



Innovation &  
Entrepreneurship in  
Higher Education

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## **Registration Deadline - June 10th Don't Miss Out!**

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**Dear Greetings!,**

The 6th Annual Deshpande Symposium for Innovation & Entrepreneurship in Higher Ed is right around the corner! Final preparations are almost complete. And we have a terrific program planned for one and all!"



Don't miss out! There's still time to register and reserve your spot. Register today:  
<http://www.deshpandesymposium.org/registration>.

We look forward to seeing you in Lowell in a couple of weeks!

Thanks so much!

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

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

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## **Important Reminders!**

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

Please note: The UMass Lowell Inn and Conference Center website is temporarily experiencing technical difficulties. To make reservations please call the ICC directly at (978) 934-6920. Ask for in-house reservations.

Please go to [www.deshpandesymposium.org](http://www.deshpandesymposium.org) for more details!

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## **Guest Commentary**

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### **Phoenix Rising: Arizona State University**

What is the role of a university in supporting entrepreneurship and innovation not only for its students and faculty, but also in the



community - in support of local and regional economic development? If the university in question is Arizona State University, the answer is obvious.

Arizona State University is guided by its charter which explicitly states we assume "...fundamental responsibility for the economic, social, cultural, and overall health of the communities..." we serve. And of our eight design principles, ASU includes "Value Entrepreneurship: ASU uses its knowledge and encourages innovation."

While some universities enjoy the advantages of legacy or a greater ecosystem that has mature and well-worn pathways between capital, higher education institutions, technologies and talent, what ASU has is a community in greater Phoenix that intentionally seeks out meaningful collaboration between those actors. This is seen through an organic yet pervasive movement that has taken hold via the yesPHX hashtag that is not only the convening social media banner, but also the impetus behind meetups and networking, the bullhorn for community-wide and larger events, and the on-ramp for existing and new founders and supporters.

At ASU, we view the upholding of our design principle to value entrepreneurship as a pan-university effort and thus offer resources from courses to competitions, mentors to makerspaces, faculty to funding, as a shared support services model across ASU. Therefore, as great an emphasis is placed on supporting the development of an entrepreneurial mindset - curiosity, connections, and creating value - as is placed on venture development. We support students, faculty, and community entrepreneurs with the tools and resources they need to start up or scale a new company, just as much as we create engagement opportunities for those who may not be "venturing" but could apply many of the same tools and resources to just expanding their problem-solving and critical thinking skills. This pan-university and discipline-agnostic view is a key message embodied in this video that we emphasize as much as we do the number of startups and the amount of capital raised we have facilitated.

And importantly, another distinguishing factor of ASU's entrepreneurship and innovation initiatives and programs is the deliberate inclusivity of our programs. ASU was recently selected as one of eleven awardees out of 400 applicants as a Kauffman Foundation Inclusion Challenge grant winner aimed at increasing the participation of women and under-represented entrepreneurs. As a university where inclusion, not exclusion and privileged selectivity, is the norm, inclusion is a pillar of not only our academic programs and admissions - offering all students who are prepared to study at the university level the opportunity to do so, thereby making ASU the largest public research university in the country - but also of our entrepreneurship and innovation programs. Through the Kauffman Inclusion Challenge grant, we were able to host a day-long design thinking workshop at ASU with over 50 program managers and leaders, interviewing and working with entrepreneurs, and considering the question, how might we design or modify our programs to be more inclusive of women entrepreneurs and minority entrepreneurs to increase participation by at least 25%. We are seed-funding the best ideas that emerged from that workshop to implement them.

Arizona State University was proud to be designated "The Entrepreneurial University" at the Deshpande Symposium in May 2016. We invite you to visit our [website](#) to see the array of programs we offer to support student entrepreneurs, faculty entrepreneurs, and community entrepreneurs.

*Ji Mi Choi is an associate vice president at Arizona State University leading Entrepreneurship + Innovation and advancing economic development and corporate engagement in greater Phoenix.*

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## Community Announcements

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### 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.

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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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## 2017 GCEC Conference October 12-14, 2017 Halifax Nova Scotia, Canada



The GCEC is the premier academic organization addressing the emerging topics of importance to the nation's university-based centers for entrepreneurship. It has become the vehicle by which the top, established entrepreneurship centers, as well as emerging centers, can work together to share best practices, develop programs and initiatives, and collaborate and assist each other in advancing, strengthening, and celebrating the role of universities in teaching the entrepreneurs of tomorrow.

The GCEC current membership totals 225+ university-based entrepreneurship centers ranging in age from well-established and nationally ranked to new and emerging centers. Each year a global conference is held on the campus of an GCEC member school.

The 2017 GCEC Conference will be hosted by Dalhousie University, Saint Mary's University, and the University of New Brunswick, October 12 - 14, 2017.

[Register Today!](#)

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# SkyHack

October 13-15 2017, Kent State University, Kent, Ohio



Join us for [#SkyHack](#), a weekend-long, aviation-focused hackathon open to university students from all majors and disciplines! Celebrating the combined 50th Anniversaries of Burton D. Morgan Foundation and Kent State's Flight Training program, this event will enable students to explore issues in the aviation industry. Work together with students from multiple universities and programs as you 'hack' and plan your way to a \$10,000 grand prize.

This is a free event with food, refreshments and prizes. Open to students from any U.S. university. Travel stipends are available. Visit [www.kent.edu/SkyHack](http://www.kent.edu/SkyHack) for additional information.

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