



Innovation &  
Entrepreneurship in  
Higher Education

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## ***There's still time! Submit a Panel Proposal today!***

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**Dear Greetings!,**

We are pleased to announce the second keynote speaker at the Deshpande Symposium will be Dr. Laurie Leshin, President of Worcester Polytechnic Institute. Dr. Leshin is an accomplished academic and administrative leader, geochemist, and space scientist. She is leading WPI's effort to take theory to practice to impact.



Last month we launched the new Guest Commentary section where we invited thought leaders from previous Symposia to share their efforts furthering innovation and entrepreneurship on their campus. The response has been overwhelming and we thank you for your support. This issue includes a piece by Judith Cone, Vice Chancellor for Innovation, Entrepreneurship and Economic Development at the University of North Carolina at Chapel Hill who was recognized with the 2015 Deshpande Award for her outstanding contributions to advancing innovation and entrepreneurship. If you are interested in contributing a short piece in a future issue of the Newsletter, please contact [raj@deshpandefoundation.org](mailto:raj@deshpandefoundation.org)

We would like to remind you that the nominations for the Annual 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 your peers, within your organization and in your network, who are doing outstanding work to strengthen innovation and entrepreneurship on campuses nationally.

Finally, if you have not submitted a proposal for a panel at the Symposium, please do so ASAP as the deadline for submissions is February 15th.

We look forward to hearing from you about your activities, events and accomplishments that we can share with the growing Deshpande Symposium network.

***Raj Melville***

Deshpande Foundation  
Symposium Co-Chair

***Steve Tello***

UMass Lowell  
Symposium Co-Chair

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### **Important Dates!**

**Feb. 15, 2017** - Deadline for Panel Presentation Proposals

**March 15, 2017** - Program Announced

**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/>.

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## Guest Commentary

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### Accelerating Entrepreneurship Across UNC Chapel Hill



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

Each year as leaders in collegiate innovation and entrepreneurship meet at the Deshpande Symposium to share program ideas and be inspired, I am struck by the wide-variety of types, sizes, and cultural differences of the institutions represented. Small liberal arts colleges and large research-intensive universities are obviously quite different. Yet, at the symposium what draws us together is our commitment to supporting people who are audacious enough to believe they can create something real - something of value out of an idea. Since joining the Kauffman Foundation in 1994 and now at the University of North Carolina at Chapel Hill, I have been working to advance entrepreneurship.

What is energizing about this work is that entrepreneurially minded people fervently believe they will succeed. Perhaps they are a bit delusional, but that could be said of optimists in general I suppose. I observe that same attitude in the attendees at the symposium. We come to the meeting to learn and share in the hopes that together we can better support those dreamers who do - those who translate ideas into impact - those slightly delusional people.

At the UNC Chapel Hill, programs leaders across our campus work together to accelerate entrepreneurship by focusing on three different audiences.

- 1. Students who learn the entrepreneurial mindset and skillset.** We want to launch innovators into the world. Graduates armed with technical knowledge, grounded in the liberal arts, and inspired to action by example are powerful ongoing contributors to society. We are preparing students to apply entrepreneurial thinking and action throughout their lives. Some will start new ventures, while others will bring their ideas and skills to existing firms, and still others will inject fresh thinking into fields like education and government.
- 2. Faculty who use research to stimulate action.** Great research and the new knowledge it provides can be applied in many ways to shape society and the economy for the better. The focus here is on influencing institutions and individuals toward improved rules, practices and behaviors, rather than on creating a new entity. Public health is a classic example. Today, we enjoy much longer average life spans and face fewer risks of debilitating diseases than our forebears did in the early or even mid- 1900s, thanks in large part to decades of public health programs and education campaigns based on new knowledge.
- 3. People who create social and commercial enterprises.** New enterprises are valuable for several reasons. Frequently they are the best means of bringing new ideas into reality. When they succeed, they become platforms for further innovation and impact, and those that grow substantially are key factors in job creation and economic prosperity.

All told, the work of translation from idea to impact is too far-reaching to be tied to a few programs or tactics. Innovation and entrepreneurship cannot be confined to any school, department, or unit on campus. Only when the innovation process is embedded into the very fabric of the institution will it reach its full potential as a force for the public good.

**Judith Cone**

**Vice Chancellor for Innovation, Entrepreneurship and Economic Development  
University of North Carolina at Chapel Hill**

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## Community Announcements

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### **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](#).

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### **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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**Thank you!**  
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