Engaging a Campus in Entrepreneurship: The South Side Entrepreneurial Connect Project

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SU Program in Entrepreneurship

- **Faculty:**
  - 6 full-time faculty in Dept. of Entrepreneurship & Emerging Enterprises
  - 8 faculty from other business disciplines
  - 10 adjuncts with substantial entrepreneurial experience
  - 5 faculty members from other schools on campus

- **Staff:**
  - Executive Director and Managing Director
  - Full-time Administrative Coordinator and full-time Event Coordinator
  - 2 Ph.D. students, 9 graduate assistants, 1 undergraduate student worker

Dream > Believe > Pursue
Comprehensive, Dynamic Approach

A Dynamic Curriculum

Integrated Approach to Entrepreneurial Learning

An Entrepreneurial Environment (Total Immersion)

Dream > Believe > Pursue

National Leadership & a Philosophy of Sharing

Research that Matters

Sustainable Infrastructure

Outreach rooted in the Community

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An Entrepreneurial Environment (Total Immersion)
A Commitment to Entrepreneurial Teaching through Student Engagement

• We believe great entrepreneurship programs are firmly rooted in the entrepreneurial community.
• We believe in total student immersion in entrepreneurship to learn from and give to that community.
• The South Side Entrepreneurial Connect Project (SSECP) epitomizes these beliefs.
The South Side Entrepreneurial Connect Project: Building an Entrepreneurial Community 100 Strong

• Involving our students and faculty across SU’s campus in our Phased Project
  – **Phase One:** Foundation Building
  – **Phase Two:** Business Growth and Expansion
  – **Phase Three:** Ensuring Venture Sustainability
  – **Post-Phase Three:** SU’s committed, continued involvement and support of growth, expansion, and sustainability; new initiatives to be established based on South Side evaluation of needs.
SSECP’s Unique Entrepreneurial Model

A self-sustaining model that goes beyond business development or economic development to inspiring and developing an entrepreneurial spirit.

- Primary focus: entrepreneurship
- Provide hands-on, real-life entrepreneurial learning opportunities for students
- Creates an infrastructure which connects the entrepreneur with the required resources and training
- Builds a community which is collaborative, supportive, empowering
- Deploys university resources to the community development
- Model is replicable in similar communities
Exhibit II: Overall Model to Guide Inner-City Entrepreneurial Development

- Infrastructure Building
  - University Leadership and Cross-Campus Resources
  - Culture Building
    - Community Events
    - Training Programs
  - Staged Intervention Model with Entrepreneurs
    - Measurement, Communications, and Reinforcement
      - Entrepreneurial Recognition
      - Role Models
  - Micro Credit Fund
  - Incubator
  - Asset Database
  - Entrepreneurs’ Association
  - SS Board
  - Resource Network

- Sustainable Entrepreneurial Community
South Side Entrepreneurial Connect Project Support Program

**Stage I**
- **Entrepreneurial Awareness**
  - Not really on my radar screen
  - School Seminars
  - Youth Mentoring
  - Generating Ideas and Creativity
  - Networking Events

**Stage II**
- **Nascent Entrepreneur**
  - I've got a dream
  - Women Igniting the Spirit of Entrepreneurship (WISE)
  - Networking Events
  - Workshops and Seminars
  - Entrepreneur Boot Camp

**Stage III**
- **Early Start-Up**
  - Am I over my head
  - CIE LC Student Teams
  - WISE
  - Southside Entrepreneurs Association
  - Boot Camp
  - Kauffman Interns

**Stage IV**
- **Sustained Growth**
  - I'm ready to fly
  - Student E Club Project Assistance
  - MBA Consulting Teams
  - WISE
  - Advanced Boot Camp
  - Kauffman Interns

**Outcomes**
- Raise awareness of entrepreneurial potential in the South Side
- Market Research
- Business Concept Development
- Business Formation, Management Team and Advisors
- Business Plan
- Marketing Plan
- Bootstrapping and Sales
- Financing/accounting
- Profitability and Expansion

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Comprehensive and Integrated Portfolio of South Side Programs

- **Youth Programs**
  - Y.E.S.
  - OnTarget
  - Mentoring
  - Competitions

- **Program Infrastructure**
  - SSEA
  - Board of Advisors
  - Incubator
  - Website & Database

- **Professional Resource Provisions**
  - Partners
  - Businesses
  - Entrepreneurs
  - Volunteers
  - Minority Purchasing

- **Communication Programs**
  - Website
  - Blog
  - Newsletter
  - Reporting
  - Visioning
  - Marketing

- **Consulting Programs**
  - Student teams
  - CIE

- **Training Programs**
  - Bootcamp
  - OnTarget
  - WISE

- **Financing Programs**
  - Microcredit Fund
  - Grants/Gifts

- **South Side Entrepreneurial Connect Project**

  - SSEA
  - Board of Advisors
  - Incubator
  - Website & Database
How Our SU Campus is Involved with the South Side Project

**Youth Programs**
- Whitman School of Management
- School of Education

**Professional Resource Provisions**
- School of Education
- Whitman School of Management
- School of Architecture
- Arts & Sciences
- Computer Science
- SUNY-ESF

**Communication Programs**
- Whitman School of Management
- Newhouse School of Public Communications
- School of Information Studies

**Program Infrastructure**
- Whitman School of Management
- College of Law

**Consulting Programs**
- Whitman School of Management
- School of Information Studies
- College of Engineering
- Maxwell School

**Training Programs**
- Whitman School of Management
- School of Education
- Visual & Performing Arts

**Financing Programs**
- Whitman School of Management
Examples of Cross Campus Involvement

• College of Law
  – Filed for incorporation for the South Side Entrepreneurs Association (SSEA). Provides regularly scheduled legal advice sessions for South Side entrepreneurs.

• School of Information Studies
  – Created website and online retailing option for a newspaper stand that sells back issue publications, including a PayPal option. The store was previously without Internet access. Installed computers in 21 businesses.

• School of Architecture
  – Worked with clients on building design issues in starting a business and in expanding another business.

• Newhouse School of Public Communication
  – Created advertising spots for our South Side businesses to better market their products and services. A local ClearChannel radio station dedicates a part of a popular show to highlight these efforts and the entrepreneurs every other Sunday.
South Side Project 2005-6

Project Outcomes for the South Side

– 48 new jobs created for South Side entrepreneurs
– 8 new businesses started
– Searchable database created (more than 300 South Side businesses)
– South Side Entrepreneurs Association membership: increased from 6 to 92 entrepreneurs
– 200 students working with businesses per semester from undergraduate and graduate programs in Management (including SIFE), Law, Information Studies, Fashion Design, Hospitality, and Architecture