

7th Annual Deshpande Symposium for Innovation & Entrepreneurship in Higher Education.  
June 11 - 13, 2018 @ UMass Lowell.

**Deshpande  
Symposium**

Innovation &  
Entrepreneurship in  
Higher Education

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

Dear Colleagues,

We just returned from the inaugural launch of the Deshpande Gopalakrishnan Symposium at IIT Madras in Chennai where over a hundred attendees from leading research and technology institutions in India joined fellow Symposium attendees from UMass Lowell, University of New Brunswick and University of North Carolina to share learnings on entrepreneurship and innovation

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The panel discussions and hallway conversations mirrored the intensity and enthusiasm of those in Lowell. Keynoting the Symposium, President Eddy Campbell from University of New Brunswick and our co-chair, Vice Provost Steve Tello, shared North American perspectives on building entrepreneurial ecosystems in higher education while Dr. Gopichand Katragadda, Group CTO for Tata Sons, one of India's oldest and largest corporations, painted the opportunity for change in India through technology driven innovation and partnerships. We look forward to future collaboration with the Symposium in India.

We are excited to announce that nominations for the Deshpande Symposium Awards are now open and may be submitted online. This is your chance to highlight your colleagues and their outstanding work in the key areas that we spotlight during the Symposium. The major categories for the awards are:

- ***Excellence in Curriculum Innovation in Entrepreneurship***
- ***Excellence in Student Engagement in Entrepreneurship***
- ***The Entrepreneurial University***
- ***Exemplary Practice in Technology Commercialization***

· **Outstanding Contributions to Advancing Innovation and Entrepreneurship in Higher Education**

We have a distinguished panel of leaders who will be reviewing the applications and making the final selection. Finalists for the awards will have the opportunity to highlight their programs at the Symposium with a poster and the awardees will be announced at dinner on June 12<sup>th</sup>. The deadline for the awards is April 6<sup>th</sup>. Additional information on the awards are at <https://www.deshpandesymposium.org/awards/>.

Finally, I would like to congratulate my colleague and co-conspirator, Steve Tello, on his recent promotion to Vice Provost for Innovation and Workforce Development at UMass Lowell. Steve has been a constant support and cheerleader for the Symposium from day one and we wish him all the best in his new role.

**Raj Melville**  
Deshpande Foundation  
Symposium Co-Chair

**Steve Tello**  
UMass Lowell  
Symposium Co-Chair

## Important Reminders



### Nominations for 8th Annual Deshpande Symposium Awards now OPEN!

Nominations for the 2017 Deshpande Symposium Awards are now being accepted on the Symposium website. Applications are due by April 6th. To submit your nomination go to, <http://www.deshpandesymposium.org/awards/>.

## Guest Commentary

### Creating Collective Impact: How Faculty Change Agents Can Develop Effective Networks

*Phil Weilerstein , President  
VentureWell*



As education reforms run into headwinds and higher education funding shrinks, colleges and universities across the nation are leveraging new approaches and tools to catalyzing and sustaining institutional change. One approach we've integrated into our work is called collective impact.

Collective impact as described by [Kania and Kramer](#) is a process to bring together the efforts of a group of committed stakeholders, often from different perspectives to work together to accomplish a common agenda and solve a shared and defined problem. These “communities of practice” are built on the premise that, in order for powerful transformations to take place, key stakeholders need to be engaged and must work in concert. The work of [Etienne Wenger](#) and his colleagues describes how these communities foster institutional change through their shared passion, defined focus and peer accountability, and learn how to better effect that change through regular interaction.

Unlike most collaborations, however, collective impact initiatives work best when there is a centralized infrastructure with a dedicated team and a clear process to coordinate and help weave the community together. The work of Wenger has shown that successful collective impact initiatives require five conditions to produce true alignment and yield powerful results:

- **Common agenda:** A shared set of goals. While these goals may vary between organizations, they should exist in the same area of practice and involve similar overall endpoints or overarching missions.
- **Shared measurement:** Having consistent standards across institutions is key to effective communication and collaboration. At the outset, organizations should create processes for setting goals and measuring progress.
- **Continuous improvement:** Collective development is a long range approach; a multi-year change initiative rather than a short term project. It requires reaching many small milestones and constantly improving outcomes.
- **Regular communication:** Communication is essential to effectively executing this approach and creating lasting community connections. Sharing updates and progress through peer-to-peer interactions, convenings, and data driven reports maintains strong relationships within the collective.
- **Strong backbone:** The role of the backbone organization is to support this activity. The organization commits to providing tools and resources, engaging and convening change agents, and holding participants accountable for measurement and improvement.

At VentureWell, our approach to supporting institutional change is community centric and aligned with the collective impact model. Our work as a backbone organization supporting network development and effectiveness has grown and evolved as we've deployed techniques that are effective and based in social science. We've applied these approaches in multiple institutional change communities - from networks focused on equity and student success in the Bill and Melinda Gates Foundation Frontier Set program to increasing community engagement in the [Industry–University Cooperative Research Centers Program \(IUCRC\)](#) initiative. VentureWell programs like [Pathways in Innovation](#) is designed to support change by convening stakeholder teams in highly engaging, interactive formats, extracting and spreading useful practices, and providing hands-on support to help geographically distributed teams achieve institutional transformation. At our annual [OPEN](#) conference, we empower innovators to connect with their peers, share and validate their ideas, communicate emerging best practices with the wider innovation and entrepreneurship community, and begin new collaborations with partners.

We are excited by the opportunity to continue learning, to deepen our understanding of the conditions that lead to transformation and effective scaling, and to build on the work we've done.

*Interested in joining the growing conversation around this and other emerging topics in innovation and entrepreneurship? Attend the VentureWell [OPEN 2018](#) conference. Learn more and register [here](#) .*

## Community Announcements



**LaunchNET**  
KENT STATE UNIVERSITY  
POWERED BY BURTON D. MORGAN FOUNDATION

**Your ideas grew too big.**  
Come visit us in our new space on the 2nd floor of the Kent State Library.

**www.kent.edu/LaunchNET**

KENT STATE UNIVERSITY | University Libraries

The banner features a central illustration of an open cardboard box labeled 'LaunchNET' overflowing with various icons representing technology, science, and business, such as a lightbulb, a rocket, a smartphone, a laptop, and a gear.

Visit LaunchNET in their new space on the 2nd floor of the Kent State Library.

<https://www.kent.edu/launchnet>

### VentureWell's OPEN Conference March 22-24, 2018 Austin, TX



Plan to join us for VentureWell's OPEN Conference, March 22-24, 2018 in Austin, Texas, a vibrant city with an active startup community. The annual two-day conference gathers faculty, administrators, and institutional change makers from across the I&E spectrum to share stories, start new collaborations, and learn emerging best practices in the rapidly evolving field of technology entrepreneurship education. The conference is called OPEN to reflect both the welcoming culture of our attendees and the way the conference connects people across disciplines and geographies to

grow entrepreneurship education.

OPEN 2018 will feature a wealth of informative sessions and time to network with a friendly and engaging group of colleagues committed to moving the field forward. Sessions will cover a wide range of subjects such as fostering creative thinking in the classroom, IP policy to spur innovation, and scaling innovations in resource-constrained environments.

Learn more about OPEN 2018 [here](#) . Register by December 1 to save 20%!

### CEO-CICEP Joint Summer Meeting June 25-28, 2018 Richmond, VA



Join university economic development, innovation and community engagement leaders in Richmond, VA on June 25-28 for the Association of Public and Land-grant Universities' Council on Engagement and Outreach (CEO) and Commission on Innovation, Competitiveness and Economic Prosperity (CICEP) for the 2018 CEO-CICEP Joint Summer Meeting.

Focus on the theme, Creative Placemaking for Healthy Communities, the meeting will explore creative placemaking in action via university partnerships in the arts, health and innovation. Through presentations, interactive sessions, and field experiences, participants will gain new insights into how public research universities as key "anchor institutions" leverage innovative and interdisciplinary strategies to address complex social and economic challenges facing our communities. The 2018 Summer Meeting will also feature APLU's 5<sup>th</sup> annual Innovation & Economic Prosperity Universities workshop. Learn more and register: <http://bit.ly/2Dj7dnR>

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Deshpande Symposium | [www.deshpandesymposium.org](http://www.deshpandesymposium.org)



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