



Innovation &
Entrepreneurship in
Higher Education

***Deshpande Symposium Awards Open!
Nominate Your Institution, Program or Campus
Leader Today!***

Dear Greetings!,

Planning and preparation for this year's Symposium is accelerating and the overall program is coming together nicely! A big thank you to all those who submitted panel proposals over the last several months. We received an abundance of proposals and are working diligently to pull together the final program.



This newsletter includes the next in a series of guest commentaries. Deborah D. Hoover, President & CEO of the Burton D. Morgan discusses the innovative uses of Massive Open Online Courses (MOOC's) to educate and engage student entrepreneurs in Northeast Ohio. If you are interested in contributing a short piece in a future issue of the Newsletter, please contact raj@deshpandefoundation.org.

We would also like to remind you that nominations for this year's Deshpande Symposium Awards are open and may be submitted on the website before April 4th, 2017. This is a great opportunity for you to recognize the institutions, programs and individuals, both within your organization and in your network, who are doing outstanding work to strengthen innovation and entrepreneurship in their regions.

One final note. Registration for this year's Symposium will be available by March 15th, so please stay tuned. We look forward to seeing you all in Lowell this coming June.

Thanks so much!

Raj Melville
Deshpande Foundation
Symposium Co-Chair

Steve Tello
UMass Lowell
Symposium Co-Chair

Important Dates!

March 15, 2017 - Program Announced & Registration Open

April 4, 2017 - Deadline for Deshpande Symposium Awards Nominations

Please go to <http://www.deshpandesymposium.org> for more details!

**Nominations for 2017 Deshpande Symposium Awards
now OPEN!**

Nominations for the 2017 Deshpande Symposium Awards are now being accepted on the Symposium website. The awards recognize exemplary programs, institutions and individuals in several areas pertaining to entrepreneurship at higher educational institutions. The categories for the Awards include:

- ***Excellence in Curriculum Innovation in Entrepreneurship***
- ***Excellence in Student Engagement in Entrepreneurship***
- ***The Entrepreneurial University***
- ***Exemplary Practice in Technology Commercialization***
- ***Outstanding Contributions to Advancing I & E in Higher Education***

Applications are due by 11:59 pm EDT, April 4th 2017. You can view last year's awardees from Fairleigh Dickinson University, Ohio University, Arizona State University, Venturewell, The Burton D. Morgan Foundation and University of Massachusetts Lowell at <http://www.deshpandesymposium.org/awards/>.

Guest Commentary

This MOOC Is Going Places

Northeast Ohio has experienced its fair share of economic challenges in recent decades, but has also been buoyed by the region's innate resourcefulness and energy. Central to this resurgence has been the development of a dynamic startup ecosystem focused on rekindling the entrepreneurial spirit that characterized the region in the nineteenth and early twentieth centuries. Active among the many interlocking pieces of this ecosystem are colleges and universities that have embraced entrepreneurship as a vehicle for pivotal curricular and experiential learning opportunities for their students. Case Western Reserve University has been a key participant in this network and in 2013, the university decided to share the saga of Northeast Ohio's reinvention through a [Cousera Massive Open Online Course \(MOOC\)](#) that has since gone global and taken on a life of its own.



Case Western Reserve University Professor Michael Goldberg is the creator and champion of this MOOC phenomenon--Beyond Silicon Valley: Growing Entrepreneurship in Transitioning Economies (BSV). Over the last three years, Goldberg has staged virtual meet-ups and travelled the world sharing the Northeast Ohio story, simultaneously collecting stories of entrepreneurs far and wide in places as diverse as Greece, Vietnam, and Belize. These stories will become the core of a to-be-released e-book similarly titled Beyond Silicon Valley: 20 Entrepreneurial Successes (And How One MOOC Spawned Them), scheduled for publication by early 2018.

The tales generated though BSV create a rich tapestry of the innovative ways entrepreneurs utilize the disruptive qualities of the MOOC to take charge of their own futures. Some are accomplished entrepreneurs seeking to expand their horizons and engage in continuous learning. There are people piecing together the equivalent of an MBA program tailored to their own needs and interests. In other instances, the class modules are being utilized to supplement and enrich university curricula. The MOOC delivers inspiration to its participants seeking to understand how struggling communities seed the elements of individually-designed ecosystems suited to the assets of a specific locale.

BSV achieves its full potential because it is never a cookie cutter offering-BSV morphs to suit its environment and spawns fresh approaches wherever it travels. Conversations unfold in real time and the questions posed are authentic, heartwarming although, at times, wrenching. Students do not feel stranded in remote places without colleagues-sounding boards for ideas and frustrations are just a few clicks away. The blending of perspectives through this shared learning approach is powerful stuff.

BSV helps people, cities, and regions discover a well of resourcefulness through exploration and a community of shared learning with people they have not met, but with whom they share a common bond. The BSV MOOC serves as a great model for deployment of this democratizing educational medium as a way to capitalize on regional assets and simultaneously expand the lessons shared on a global scale, continuously improving and evolving with each new story shared.

*Deborah D. Hoover
President and CEO
Burton D. Morgan Foundation*

Community Announcements

The Michelson 20 MM Foundation and NACCE Launch Intellectual Property (IP) Education Pilot in 10 Community Colleges



In the late fall of 2016 as part of National Entrepreneurship Month, the White House recognized NACCE for its leadership and participation in national initiatives that promote innovation and entrepreneurship and was encouraged to announce a new initiative for 2017 that advanced the organization's work in the area.

With the aim of accelerating effective collaboration and innovation between community colleges and universities, NACCE chose to highlight a new intellectual property (IP) education pilot funded by the Michelson 20MM Foundation that is in the early stages of launching. Intellectual Property comprises 45 percent of the country's total GDP today and represents 80 percent of the market value of all publicly traded companies in the United States. The goal of the pilot is to identify early IP champions with a lead college responsible for developing a master syllabus and nine supporting colleges adopting and/or adapting these materials for their respective courses. The IP curriculum will cover the essential of patents, trademarks, copyright and trade secrets. For more details on this innovative program, [Click here](#).

VentureWell Open 2017



Mark your calendars! Open 2017 is scheduled for March 23 - 25, 2017 in Washington, DC.

[VentureWell's Open 2017](#) conference gathers together representatives from across the I&E spectrum to share stories, start new collaborations and learn best practices in the rapidly growing field of technology entrepreneurship education. Open 2017 will feature a wealth of informative sessions and time to network with a friendly and engaging group of attendees interested in moving the field forward. Join us!

Open 2017 information (including registration): <https://venturewell.org/about-open/>.

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