



Innovation &
Entrepreneurship in
Higher Education

Early Bird Registration now open for Deshpande Symposium - Save \$100!

Dear Greetings!,

The winter snow has finally given way to spring showers in New England! We are still waiting for those warmer temperatures, but we know spring is on the way - and so is the 6th Deshpande Symposium on Innovation & Entrepreneurship in Higher Education. Registration is now open, and if you would like to save \$100 on your registration, please take a moment to go to the website (<http://www.deshpandesymposium.org>) by May 4th and register.



New Closing Keynote: We are thrilled to announce the addition of Bob Metcalfe to the list of distinguished keynote speakers at this year's Symposium. Bob invented Ethernet while at Xerox PARC, was a founder of 3Com Corporation and was a former CEO of InfoWorld. Bob is currently a Professor of Innovation in the Cockrell School of Engineering at The University of Texas at Austin. He is a member of the National Academy of Engineering and in 2005 he received the National Medal of Technology for his "leadership in the invention, standardization, and commercialization of Ethernet."

Early Registration Now Open: Save \$100 if you register by May 4, Early Registration rate of \$375. If your institution is planning to send five or more people, please contact Gwen Picanco, (Gwen_Picanco@uml.edu or 978-934-2405), directly to register as a block and receive an institutional discount. If you are presenting at the Symposium please register with the "Presenter Code" provided by the Program Committee.

Sponsorship Opportunities: Would you like to highlight your institutions entrepreneurial success? Are you launching the "killer app" that will revolutionize entrepreneurship education, or at least make it more fun ☺? Then take advantage of the Symposium Sponsorship opportunities that will highlight and promote your efforts <http://www.deshpandesymposium.org/sponsors/>. Program opportunities are filling fast so don't be left out this year.

We are in the process of updating the [program agenda](#) on the Symposium website, so keep an eye out for announcements regarding special Symposium events.

Look forward to seeing you in Lowell in June!

Raj Melville
*Deshpande Foundation
Symposium Co-Chair*

Steve Tello
*UMass Lowell
Symposium Co-Chair*

Important Reminders!

May 4, 2017 - Early Bird Registration Ends

Book your hotel early! Rooms at the UML Inn & Conference Center will go fast! To make your

Guest Commentary

Creating a Culture of Inclusive Innovation



This is the second of a two-part series by Julie Messing on building entrepreneurship across the Kent State University system. You can find the first part, "Building Entrepreneurship into the Fabric of the University" (23-March-2017 newsletter), which describes the growing entrepreneurial programs at KSU at <https://continuinged.uml.edu/deshpande/newsletters/23-march-2017.pdf>.

This is an exciting time for innovation and entrepreneurship at Kent State overall, but one segment of initiatives is having a significant impact. [LaunchNET](#) has supported a targeted set of initiatives to be fully inclusive of innovators and entrepreneurs from diverse perspectives (discipline, race, industry and more). The results, which have successfully impacted all corners of our eight-campus system, speak for themselves. Our student entrepreneurs include:

- 34% minority
- 40% female
- And a diversity of majors with 26% from Art & Design, 28% Business, 25% STEM, and 21% Other

While the numbers alone are remarkable, the beauty has been in building relationships with the students; as well as guiding and watching them flourish not only their ideas, but also themselves as individuals, citizens, and entrepreneurs. Below are a few example initiatives that support our commitment to inclusion:

- **Build your own Brand Series** - five-week series where students gain entrepreneurial skills, network, and learn how to overcome obstacles underrepresented minorities face in the workplace and entrepreneurship. This culminates with a pitch competition and reception.
- **All the CEO Ladies (ACL)** - In its third year, ACL has become a student organization with a strong leadership team. LaunchNET acts as a home for the group and mentors for the young ladies. ACL is becoming active at the regional level as they explore ways to start chapters at other NEO universities. We are now in partnership with the Women's Center as well.
- **Girl Power Pitch Night** - A NEO LaunchNET collaboration with Bad Girl Ventures, an educational and micro-finance, non-profit organization dedicated to inspiring and supporting female entrepreneurs in key areas of their business. Girl Power Pitch Night is an opportunity for ventures with female founding members from the four NEO LaunchNet schools to compete in a welcoming environment for venture funding and mentorship opportunities.
- **Center for Adult & Veteran Services** - We have dedicated events targeted at the unique needs of adult and veteran students on campus, working in partnership with the office that serves them. Besides serving clients who are veteran entrepreneurs, we have held informational events for both the veteran and parent groups on campus, as well as exploring working with the SBA to expand veteran entrepreneurial services in the region.
- **Arts** - Working with the College of the Arts to provide support and resources to expand their entrepreneurial education for students, we have co-sponsored entrepreneurial speakers, created a series of workshops aimed at creative students, and are assisting with developing an arts entrepreneurship living-learning community. In addition, we are hosting several successful "pop-up shop" events for those students who already sell items (many handcrafted), and helping arts students connect to resources to grow their current sales.
- **Career Closet** - As a collaborative and catalytic force within the university, LaunchNET has brought together several offices to create a campus Career Closet, to assist students who need access to professional clothing items for interviews or career fairs by soliciting

donations from the university community and allowing students to "shop" with only their student ID cards.

The progress we have made at [Kent State](#) is heartening and we are energized by the response from our student entrepreneurs to continue to create opportunities for ALL prospective entrepreneurs to participate.

Julie Messing
Executive Director - Entrepreneurship Initiatives
LaunchNET
Kent State University

Community Announcements

APLU CICEP Summer Meeting



The Association of Public and Land Grant Universities' (APLU) Commission on Innovation, Competitiveness, and Economic Prosperity (CICEP) will host its 2017 Summer Meeting in San Diego, California from June 25-28. The meeting is open to anyone with an interest in university economic engagement - not just APLU members - and will convene university administrators, economic developers, researchers, private industry leaders, and field experts to engage with and learn from one another over several days.

This year's theme is Telling Our Story: Engaging Stakeholders in Envisioning and Realizing the Impact of University Economic Engagement, and will emphasize strategic communications with policy makers and the public. Participants will learn about and share actionable ideas for how their university can better communicate the story of economic engagement, the power of the partnerships that shape such engagement, and the economic and societal impacts that result.

Session topics include:

- Technology Transfer Evolution
- Research and experience based public messaging strategies
- Defining and identifying workforce gaps
- Increasing women and minority entrepreneurs
- Talent, Innovation, and Place - connecting different types of economic contributions and engagement

2017 also marks the 10th Anniversary of CICEP! In recognition of this achievement, the summer meeting will feature special spotlight sessions, messages from CICEP's past leadership, and a celebration reception at UC San Diego's scenically located Audrey Geisel University House, the UCSD chancellor's residence.

Visit the [2017 Summer Meeting](#) website for more details and to register.

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](#).

Thank you!

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