2</strong> Commercialization: University Launch Programs: Accelerating Startup Formation and Incubation</td>
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<td><strong>D2</strong> Trends: Female Academic Entrepreneurship</td>
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<tr>
<td>12:30-2:00pm</td>
<td>Networking Lunch – 50 Warren Restaurant, Dining Hall and Lower Locks</td>
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</tbody>
</table>

### Symposium Floor Plan

![Symposium Floor Plan Diagram](image)

*Wifi Access: Look for ICC-Guest network and hit connect.*

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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Panelists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00-3:15pm</td>
<td>A3 Ecosys</td>
<td>Creating a Culture of Innovation and Entrepreneurship Across the</td>
<td>University: The experience of Texas Tech University and the University of</td>
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<tr>
<td></td>
<td>tems</td>
<td>University</td>
<td>North Carolina at Chapel Hill</td>
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<td>B3</td>
<td>Curriculum</td>
<td>Fairleigh Dickinson University: Entrepreneurial Developments in the Arts</td>
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<td>C3</td>
<td>Commercialization</td>
<td>Global and Local: Building a University Commercialization Effort that</td>
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<td>brings Products to the World and Impacts Local Economic Development</td>
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<td>D3</td>
<td>Trends</td>
<td>Innovation and the Maritime Economy - The Gloucester Higher Education</td>
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<td>Ocean Cluster</td>
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<td>3:15-3:30pm</td>
<td>Break</td>
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<tr>
<td>3:30-4:45pm</td>
<td>A4 Ecosys</td>
<td>Blueprints to Building Successful University</td>
<td>Centers: Innovations on Funding, Facilities and Purpose</td>
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<td>B4</td>
<td>Curriculum</td>
<td>International Entrepreneurship Pedagogy: Home and Away</td>
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<tr>
<td></td>
<td>C4</td>
<td>Commercialization</td>
<td>Academics in Action: Tracking University Startups &amp; Economic Impact</td>
</tr>
<tr>
<td></td>
<td>D4</td>
<td>Trends</td>
<td>Diffusing “Entrepreneurship Everywhere” – The Role of Boundary-spanners,</td>
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<td>Academic Entrepreneurs and Organization Builders in Modernizing Curriculum</td>
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<tr>
<td>4:45-5:45pm</td>
<td>Break</td>
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<tr>
<td>5:45-6:30pm</td>
<td>Reception</td>
<td></td>
<td>Grand Ballroom Foyer</td>
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<tr>
<td>6:30-8:00pm</td>
<td>Symposium Awards Ceremony with Dinner</td>
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<td>grand Ballroom</td>
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</tbody>
</table>

**Wednesday, June 15**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Panelists</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8:45am</td>
<td></td>
<td>Working Breakfast: Deshpande Symposium student experience discussion</td>
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<tr>
<td>9:00-10:15am</td>
<td>A5 Ecosys</td>
<td>Entrepreneurship Where You Live: Innovative Programming and</td>
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<tr>
<td></td>
<td>tems</td>
<td>Entrepreneurial Living-Learning Communities</td>
<td></td>
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<td>B5</td>
<td>Curriculum</td>
<td>Best Practices for Integrating Entrepreneurship within the Curriculum and</td>
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<td>Across Campus</td>
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<td></td>
<td>C5</td>
<td>Commercialization</td>
<td>University Accelerators and Incubators: Best Practices and Lessons Learned</td>
</tr>
<tr>
<td></td>
<td>D5</td>
<td>Trends</td>
<td>Retaining International Student Entrepreneurs When They Graduate</td>
</tr>
<tr>
<td>10:15-10:30am</td>
<td>Break</td>
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<tr>
<td>10:30-11:45am</td>
<td>A6 Ecosys</td>
<td>Managing and Leading in a Multicultural Organization</td>
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<td></td>
<td>tems</td>
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<td>B6</td>
<td>Curriculum</td>
<td>Three Ways to Supercharge Your Students’ Entrepreneurial Development</td>
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<td></td>
<td>C6</td>
<td>Commercialization</td>
<td>Real Companies Need Real Investment</td>
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<td>D6</td>
<td>Trends</td>
<td>VentureWell’s ASPIRE: A Scalable Model for Supporting Hardware, Invention-</td>
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<td>Based Startup Success</td>
</tr>
<tr>
<td>11:45am-1:00pm</td>
<td>Networking</td>
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<td>Networking Lunch – 50 Warren Restaurant, Dining Hall and Lower Locks</td>
</tr>
<tr>
<td>1:00-2:15pm</td>
<td>A7 Ecosys</td>
<td>Developing an Entrepreneurial Mindset in Students and Faculty on</td>
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<tr>
<td></td>
<td>tems</td>
<td>Campus</td>
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<td>B7</td>
<td>Curriculum</td>
<td>Getting Off The Ground – Resources and Strategies For Starting A Campus-</td>
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<td>Wide Entrepreneurship Program</td>
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<td></td>
<td>C7</td>
<td>Commercialization</td>
<td>Accelerating Innovation: Proof of Concept Best Practices</td>
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<td>D7</td>
<td>Trends</td>
<td>Cultivating Talent to Solve Social Problems – The Power of Experiential</td>
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<td>Learning in the Context of Higher Education</td>
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<tr>
<td>2:15-2:30pm</td>
<td>Break</td>
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<tr>
<td>2:30-3:30pm</td>
<td>Plenary Panel: Future Role of Higher Ed in Promoting Innovation</td>
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<td>&amp; Entrepreneurship – Grand Ballroom</td>
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</tbody>
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**Issues or Questions?**

*Please stop by the check-in table or contact Tom O’Donnell at 508-254-6205.*

**SAVE THE DATE!**

*Next Year’s Symposium
June 12-14, 2017*

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Managing Director, Rice Alliance for Technology and Entrepreneurship
Rice University

**Judith Cone**
Special Assistant to the Chancellor for Innovation & Entrepreneurship
University of North Carolina at Chapel Hill

**Judy Hogan**
Dean, Business, Engineering and Technology
Middlesex Community College

**Deborah Hoover**
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**Catherine Kendrick**
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UMass Lowell

**Christie Kerner**
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at W.P. Carey School of Business
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Queen’s University

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**Erik Noyes**
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VentureWell

**Amy Yacus**
Associate Director of Marketing and Outreach
UMass Lowell

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objectIndex:6


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SAVE THE DATE!
Next Year’s Symposium
June 12-14, 2017
A1

Democratization of Innovation: Developing Entrepreneurial Leadership across the Commonwealth

Tuesday, 9:45-11:00am

Entrepreneurship can be a powerful tool for improving the economic and cultural vitality of our urban communities. Katie Stebbins, Assistant Secretary for Technology, Innovation and Entrepreneurship in Massachusetts, will moderate a panel that examines how urban centers across the state engage local community members and leadership to develop innovation systems that are responsive to local needs and competencies. She will be joined by leaders/founders from three distinct regions across the state. Farid Kheifiau of SPARK (Holyoke), Chris Rezende of APLU (Moderator), and Croke of Action Worcester will each share examples of how their community-based approach to developing entrepreneurial leadership can empower and revitalize our urban neighborhoods.

Panelists:
Katie Stebbins, Asst. Secretary of Technology, Innovation and Entrepreneurship Commonwealth of Massachusetts, EOHED
Joshua Croke, Executive Director, Action Worcester
Farid Kheifiau, Executive Director, SPARK
Chris Rezende, Founder/Partner, Inex Advisors

A2

Know, Measure, Tell, Engage: Strengthening the Ecosystem through the Innovation and Economic Prosperity Universities Program

Tuesday, 11:15am-12:30pm

Forty-eight public research universities in the U.S. and Canada have received the designation of “Innovation and Economic Prosperity University” from the Association of Public and Land-grant Universities (APLU). The program involves university economic engagement leaders and both internal and external stakeholders in a rigorous self-study of institutional accomplishments and gaps, and has resulted in significant outcomes for participants. Universities have reported that participation in the program has served as a platform for institutional and cultural change, and has helped leaders and stakeholders advance and refine their economic engagement ecosystem, including aspects related to innovation and entrepreneurship. In this session’s lively workshop-style format, participants will learn about the principles and processes involved in the IEP universities program, and hear from designated institutions about challenges, lessons learned and benchmark practices that have been implemented as a result of their participation in the program. Attendees will also have an opportunity to do some thinking about how their institution might prepare for participation in the program, through an interactive “economic engagement ecosystem mapping” activity.

Panelists:
Jim Woodell, Vice President, Economic Development and Community Engagement, APLU (Moderator)
Dorothy Air, Associate Vice President for Entrepreneurial Affairs and Technology
Terri Heilinger Ratcliff, Vice Provost for Outreach and Engagement, University of North Carolina at Chapel Hill
Eugene Krentsel, Associate Vice President for Research and Innovation and Adjunct Professor of Entrepreneurship, University of Louisville

A3

Creating a Culture of Innovation and Entrepreneurship Across the University: The Experience of Texas Tech University and the University of North Carolina at Chapel Hill

Tuesday, 2:00-3:15pm

This six-person panel will share the experience of two similar sized major public universities in different parts of the country and with complementary missions. One is the North Carolina flagship liberal arts university with five health science schools and eight other professional schools. The other is a leading public institution in the Texas system with an emphasis on science and technology, including Agriculture, Architecture, Computing, Engineering, Environment Food Sciences, and other areas of applied science, as well as a broad array of humanities and social sciences offerings. Key to progress in cultivating the entrepreneurial activities at the University of North Carolina will be creating an innovative ecosystem, a network of activities, individuals, groups, and processes that are additive, interacting, reinforcing, self-sustaining, and growing in scope and density. This ecosystem influences many aspects of the university’s operation and fosters a supportive environment for innovation and entrepreneurial activity.

Panelists:
Jennifer Bechtel, University of Illinois at Urbana-Champaign (Moderator)
Krystal Geyer, Ohio State University
Thomas James, Rose-Hulman University
Sari Judge, University of Wisconsin-Madison
Hannah Frei, University of Florida

A4

Blueprints to Building Successful University Centers: Innovations on Funding, Facilities and Purpose

Tuesday, 3:30-4:45pm

Bringing together the founders, controllers and builders of successful university centers for student opportunity. Discussing the new and successful ways of finding resources through grants and collaborative partnerships with community entities. Utilizing space that is already available and repurposing for greater student and faculty benefit and understanding how space can be effectively used. Discussing the uses of limited time and focus of these centers to engage students in the most effective and impactful programming. For the past two years, Anne and Olivia have been working with Allstate to design and deliver the Global Connect Programme, to help learners from three continents to collaborate and work across distance to deliver Allstate’s global technology strategy. The objective of this training and education programme is to equip Allstate’s Global Leaders with the tools and knowledge to become world-class Global Leaders. QUB’s partnership with Allstate is an example of what is possible when universities and businesses work closer together. In addition to the Global Connect Leadership program, QUB and Allstate work together on other initiatives, including: Cyber-security; Allstate is a corporate sponsor of this new master’s programme, QUB Management School; Allstate rely on skilled graduates, and Computer Science; Allstate are regularly consulted on the curriculum, ensuring it is relevant for their needs. Allstate approached the William J Clinton Leadership Institute to help address the challenges these new global leaders face, and the resulting programme was rolled out to leaders in the US, Northern Ireland and India. In this panel discussion, Anne and Olivia will share some of the key learning points on how to lead global teams, and discuss with two of Allstate’s senior leaders this programme and the importance of working closely with a university partner.

Panelists:
Anne Phillipson, Programme Director, William J. Clinton Leadership Institute, Queen’s University Belfast (Moderator)
Olivia May, Programme Director at the William J Clinton Leadership Institute
Opal Perry, CIO and Senior Officer in Allstate and the Head of Allstate Technology Operations

A5

Entrepreneurship Where You Live: Innovative Programming and Entrepreneurial Living-Learning Communities

Wednesday, 9:00-10:15am

In creating and sustaining that ecosystem in whole and in part. They will address questions such as: how to launch and sustain a long-term enterprise level culture change strategy; what high level structures and incentives are important; the projects and practices that can spark an innovative wave within various schools and programs; and how faculty and students at all levels can best be engaged, inspired, educated, coached, and assisted in the entrepreneurial journey. Each presenter will discuss specific programs and initiatives that have been successful on their respective campuses and that could be adapted for use by other campuses.

Panelists:
David Kiel, Senior Leadership Consultant, Center for Faculty Excellence, UNC
Judith Cone, Vice Chancellor for Commercialization and Economic Development, UNC
Robert Duncan, Senior Vice President for Research, Texas Tech University (TTU)
Buck Goldstein, Entrepreneur in Residence, Economics Department, UNC Chapel Hill
Kimberly Gramm, Director of the Innovation Hub, TTU
Keith Sawyer, Morgan Distinguished Professor in Educational Innovations, UNC Chapel Hill
Annette Sobel, Executive for Critical Infrastructure Protection and Health Security Strategic Initiatives, Office of the President, TTU

A6

Managing and Leading in a Multicultural Organization

Wednesday, 10:30-11:45am

Queen’s University Belfast created the William J Clinton Leadership Institute in 2012 to enhance connections with the business leaders in Northern Ireland, and to develop critical leadership capacity in order to grow the economy and continue to take advantage of the prosperity possible following the peace process. In this short period, the team have worked with over 500 leaders through both open programmes and custom-designed leadership programmes. For the past two years, Anne and Olivia have been working with Allstate to design and deliver the Global Connect Programme, to help learners from three continents to collaborate and work across distance to deliver Allstate’s global technology strategy. The objective of this training and education programme is to equip Allstate’s Global Leaders with the tools and knowledge to become world-class Global Leaders. QUB’s partnership with Allstate is an example of what is possible when universities and businesses work closer together. In addition to the Global Connect Leadership programme, QUB and Allstate work together on other initiatives, including: Cyber-security; Allstate is a corporate sponsor of this new master’s programme, QUB Management School; Allstate rely on skilled graduates, and Computer Science; Allstate are regularly consulted on the curriculum, ensuring it is relevant for their needs. Allstate approached the William J Clinton Leadership Institute to help address the challenges these new global leaders face, and the resulting programme was rolled out to leaders in the US, Northern Ireland and India. In this panel discussion, Anne and Olivia will share some of the key learning points on how to lead global teams, and discuss with two of Allstate’s senior leaders this programme and the importance of working closely with a university partner.

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Olivia May, Programme Director at the William J Clinton Leadership Institute
Opal Perry, CIO and Senior Officer in Allstate and the Head of Allstate Technology Operations
Suren Gupta, Allstate

A7

Developing an Entrepreneurial Mindset in Students and Faculty on Campus

Wednesday, 1:00-2:15pm

Universities are fertile ground for entrepreneurship. They are places where ideas are nurtured, cultivated and grown. Students and faculty across campus must be given opportunities to engage in innovation and entrepreneurial activity. In this session, campus leaders at Arizona State, Salisbury University, The University of Massachusetts Lowell and Queens University will provide best practices and a unique perspective on how an entrepreneurial mindset is created on their campus. An increasing number of universities are implementing innovation and entrepreneurial activities on their campuses, reflecting and evolving in the way that universities view their roles in society. By sharing best practices on a continuing basis, this panel hopes to accelerate the pace of this evolution.

Panelists:
William Burke, Salisbury University (Moderator)
Holly Butler, UMass Lowell
Ji Mi Choi, Arizona State University
Jim McLellan, Queen’s University
Laura Anderson & Silvana Chambers, Salisbury University
Stephen Daze, Entrepreneur in Residence at the Telfer School of Business at University of Ottawa
B1 Leveraging the Pathways to Innovation Community for Collective Impact (VentureWell)
Tuesday, 9:45-11:00am
The 50 Pathways institutions that comprise the Pathways network have worked, or are working on, a total of 360 projects, which include new classes, programs, makerspaces, extracurricular activities, and centers; interdisciplinary collaboration among students and faculty is at the heart of many of these projects. This panel will describe the results of a social network analysis that provides insights into how this community (1) has evolved over time, and (2) fosters the integration of I&E on Pathways campuses. Additionally, Pathways team members will share their experiences of being part of this community and the myriad projects they have worked on.
Panelists: Victoria Matthews, Senior Program Officer, Faculty Development, VentureWell (Moderator)Theresa Mitchell, PhD, Director of Research and Evaluation, VentureWellPhil Weilerstein, President and CEO, VentureWellS. Jimmy Gandhi, PhD, Asst. Professor, MSEM Dept., California State University, NorthridgeJose Lugo, Professor, Mechanical Engineering, University of Puerto Rico, MayaguezNathaniel Stern, PhD, Assoc. Professor of Art and Design, University of Wisconsin-MilwaukeePatricia Sullivan, PhD, Assoc. Dean, College of Engineering, New Mexico State University

B2 Combining Research and Co-Curricular Activities: The PITCH U Findings
Tuesday, 11:15am-12:30pm
We will discuss the results of PITCH U, an experiment in which we randomly assign students to different types of training designed to enhance their performance at pitching to investors. The study was conducted in conjunction with four Northeast Ohio elevator pitch competitions that we ran in the Fall of 2015. In addition to outlining the results of our study, we will describe the difficulties of combining entrepreneurship research with co-curricular programs, as well as our thoughts on best practices for such activities.
Panelists: Denise Griggs, Burton D. Morgan Foundation (Moderator)Scott Shane, Case Western UniversityJulie Messing, Kent State UniversityBob Chalfant, University of Akron

B3 Fairleigh Dickinson University: Entrepreneurial Developments in the Arts
Tuesday, 2:00-3:15pm
Entrepreneurship is being adopted into the curriculum for teaching of the arts at Fairleigh Dickinson University. Collaboratively the disciplines of Animation, Film, Creative Writing, Theater, Graphic Design, and Fine Arts will introduce the formal study of entrepreneurship into its arts training with the goal of providing experiential practice, the real-world distribution of student work, and expanding professional opportunities into arts students’ future. We intend to expand the conventional boundaries between education in the arts and entrepreneurship. Amid a skyrocketing growth in the technology used to exploit product, development of new means of expression in many art forms is still evolving. As a result, a great opportunity has emerged for artist-entrepreneurs, who are looking toward the future, creating a true intersection where business and technology meet art and higher education. The digital world, with minimal barriers to entry, access to production, and a reduction in distribution costs, opens up a variety of new artistic possibilities. This vast new territory presents unique challenges and opportunities for innovation in higher education. We are introducing courses that make entrepreneurship synonymous with arts training. These courses review the legal and financial requirements of how businesses are developed, the art of the business plan, marketing and development strategies, and understanding budgets. These courses are being developed specifically for the arts student in an innovative collaboration between the business school and the arts faculty. Fairleigh Dickinson University is in a position to take advantage of a new cultural environment and articulate an innovative and unified vision for the entrepreneurial development of our students. Our Arts and Entrepreneurship faculty are being given the opportunity to create an infrastructure predicated on emerging technologies that embraces the challenge of educating students in the skill-sets they will need to meet the demands of a multi-media culture industry, and to prepare them for life after graduation.
Panelists: Janet O’Neill, Co-Director, Graphic Design (FDU) Minna Proctor, Editor The Literary Review, Professor Creative Writing (FDU) Howard Libov, Chair Visual and Performing Arts, Director - Film Production (FDU) Domenick Celentano, Department of Marketing and Entrepreneurship, Silberman College of Business (FDU) Geoffrey Weinman, Dean, Becton College at FDU (Moderator) Respondent: Sarah Kuhn, UMass Lowell, Professor of Psychology and Direction, Technology, Society, & Human Values Program

B4 International Entrepreneurship Pedagogy: Home and Away
Tuesday, 3:30-4:45pm
Global business connections and interactions continue to grow. As part of preparing students for this new work environment, it is important that they learn how to communicate with and build business partnerships with people around the world. This includes working on virtual teams with people they may never come in contact with face-to-face. At Dartmouth, the education teaching model has significantly evolved through different approaches: a) On-campus: The way international entrepreneurship is taught to graduate students and executives who maintain residence in the US for multiple weeks at a time, b) Off-campus: Programs where undergraduate and graduate students are brought in the field to meet with startups about their business strategies or separately to study and experience entrepreneurship and innovation in international settings, c) International teaching: Programs where entrepreneurship courses are taught overseas to a set of students at other schools or students learn via online courses, and finally, d) courses where students learn to work with each other developing entrepreneurial ideas totally virtually. The proposed panel will discuss case studies of experiments at different universities building these global business communication courses and their experiences.
Panelists: Greg Stoller, Boston University (Moderator) Rakesh Pandey, Boston University (Moderator) Bruce Kinnga, Syracuse University Saumil Shah, Ahmedabad University Buck Goldstein, University of North Carolina Bob Mauro, Boston College John Friar, Northeastern University

B5 Best Practices for Integrating Entrepreneurship within the Curriculum and Across Campus
Wednesday, 9:00-10:15am
The workshop will present the integration of entrepreneurship education across campus from three very different types of universities, students, and program resources. Specifically, we will discuss: Texas Tech University’s integrative e-learning course that brings together business, engineering, and students with autism spectrum disorder. This course structure of this type has provided opportunities for students with ASD to engage in team-based learning exercises with students who have similar interests from across the campus. Arizona State University’s Technology Entrepreneurship & Management (TEM) program that uses innovative methods to teach entrepreneurship online, with students in a given class located all over the nation and across the globe. Quinnipiac University’s Entrepreneurship Degree program that integrates courses into a block system that enables maximum flexibility for student outcomes and has expanded outside the boundaries of the business school and university into other QU schools and to other higher education institutions in Connecticut.
Panelists: Dale Jasninski, Quinnipiac University (Moderator) Dr. Kevin Convey, Quinnipiac University School of Mass Communications Mike Roer, President of the Entrepreneurship Foundation Kelli Fria, Texas Tech University

B6 Three Ways to Supercharge Your Students’ Entrepreneurial Development
Wednesday, 10:30-11:45am
Three educators will present and discuss how each of them has developed and/or used separate tools or methods to supercharge their students’ entrepreneurial development. First, on the “classroom” level, Ricky Berger, Professor, UMass Lowell Music Department, will discuss how he has structured his “Music Business Entrepreneur” class to create realistic startup companies where students will work as a team (and periodically review themselves on a 360 basis) to create an investment-grade business plan in one 13-week semester. Second, on the “institutional” level, Stacie Hargis, Assistant Professor at Middlesex Community College, will describe how faculty have organized from a diverse group of departments across her college to meet on a regular basis to discuss entrepreneurship and brainstorm strategies to encourage and empower students to think more entrepreneurial. This “E3” group, Empowering Entrepreneurship Everywhere, met on a regular basis and integrated new assignments into their curriculum. Stacie will provide some specific examples of how this was achieved. Finally, on the “community” level, Maya Durnovo, Chief Entrepreneur Officer, Houston Community College, will discuss the many systems that her institution has put in place to offer high school and college students real access to gain practical entrepreneurial skills to start real business and to provide those students with the actual resources in their community to make these businesses start correctly and flourish. From the classroom to Main Street, this panel will show you many ways to show your students not only that they can be successful entrepreneur but, truly, how as well. And, to quote Kurt Vonnegut, “If this isn’t nice, what is?”
Panelists: Stacie Hargis, Middlesex Community College (Moderator) Maya Durnovo, Houston Community College Richard Kent Berger, UMass Lowell

B7 Getting Off The Ground - Resources and Strategies For Starting A Campus-Wide Entrepreneurship Program
Wednesday, 1:00-2:15pm
Despite the prolific growth in entrepreneurship programs and courses, institutions still struggle with launching and sustaining a campus-wide entrepreneurship program, often due to limited funds. This session will provide a quick overview of successful approaches used at several different institutions including Baruch College, Northeastern and BVB (India). In addition, this session will provide a quick overview of VentureWell’s grants program and specific opportunities to enhance the campus-wide entrepreneurship ecosystem.
Panelists: Romi Kher, Baruch College Jennifer Keller Jackson, VentureWell Shu Yang, Baruch College Nitin Kulkarni, Bhoormeddi College of Engineering IndiaCheryl Mitteness, Northeastern University
Evaluating the Ecosystem on What Good Looks Like

Entrepreneurs need access to both financial and intellectual capital. Universities, foundations, venture development organizations and others play a critical role in providing these crucial elements. The panel will include 3 presentations that exemplify the impact that is possible. The first is the establishment of a formal mentoring program. The Startup Genome Report reported long ago that startups are more than 7x more likely to raise investment money and more than 3.5x more likely to grow human numbers for their products and services if they have helpful mentors. The second is the use of technology and tools to accelerate entrepreneurialism and innovation across the ecosystem. The Mentoring Management Platform (MMP) helps scale the operations of mentoring programs. The MMP is built to work with Salesforce, one of the world’s most popular, flexible and affordable Customer Relationship Management systems. The platform is used by all program participants – administrators, mentors, and entrepreneurs – throughout the mentoring process to manage sessions, assist tasks, and track milestones. Finally, we want to highlight best practices in entrepreneurial ecosystem development. Experience and pattern recognition from serving 20 communities in the US has helped JumpStart and our partners identify the concepts that drive value.

Panelists:
Deborah Hoover, President & CEO of Burton D. Morgan Foundation (Moderator)
Kara Carter, Partner, Solutions at JumpStart, Inc.
Rebecca Corbin, President & CEO National Association for Community Entrepreneurship

Suzanne Rivera, PhD, Vice President for Research at Case Western Reserve University

University Launch Programs: Accelerating Startup Formation and Incubation
Tuesday, 11:15am-12:30pm
The process of launching a startup, based on university IP, has traditionally been a random process of entrepreneurs connecting with faculty, often through the tech transfer office. When these connections happen, they can sometimes yield a successful startup. More often than not, the connections never happen or if they do, the chemistry between faculty, student and entrepreneur can be poor, the founding deal is unfair or overly complicated, or the technology is too immature and the entrepreneur passes or loses interest over time. Recognizing these inefficiencies, a number of universities have developed programs to launch and incubate startups at a very early stage. By forming these “incubation vehicles”, management can be attracted through the distribution of equity and SBIR/STTR grants can be written or early-stage technology and product development activities. At these early stages, the university provides some governance oversight, often using university personnel or closely associated advisors to act as early management. Once formed, these programs provide the companies with support in writing SBIR/STTR grants and actively engage outside entrepreneurs, service providers, and investors in preparing the company for eventual graduation beyond the walls of the university. This panel will highlight programs from UNC, Penn, and Indiana, among others. It will review each of the programs in the context of the university commercialization ecosystem with a strong emphasis on lessons learned.

Panelists:
Don Rose, Director, Kickstart Venture Services, UNC (Moderator)
Michael Poisel, Director, Penn Center for Innovation Ventures, University of Pennsylvania
Bill Wiesler, Director, New Ventures, Yale
Jack Miner, Director, Venture Center, University of Michigan

Academics in Action: Tracking University Startups & Economic Impact
Tuesday, 3:30-4:45pm
UNC Chapel Hill researchers began a comprehensive effort in April 2014 to gather and share data about our University startups. Our goal is to apply academic rigor to accurately identify and report on startups from 1970 to present. To support this, we combine technology, research, and partnerships. A structured panel discussion format where panelists from recognized University Proof of Concept Centers or Technology Incubation Centers across the USA present their best practices in creating and accelerating innovation pathways for commercialization. Panelists will present learnings in a “what went right, what went wrong” scenarios for some of their projects in engineering disciplines e.g. biomedical devices, disruptive materials or processes, sensors or building software proofs to aid agile development. The learnings from thought and practice leaders will answer questions such as: “Is it better to license a patent or build a startup?”, “What is the importance of proof of concept – is it to technically validate an idea, or is it to accurately value a technology for commercialization?”, “How do proofs vary depending on technology and discipline?”, “How does software and hardware, products vs. processes etc.”? The panel will discuss the finer points of building proofs and minimum viable prototypes, and how best to do it with low cost and maximum effectiveness in follow-on funding and launching of viable ventures.

Panelists:
Gopal Madhakuni, University of Akron (Moderator)
Andrew Maas, LSU
Leon Sandler, MIT Deshpande Center
Lofti Bekhrich, McMaster University
Nitin Kulkarni, BVS College Engineering, India
Jacob Johnson, Innovosource

Global and Local: Building a University Commercialization Effort that Brings Products to the World and Impacts Local Economic Development
Tuesday, 2:00-3:15pm
In 2013, Johns Hopkins University formed a committee led by some of our most innovative and commercially minded faculty members to study successful innovation ecosystems around the county. The goal of this committee’s best practice research was: 1. to uncover the foundational elements of these successful ecosystems; 2. to examine which of these elements was missing at Hopkins and more broadly, in Baltimore, and; 3. to lay out a strategic roadmap for our community to adopt in order to create a sustainable ecosystem to drive commercialization of technology and economic growth. The results from this committee were clear – thriving innovation ecosystems share many characteristics and resources, described at a high level as: space, funding, and services. Since this report was issued, our group, Johns Hopkins Technology Ventures, has been addressing each of these recommendations. Additionally, we have reorganized our operations to reflect our various goals. Our panel will include an overall presentation from Christy Wyskiel on the innovation ecosystem buildout at Hopkins, the role we play in economic development in our region and the importance of public, private and philanthropic partners to making this happen. The panel will also include presentations from leaders of each of the business units within JHTV. Helen Montag will discuss the importance of large corporate collaborations to forward university commercialization efforts including recent deals with MedImmune and Bayer. Brian Ringsky will discuss the role that FastForward, our startup support group, plays in furthering the mission of the university, in attracting and retaining entrepreneurial talent at the university, and in creating economic impact in the region. Neil Veloso will discuss how tech transfer undertakings of this much and remains critical to the success of the organization’s mission.

Panelists:
Christy Wyskiel, Senior Advisor to the President, Johns Hopkins University (Moderator)
Elizabeth Smyth, Sr. Director, Strategic Initiatives, Johns Hopkins Technology Ventures
Helen Montag, Sr. Director of Corporate Partnerships, Johns Hopkins Technology Ventures
Nina Urban, Associate Director of FastForward, Johns Hopkins Technology Ventures
Neil Veloso, Executive Director of Technology Transfer, Johns Hopkins University

University Accelerators and Incubators: Best Practices and Lessons Learned
Wednesday, 9:00-10:15am
Nearly every university entrepreneurship center, as well as other departments across campus has opened an accelerator or an incubator, or is in a race to do so. The university-based accelerators and incubators serve a wide variety of constituencies and are often trying to deliver both learning and investment incomes, which makes defining success, choosing teams to accept and figuring out how to best allocate resources all the more challenging. A few programs recognized as being leaders in this emerging field will share their stories and learnings in order to facilitate a discussion to flesh out lessons learned and best practices.

Panelists:
Ted Zoller, Director, Center for Entrepreneurial Studies, UNC Chapel Hill (Moderator)
Brad Burke, Managing Director, Rice Alliance for Technology Entrepreneurship (OWL Spark)
Dina Rousseau, Associate Director, Center for Entrepreneurial Studies (Launch Chapel Hill)
Jodi Gerson, Director, Arthur Rock Center for Entrepreneurship, Harvard Business School

Real Companies Need Real Investment
Wednesday, 10:30-11:45am
You may give out proof of concept awards to good ideas that could be companies but when the student or faculty start-up has actually been incorporated then real investment capital is required. Does the university have a role in supporting the recently formed spin-off and possibly participating in investment rounds? Where does this funding come from? Who decides which companies will get an investment? Should the fund be managed inside or outside the university? Are there external funds that focus on these types of companies? What other help can you give to these companies? This panel will present several different investment vehicles that invest in university affiliated startups as well as the programs that support companies in this process. Topics to be addressed will include: what support services are offered to spin-offs, where they get their capital from, who manages the funds, and who decides on an investment.

Panelists:
Abi Barrow, Mass Tech Transfer Center (Moderator) Nancy Saucier, UMass Lowell Riverhawks
Dorn Carranza, VentureWell
John A. Blaho, Director for Industrial-Academic Research, City University of New York

Accelerating Innovation: Proof of Concept Best Practices
Wednesday, 1:00-2:15pm
A structured panel discussion format where panelists discuss University Proof of Concept Centers or Technology Incubation Centers across the USA present their best practices in creating and accelerating innovation pathways for commercialization. Panelists will present learnings in a “what went right, what went wrong” scenarios for some of their projects in engineering disciplines e.g. biomedical devices, disruptive materials or processes, sensors or building software proofs to aid agile development. The learnings from thought and practice leaders will answer questions such as: “Is it better to license a patent or build a startup?”, “What is the importance of proof of concept – is it to technically validate an idea, or is it to accurately value a technology for commercialization?”, “How do proofs vary depending on technology and discipline?”, “How does software and hardware, products vs. processes etc.”? The panel will discuss the finer points of building proofs and minimum viable prototypes, and how best to do it with low cost and maximum effectiveness in follow-on funding and launching of viable ventures.

Panelists:
Gopal Madhakuni, University of Akron (Moderator)
Andrew Maas, LSU
Leon Sandler, MIT Deshpande Center
Lofti Bekhrich, McMaster University
Nitin Kulkarni, BVS College Engineering, India
Jacob Johnson, Innovosource

'C' Panels - Commercialization Track

'C' Panels - Commercialization Track
D1 Statewide I Corps Program
Tuesday, 9:45-11:00am
Six research universities in Ohio came together under the sponsorship of the Ohio Department of Higher Education to create the only statewide I corps program. An MOU with the NSF provides the funding for training for Ohio I Corps teachers. Program is open to all faculty in Ohio. Support for graduating teams provided through the Ohio Entrepreneurship Signature Program across the state.
Panelists:
Barry Rosenbaum, Sr. Fellow, UAkron Research Foundation (Moderator)
Michael Camp, The Ohio State University Program PI
Lynn Gelleran, Ohio University
D2 Female Academic Entrepreneurship
Tuesday, 11:15am-12:30pm
This panel focuses on the experiences and challenges of female academic entrepreneurs in the US and UK. Our panelists are highly successful academics as well as entrepreneurs with diverse backgrounds spanning Science, Engineering and Medicine as well as Arts and Humanities. The purpose of the panel is to examine the experiences of female academics in starting a new venture. Our panelists address issues of peer and institutional support, the tensions of career progression in academia, idea discovery, developing social and professional networks, securing finance, developing markets and also issues around work-life balance. Our panel is drawn from countries which are in the top three countries for levels of female entrepreneurship, demonstrating the entrepreneurial drive and opportunities for females. Although data is not available for the USA, in the UK female involvement in founding academic spin-off companies is high in comparison to female representation on corporate boards and general entrepreneurship levels. In this panel, the best practice experiences of the panelists are showcased, in particular highlighting the support programs and initiatives provided through the host Universities: Queen’s University Belfast and University of Massachusetts Lowell. Queen’s University Belfast has previously been awarded the UK Entrepreneurial University reflecting an impressive track-record in university spin-out and knowledge transfer. In 2015, one of its spin-outs, Kainos Software Ltd., was listed on the London Stock Exchange with a market capitalisation of £400m.
Panelists:
Nola Hewitt-Dundas, Queen’s University Belfast (Moderator)
Su Taylor, Professor of Structural Engineering, Queen’s University Belfast
Lorraine Martin, Senior Lecturer (Associate Professor) in Molecular, Queen’s University Belfast
Abiche Dewilde, Research Scientist and Venture Founder, UMass Lowell
D3 Innovation and the Maritime Economy - The Gloucester Higher Education Ocean Cluster
Tuesday, 2:00-3:15pm
The deeper we move into the 21st century, the more every sector of society is realizing that the key to system health and prosperity is interdependence. Because the complex problems we face around resource depletion, climate change, job creation, and social inequality are intertwined, we can only hope to solve them through the cooperation of many different kinds of institutions and intellectual fields. This panel is part of the Deshpande Symposium and is hosted by The University of Massachusetts at Lowell. The University of Massachusetts Lowell and its partners are pleased to bring this symposium to you.
Panelists:
Robyn Hannigan, Dean, School for the Environment, UMass Lowell (Moderator)
Ric Upton, Founder, Gloucester Innovation
Adrian Jordaan, Director, UMass Amherst Gloucester Marine Station
Richard Weiseman, Director, Endicott College at Gloucester
Tom Gillett, Executive Director, Gloucester Economic Development and Industrial Corporation
D4 Diffusing “Entrepreneurship Everywhere” – The Role of Boundary-spanners, Academic Entrepreneurs and Organization Builders in Modernizing Curriculum
Tuesday, 3:30-4:45pm
The rallying-cry to spread entrepreneurship across boundaries in college classrooms has largely been heeded at most institutions aware of the need to modernize the curriculum. (Welsh, 2014; Neck, et al, 2014). Best practices and lessons have started to emerge from the experiences of the so-called “boundary-spanners” and “entrepreneurial educators” who are also champions for the modernization of the curriculum. That curriculum is critical as we shape the learning of students who will become the new “creative core” for businesses in the future (Brews, 2016). University campuses and curricula cannot transform without key individuals brave enough to take on the task of motivating the need to change and improve the status quo. These individuals act as the vectors for modernizing the curriculum. They establish the connections and create key coalitions, etc., that eventually create the momentum and nurture the spread of entrepreneurship across curricular boundaries. This panel will consider the lessons learned by four individuals as they discuss their roles as boundary-spanners and academic entrepreneurs in the transformative work of building an entrepreneurial ecosystem. Workshop participants will be engaged through mini scenarios that will form the basis of discussion about ways faculty can collaborate across college and disciplinary boundaries to build the curriculum. A key question that all faculty members have to face is what the curriculum will look like for those students now known as “the creative core”. We will engage the audience in discussion about the structures and policies that need to be in place to facilitate these changes and key stakeholders who have to be involved in undergirding these changes.
Panelists:
Steve Tello, AVC, Entrepreneurship & Economic Development, UMass Lowell (Moderator)
Ehtrie Swartz, Professor of Entrepreneurship and Associate Dean of Innovation and Strategic Initiatives at the Silberman College of Business, Fairleigh Dickinson University
Frances Amatucci, Assoc. Professor of Entrepreneurship, Slippery Rock University of Pennsylvania
Dorn Carranza, UMass M2D2
D5 Retaining International Student Entrepreneurs When They Graduate
Wednesday, 9:00-10:15am
American universities are enrolling unprecedented numbers of foreign students – over 974,926. Many have a passion for entrepreneurship and want to start new ventures in the United States. Imagine the gush in economic activity, sustaining businesses, and philanthropy if universities helped make the environment more inviting for the most talented international students to stay for the early portion of their careers to set up their businesses. The University of Massachusetts and University of Colorado are doing just that. How? Current immigration laws make it difficult – if not impossible for these budding innovators to obtain a visa to remain in the country after graduation to start and grow their companies. Unlike companies, which enter a lottery for a limited number of H-1B spots each year, universities can apply for as many as they want. The University of Massachusetts and University of Colorado are using their cap-exempt status in the national immigration system to facilitate H-1B visas for those who want to remain or move to their cities after they graduate. They are paid part-time by the universities, and spend the rest of their time launching their company. Their companies eventually sponsor visas for them for the remainder of their time, also in cap-exempt status. In exchange for this assistance, the entrepreneurs serve as personalized mentors within the centers for entrepreneurship to students interested in entrepreneurship at the sponsoring university, benefitting the larger startup ecosystem. Many other universities have expressed interest in quickly and effectively replicating the Global Entrepreneur-in-Residence Programs in Massachusetts and Colorado. The university legal and policy leaders on the panel will discuss the core knowledge, processes, and best practices underlying the program’s methods and will provide other universities comprehensive guidance in establishing their own formal, sustainable and scalable programs.
Panelists:
William Brehm, Executive Director, Venture Development Center, UMass Boston (Moderator)
Tahmina Watson, Immigration Attorney/Owner at Watson Immigration Law, Seattle
Craig Montouri, Executive Director at Global EIR Coalition, San Francisco
Paulo Melo, Global Entrepreneur-in-Residence, PhD, Bioengineering MIT & co-founder, doDOCS, Boston
Lenore Blum, Distinguished Career Professor of Computer Science, and founding co-Director, Center for Innovation and Entrepreneurship, Carnegie Mellon University
William Tucker, Interim Vice President, Research and Graduate Studies University of California, Office of the President
D6 Cultivating Talent to Solve Social Problems – The Power of Experiential Learning in the Context of Higher Education
Wednesday, 1:00-2:15pm
Drawing on their respective experiences, the panel participants will share their work inspiring and educating college and university students to become problem solvers for humanity’s greatest challenges. College for Social Innovation (CfSI) harnesses the power of credited college and university students to become problem solvers. They Graduate
Panelists:
Dorn Carranza, Senior Program Officer, VentureWell (Moderator)
Phil Weilerstein, President & CEO, VentureWell
Julia Travaglini, GreenTOWN Labs
Mary Ann Picard, UMass M2D2
Michael Harrington, Genovere
D7 VentureWell’s ASPIRE: A Scalable Model for Supporting Hardware, Invention-Based Startup Success
Wednesday, 10:30-11:45am
VentureWell’s ASPIRE program was developed to improve the readiness of hardware, invention-based start-ups to successfully engage with seed investment and strategic partners. The goal of the program is to help support commercialization at the earliest stage by developing and verifying a development timeline. ASPIRE’s process provides an “on-ramp” for hardware startups to mature to the stage of venture development typically supported by incubators.
Panelists:
Dorn Carranza, VentureWell (Moderator)
Mary Ann Picard, VentureWell
D8 Practical Pathways: The Role of Partnerships in Entrepreneurial Education
Wednesday, 3:30-4:45pm
This panel focuses on the development of partnerships between higher education institutions and external stakeholders who have to be involved in undergirding these changes. We will share resources and ideas for the readiness of hardware, invention-based start-ups to successfully engage with seed investment and strategic partners. The goal of the program is to help support commercialization at the earliest stage by developing and verifying a development timeline. ASPIRE’s process provides an “on-ramp” for hardware startups to mature to the stage of venture development typically supported by incubators.
Panelists:
Dorn Carranza, Senior Program Officer, VentureWell (Moderator)
Phil Weilerstein, President & CEO, VentureWell
Julia Travaglini, GreenTOWN Labs
Mary Ann Picard, UMass M2D2
Michael Harrington, Genovere
**WORKSHOP A**

Fostering and Sustaining Student Engagement
Monday, 1:00-4:00pm

The workshop topics will include:
- Developing a strategy for different types of student-led organizations within a university-based entrepreneurship ecosystem
- Developing student leaders for specific student-led organization
- Organizing the thought architecture and work processes for student-led organizations, enabling structure for a diverse set of activities
- University and student governance
- Structuring alumni contributions and engagement in student-led organizations
- Defining and measuring success

Northeastern has a specific approach to these challenging issues and will be sharing its own practices with workshop participants. The team will also provide our insights on where to start, and how best to grow, these student-led entrepreneurship activities.

**Leaders:**
Marc Meyer, Northeastern University
Greg Dalle-Molle, Northeastern University

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**WORKSHOP B**

Strategic Partnering: Why Collaborations Get Stuck – and What To Do About It
Monday, 1:00-4:00pm

Why is collaboration so easy to say, but so hard to do? Why is working across organizational boundaries so difficult? The reason is that effective collaboration requires a new set of skills which very few of us have been taught. We need to think differently, behave differently, and work together differently. Join this (very) interactive session to learn how to develop the skills and lead collaborations that break out of the familiar “endless meetings, no real action” cycle. This workshop is based on Ed’s Strategic Doing methodology, which enables people to loosely join, open networks to think and act strategically. You will leave with both insights from successful collaborations and tools that you can use in almost any setting, including transforming academic offerings, forming interdisciplinary research teams, building public/private partnerships, or guiding community-based projects.

**Leaders:**
Ed Morrison, Purdue University
Liz Nilsen, Purdue University

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**WORKSHOP C**

Diversity Drives Innovation; What Are You Doing About It?
Monday, 1:00-4:00pm

Research demonstrates that diversity enhances business performance (Catalyst, 2015; McKinsey&Company, 2015) and teams’ ability to innovate (Deloitte, 2013). Yet at our institutions, participation in academic entrepreneurship offerings is overwhelmingly white and male. We hypothesize that the vast majority of entrepreneurship programs do not appeal or respond to the needs of the broad spectrum of diverse potential participants in their university or local community. Our workshop is geared toward helping practitioners and educators assess their programs and diversify those who participate in them. We will first provide an overview of the challenge of disproportionate participation in entrepreneurship and its implications for our universities and the larger economy. We will then discuss how we each, at our respective institutions, have begun to increase diversity in our entrepreneurship programs, focusing on what has worked and what has not been successful. Workshop attendees will then break into small groups to discuss what they have tried at their institutions. Each group will be led by one of the presenters and guided by specific prompts. As a large group, we will then use a case study to strategize how a leader of entrepreneurship programs at a university could increase diversity in her programs. We will then guide attendees through brainstorming ideas of what they want to change in their programs and how they can begin to implement those changes. To assist in creating strategies to implement change, attendees will also role play scenarios. Facilitators and attendees will co-create a list of recommendations for increasing diversity in university entrepreneurship programs. Each participant will leave this session with models from other institutions that they could apply to their university, strategies to change existing programs they lead, and strategies to change the broader entrepreneurship culture of their institution.

**Leaders:**
Audrey Ifert-Saleem, Oregon State University
Hanan Anis, University of Ottawa
Catherine Mavriplis, University of Ottawa
Susan Halverson, Arizona State University