



WAYNESBURG
UNIVERSITY®



2018-2019 Academic Year

Entrepreneurial Leadership Annual Report



Dear Friends,

The 2018-2019 academic year marked the beginning of the Entrepreneurial Leadership Program and the eHIVE at Waynesburg University. It was a very busy year, and we are off to an exciting start! This Annual Report explores our many accomplishments over the past several months and offers a glimpse of our plans for the future.

In furtherance of the University's mission and vision, the Entrepreneurial Leadership Program has designed programming to provide innovative, student-centered learning experiences. We achieved this by offering both academic and co-

curricular programming centered on the entrepreneurial mindset and focused on innovative problem solving.

During our first year, we staffed and opened the eHIVE, our cross-campus center for Entrepreneurial Leadership. We also developed a number of key partnerships, on campus, in the community, in the region and across the United States. We piloted three new courses and created an 18-credit, cross-campus academic minor. We developed a Faculty Fellowship program to support expansion of Entrepreneurial Leadership across the curriculum and selected our first two fellows.

In total, we engaged more than 600 campus members through our programming and awarded \$5,800 to students through scholarships and competitions, which you will read more about in the following pages.

Our University is blessed with faculty, staff, students, alumni and a larger community that support our strong mission. With your generosity, we will continue to advance this innovative initiative for entrepreneurial leadership, enhancing our students' opportunities for years to come.

Best regards,

A handwritten signature in cursive script that reads "Mindy Walls".

Mindy Walls

W. Robert Stover Chair of Entrepreneurial Leadership



Students write down their goals and dreams at the BIG Dream Gathering. Read more about the event on page 7.

Entrepreneurial Leadership

Vision

Create a culture of proactive, innovative and ethical problem solving which will provide Waynesburg University students with the skills, abilities and experiences they need to thrive in a rapidly changing world.

Goals

- Instill an entrepreneurial mindset in all students as a way to think, learn and execute
- Provide multiple pathways for students to develop targeted skills based on the student's level of interest and career aspirations
- Create an inclusive, coordinated and collaborative infrastructure to support this culture development across campus

Approach

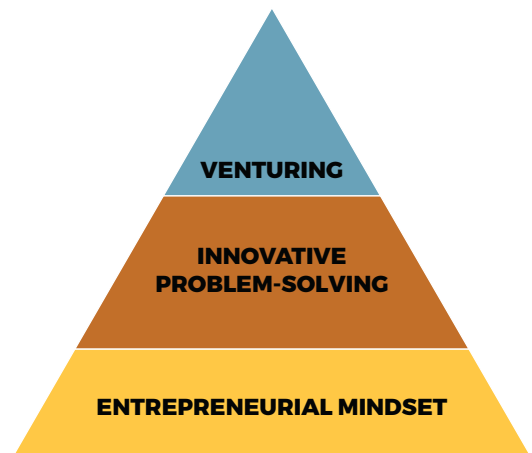
STEP ①: We will expose all first-year students to the entrepreneurial mindset in the first semester of their first year through our Fiat Lux, first-year seminar.

STEP ②: We will develop in our students the key skills necessary to thrive in the future. We will accomplish this by intentionally infusing project-based and experiential learning, focused on these skills in courses across the curriculum as well as providing co-curricular opportunities for development.

STEP ③: We will teach our students the venture creation process and provide them with the opportunities and support to develop their own ventures.

We believe that entrepreneurial leadership is both a study and a practice. Therefore, to foster this type of learning, students should engage both inside and outside of the classroom. We have accomplished this using a two-pronged approach:

- The **Entrepreneurial Leadership Program** focuses on the study and practice of entrepreneurial leadership in the academic setting through a cross-campus minor and selected courses.
- The **eHIVE** is a co-curricular, innovative hub focused on the practice of entrepreneurial leadership through individual coaching, workshops, competitions and speakers. The eHIVE's services are available to all students of any major or minor, at any time.



Key Skills

- Analytical thinking and innovation
- Active learning and learning strategies
- Creativity, originality and initiative
- Technology design and programming
- Critical thinking and analysis
- Complex problem-solving
- Leadership and social influence
- Emotional intelligence
- Reasoning, problem-solving and ideation
- Systems analysis and evaluation

Source: 2022 Skills Outlook, The Future of Jobs Report 2018. World Economic Forum.

Year-One Objectives

Prior to the establishment of Waynesburg's Entrepreneurial Leadership Program, the following objectives were outlined for the first year. We are happy to announce that we have accomplished all of these objectives. Detailed information follows in the outcomes section of this report to highlight how these objectives were achieved.

Year-One Objectives:

- Clarify vision, goals, value proposition and market fit with small internal advisory committee
- Pilot Mindset course through Fiat Lux/Lifestyle course
- Utilize pre- and post-surveys to begin studying impact
- Revise and teach existing entrepreneurship course using Lean Launch methodology
- Meet with faculty across campus to identify willing collaborators, existing courses and resources that align with vision
- Offer faculty training and development opportunities
- Select first group of faculty fellows and send to Babson's Symposium for Entrepreneurship Educators May 2019 or January 2020
- Staff eHIVE and begin to offer services and events
- Plan and execute three to five campus-wide co-curricular events through the eHIVE
- Explore opportunities for funding
- Engage with community leaders and potential partners to determine needs and opportunities
- Promote the Entrepreneurial Leadership Program and the eHIVE internally and externally (on campus, in the local community, regionally and nationally)

"Don't fall in love with a solution. Fall in love with the problem."

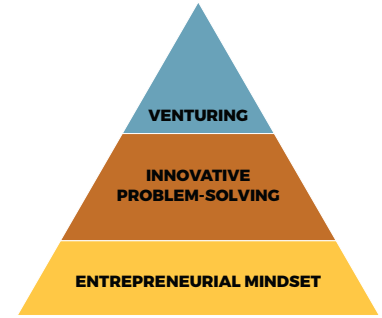


Dr. Melinda Walls, eHIVE director

Entrepreneurial Leadership Program Year-One Outcomes

Entrepreneurial Leadership Minor

This 18-credit hour minor consists of core courses in Creativity and Innovation, Entrepreneurial Leadership and New Venture Creation. The students will then select nine additional credits from an array of courses from multiple disciplines that focus on Key 2022 Skills and include an experiential component. This minor was approved by the faculty on April 4, 2019, and will be listed in the 2019-2020 Academic Catalog. **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**



New Course Pilots

Fiat Lux

In the Fall Semester of 2018, we piloted two sections of the freshman seminar using the book "Who Owns the Ice House?" We introduced the entrepreneurial mindset principals of: Choice, Opportunity, Action, Knowledge, Brand, Wealth and Community and Persistence. We began to study impact using pre- and post-surveys and student evaluation comments. In addition, we began to prepare for broad implementation in year two by working with Academic Affairs to train and provide resources for instructors. **Entrepreneurial Mindset**



New Venture Creation

In the spring semester of 2019, we piloted the New Venture Creation course using Lean Launch methodology. Students gained an in-depth understanding of the framework and process of starting a new venture by developing a startup of their own choice. The course culminated in an investor pitch seeking funding for the next stage of venture development. In addition, the students made and justified a "go or no go" decision for their venture. **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**



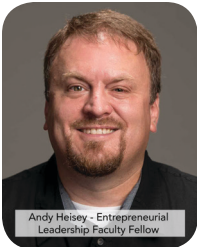
WU/CMU Micro Course

Nine WU undergraduate and graduate students partnered with 13 graduate students from Carnegie Mellon University to study food insecurity issues in Greene County. The students interviewed local agencies and their clients to understand the challenges facing county residents. After developing possible solutions, the students presented their recommendations to the Greene County Commissioners on March 22, 2019. Some students are currently developing implementation plans for the most promising ideas. **Innovative Problem Solving**



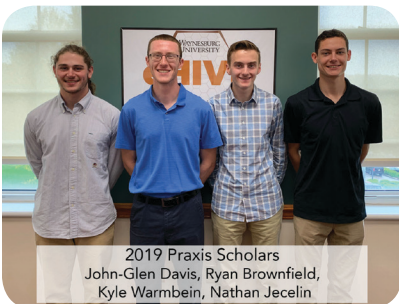
Entrepreneurial Leadership Faculty Fellows Program

WU selected Professor Melanie Catana, Assistant Professor of Vocal Music and Director of Choral Music, and Professor Andy Heisey, Chairperson for the Fine Arts Department and Assistant Professor of Art, as Entrepreneurial Leadership Faculty Fellows. This two-year fellowship will provide specialized training for faculty to infuse entrepreneurial leadership concepts into courses across the University's curriculum. The fellows will also form a cohort and serve as leaders and advisors for the program. **Innovative Problem Solving**



2019 Praxis Academy

WU is an academic partner for the 2019 Praxis Academy which will be held at Biola University, located just outside of Los Angeles. The summer academy is a week-long gathering for student innovators and entrepreneurs. The focus of the academy is on redemptive entrepreneurship, which infuses Christian values into entrepreneurial endeavors. WU has selected four students to receive scholarships to attend the conference. **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**





Waynesburg University Board Chair Jim Lowe, Mindy Walls and President Douglas Lee cut the ribbon at the opening of the eHIVE.

eHIVE Year One Outcomes Idea → Implementation

eHIVE Grand Opening - The eHIVE, Waynesburg University's Hub for Innovative Ventures, officially opened in the heart of The Stover Campus Center on Oct. 5, 2018. The eHIVE's value proposition is to help all students move from idea to implementation. A part-time staff consisting of Mindy Walls, Stover Chair of Entrepreneurial Leadership; Cassy Dorsch, Program Coordinator; and Paul Berg and Chyanne VanZant, student workers, staffed the Center for approximately 28 hours per week. Over the past seven months, we have engaged over 600 members of the campus community through programs, competitions and individual coaching.

Entrepreneurial Mindset, Innovative Problem Solving, Venturing

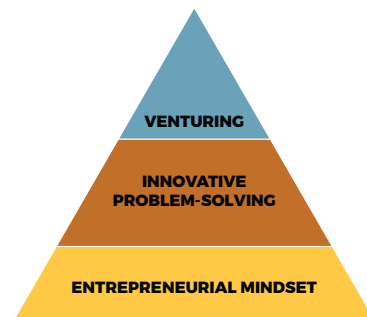
Something from Nothing Innovation Challenge - On Nov. 2, 2018, the eHIVE hosted a campus-wide, five-day innovation challenge. In total, 21 teams completed the challenge of creating value from duct tape. Over 170 members of the campus community and the Greene County Commissioners selected the three winning teams. **Innovative Problem Solving**

Big Dream Gathering - Nearly 300 students, faculty, staff, alumni, friends and community members attended the Feb. 12, 2019, event. It was sponsored in part by the eHIVE, in partnership with the Glenn A. and Jane L. Crosby Lecture Series and the NetVUE Pathways Grant. At the event, the WU community started discussing their dreams and connecting with others. To date, five students have become eHIVE clients as a result of this event.

Entrepreneurial Mindset

See It, Solve It Pitch Competition - The eHIVE hosted a two-round, campus-wide pitch competition in March and April 2019. In the first round, 17 students from across campus pitched their solution to a problem they identified. On April 10, the top five students advanced to the final round, where they expanded on their ideas and answered questions from a panel of judges. Cash prizes were awarded for the top three pitches. **Innovative Problem Solving, Venturing**

Venture for America - A WU student was a finalist for a highly competitive Venture for America Fellowship. VFA sponsors and places selected recent graduates in startup companies across the country. At the final interview session on March 26, 2019, our student was the only finalist that was not enrolled in an Ivy League university. **Venturing**



2018-2019 Academic Year Impact Report: Entrepreneurial Leadership Program and eHIVE

Events	Participation
Big Dream Gathering (Total Dream Numbers Issued, More in Attendance Without Registration)	260
Innovation Challenge (Including 21 Teams, Approximately 63 Participants)	170
See It, Solve It Pitch Competition (17 Preliminary Pitchers, 30 Final Pitch Attendees Including 5 Finalists)	47
eHive Ribbon Cutting	35
Focus Group (Two Focus Groups)	16
Praxis Preview Event and Applications (4 Praxis Scholars)	7
Event Workshop Attendance Totals	535
Individual Coaching	
Individual Appointments	15
Repeat Appointments (8 Students Came More Than Once)	11
Appointment Total	26
Courses	
Fiat Lux (2 Sections)	22
New Venture Creation	11
Food Insecurity Course (5 Undergraduates, 4 Graduates, 13 CMU Graduate Students)	9
WU Student Course Enrollment	42
Faculty Fellows	
Applications (2 Selected)	4
Faculty Fellows Engagement	4
Total Entrepreneurial Leadership Engagement 2018-2019	607

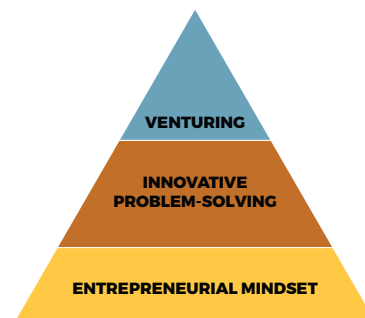
Monetary Awards

Innovation Challenge	\$700.00
Students (\$550)	
Sponsoring Organizations (\$150)	
See It, Solve It Pitch Competition	\$600.00
Praxis Scholarships	\$4,500.00
Total Monetary Awards 2018-2019:	\$5,800.00

Looking Forward to Year Two

During the 2019-2020 Academic Year, the Entrepreneurial Leadership Program has the following objectives:

- Expand entrepreneurial mindset content to all first-year students through Fiat Lux **Entrepreneurial Mindset**
- Expand the Entrepreneurial Leadership minor by including additional cross-campus courses **Innovative Problem Solving**
- Revise the existing entrepreneurship major in the Business Department **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- Add additional courses in Creativity and Innovation, Social Entrepreneurship and Entrepreneurial Leadership **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- Offer at least three campus-wide, co-curricular events per semester **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- Identify at least one town and gown project/program to implement with the WU community **Entrepreneurial Mindset**
- Continue to offer faculty development, training and select the next cohort of Entrepreneurial Leadership Faculty Fellows **Innovative Problem Solving**
- Seek funding support to continue to grow the program's offerings and impact
- Establish key external partnerships – including but not limited to:
 - **Innovation Works and Greene County Public Schools**
The eHIVE is working with the Pittsburgh based startup incubator, Innovation Works, and the Greene County Public Schools to host a month-long intensive summer program for high school students with a passion for innovation. The Startable Greene County program is patterned after the successful Startable Pittsburgh program and is designed to provide students with the education and support needed to start a business. There will be an opportunity for at least one WU student to serve as a teaching assistant for this program. **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**



Alignment with the University Strategic Plan 2018-2023: Grow Together

The 2018-2019 activities in both the Entrepreneurial Leadership Program and the eHIVE have supported the institutional goals of growing learning experiences, recognition and affordability in the following ways:

Learning Experiences

- Instituted the new minor in Entrepreneurial Leadership
- Developed the Entrepreneurial Leadership Faculty Fellows Program and selected the first two fellows

Recognition

Strategic partnerships outside of the University have been developed with:

- CMU as evidenced by the Food Insecurity course
 - Innovation Works as evidenced by:
 - Startable Green Program for high school students
 - Venture for America
- Praxis Academy Partnership
- Utah State Partnership with SEED Program

Strategic partnerships across campus:

- Big Dream Gathering in partnership with Academic Affairs and the Crosby Lecture Series
- Poverty Inc. in partnership with Bonner Scholars and Honors Program
- Leadership Seminar in partnership with Residence Life
- Human Trafficking: What can you do? in partnership with Bonner Scholars
- Conference Presentation "What is Entrepreneurship?" in partnership with Bonner Foundation's Summer Leadership Institute

Affordability

- Praxis Partnership provided \$4,500 in scholarships for four students to attend the conference Summer 2019
- \$12,000 Grant Awarded by EQT for Fall 2019 Something from Nothing Innovation Challenge
- \$2,000 Grant Awarded by EQT for Spring 2019 Food Insecurity Course

"Waynesburg University is poised to instill a culture of innovation within its campus community with the launch of an entrepreneurial leadership center."

The Herald-Standard



An Entrepreneurial Hub for
Innovative Ventures & Endeavors





WAYNESBURG UNIVERSITY.