

**Nomination of
The Center for Penn State Student Entrepreneurship for the
GCEC AWARD FOR EXCEPTIONAL ACTIVITIES IN ENTREPRENEURSHIP ACROSS
DISCIPLINES**

This is to nominate The Center for Penn State Student Entrepreneurship at the Pennsylvania State University, for the GCEC award for exceptional activities in entrepreneurship across disciplines. We understand that Penn State was recognized in 2006 with a GCEC award. This nomination is for our Center and its programs established three years after that GCEC recognition. We received runner-up recognition last year in Stockholm.

1. Clearly state the activities purpose, strategic goals, objectives and intended target audience.

The Center for Penn State Student Entrepreneurship (CPSSE) was created in 2009 for *the purpose* of broadening entrepreneurship teaching and learning across all disciplines and campuses. While entrepreneurship education was offered prior to 2009 in engineering and business, faculty and students in other disciplines desired easier access. The solution spearheaded by an enterprising inter-disciplinary team of professors was a new center, independent of any academic discipline and welcoming to all. The Pennsylvania State University is one of the largest higher education institutions in the world with more than 100,000 students, 17,000 faculty members, 22 undergraduate campuses and 275 baccalaureate programs. The undergraduates, 81,000 of total enrollment, are CPSSE's *target audience*, no matter their major. *The goals* are to provide

- powerful pedagogies and state-of-the-art curriculum through an 18-20 credit minor and discipline specific electives to every one of Penn State's 81,000 undergraduates,
- a wide range of complementary co-curricular programs and
- student access to Penn State's rich entrepreneurship resources and eco-system of founders, inventors, makers, engaged alumni, and innovation-minded community members at 22 Penn State campuses across the commonwealth.

2. Explain how the center has leveraged strategic partners, resources and networks to develop a comprehensive program.

Over the past 11 years, the CPPSE has built a *network* and organized *resources* and *partnerships* across 22 campuses and the communities in which Penn State operates across the commonwealth. The CPPSE is home to both an undergraduate 18 – 20 credit minor, the Inter-College Minor in Entrepreneurship & Innovation (ENTI) featuring 10 tracks and a host of co-curricular programs branded Lion LaunchPad. The center maintains an interdisciplinary faculty of more than 88 from three dozen departments, 9 colleges and 9 campuses. It also partners closely with the Office of the President and Invent Penn State (<http://invent.psu.edu>), the President's signature program that fosters research, invention, IP creation and commercialization and hosts a network of Small Business Development Centers and 22 Innovation Hubs/accelerators spread across the

commonwealth. Other elements and stakeholders in our network include engaged alumni-entrepreneurs and other founders who teach and mentor, global programs/study abroad, diversity, equity and inclusion (DEI) specialists, librarians and the special collections they developed, student affairs/residence life, advising centers, the university's IT and Artificial Intelligence units, IP and new venture law clinics, the career/internship centers, student clubs with an e-ship focus, development officers, local media, K-12 schools and recently, a restorative justice/returning citizen e-ship education initiative.

3. Describe the multidisciplinary program and explain why the program is unique and/or innovative

The three elements that allow us to achieve our goals and that make our interdisciplinary program ***unique and innovative*** are

- the governance and funding structures,
- the breadth of disciplinary tracks within the academic minor, and
- the faculty drawn from dozens of disciplines.

To assure the interdisciplinary mission, the CPSSE was endowed with a unique governance structure: It operates above the college structure and is directed by an inter-disciplinary team of 10 faculty members from 9 colleges. It is funded through the provost. It is independent of any discipline or academic unit. It is the only such program at Penn State. Academic deans and department heads are supportive, which makes it possible for CPPSE to “borrow” 88 faculty members from 9 colleges and 9 campuses. These professors are often experts in other disciplines, but many are or were entrepreneurs and all have developed entrepreneurship pedagogy expertise. We believe the breadth and depth of the entrepreneurship educator community is one of our key strengths. Moreover, it solves the problem of staffing and meeting demand from the thousands of Penn State students who wish to learn and grow in our programs.

The centerpiece of the CPPSE's program is the 18-20 credit Intercollege Minor in Entrepreneurship and Innovation (ENTI), <http://enti.psu.edu>. It offers a core of 3 courses (9 credits) in entrepreneurial mindset, entrepreneurial leadership and new venture creation. Students choose from 10 different tracks (called clusters) to offer deeper dives into a wide variety of markets and opportunities with their attendant skills, knowledge and social values. The 10 tracks are Advocacy, Art, Bio-tech, Digital Innovation, Food/Bio-innovation, Hospitality, Media, Social Entrepreneurship, Engineering Technology and New Ventures (see Appendix for details).

The co-curricular arm of the CPPSE is called Lion LaunchPad. Its programs include a dorm and makerspace for student-entrepreneurs, access to competitions, hackathons, micro-grants, a network of mentors and subject experts, speakers, and seminars (See Appendix).

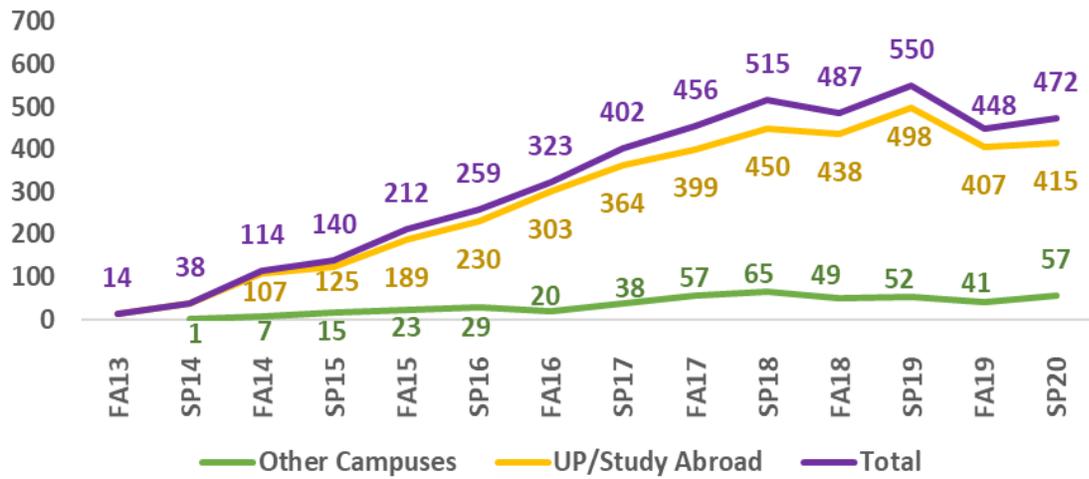
The Center provides learning assessment, an annual faculty retreat and faculty development for instructors in any discipline who wish to teach center entrepreneurship courses or add a few innovation and entrepreneurship learning objectives to their existing classes. The center is

exploring community engagement opportunities including a service program in which students would be trained to teach entrepreneurial mindset in K-12 settings and another in which faculty would facilitate new venture creation workshops to returning citizens and veterans groups.

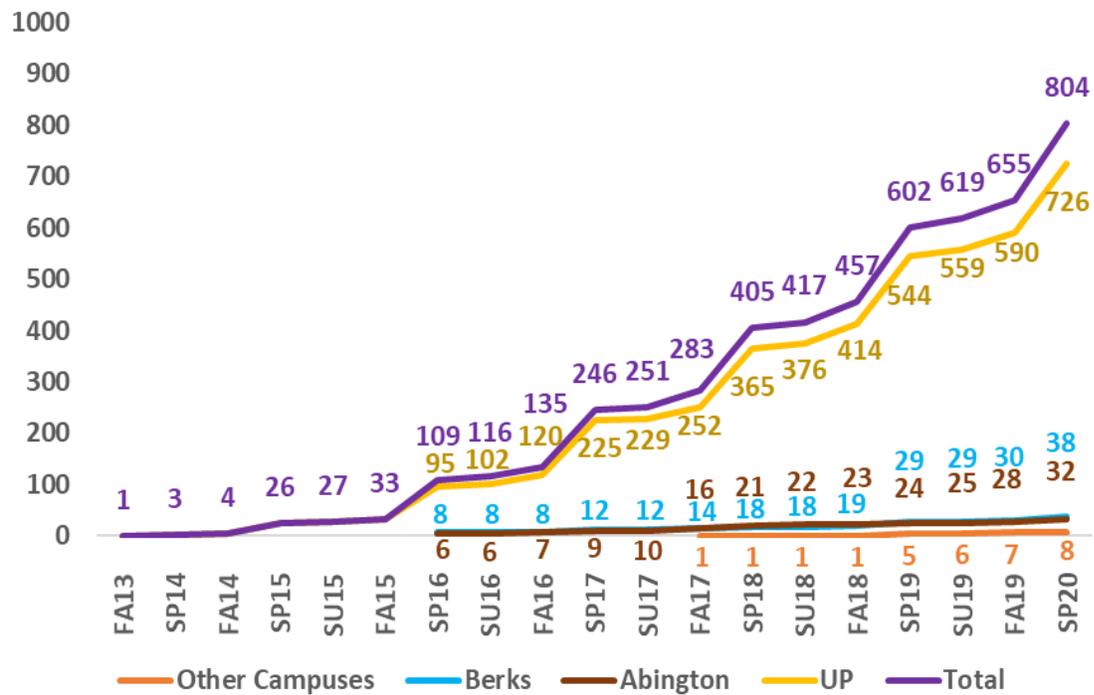
4. Provide a list of three to five specific achievements and/or related outcomes, with a brief explanation, that illustrate the Center's impact.

- Every one of Penn State's 81,000 undergraduates has access to entrepreneurship education, no matter their major, GPA or campus location (of which there are 22 across the Commonwealth). This is no small logistics task. At our small campuses, all have access to a coordinated core of 9 credits in entrepreneurship and more than half (about 42,000) have access to the full minor.
 - In the last four years, 8,500 students from 133 majors (of which there are 275) have enrolled in at least one Center course.
 - Enrollment grew rapidly since the founding of ENTI in 2013 to become the third largest minor at Penn State (of which there are 200) (see graph below).
 - Since the founding of the ENTI minor 8 years ago, 804 students have completed it (see graph below).
- Each of the 10 tracks in the ENTI minor was founded by an entrepreneurial faculty member in her or his discipline. This is highly unusual at a large bureaucratic institution. Our only criteria for creating a new track are that it must be open to students in any major, it must have a faculty member champion (not an administrator), and it must be distinct from the other tracks. The tracks, called "clusters," are Advocacy, Art, Bio-tech, Digital Innovation, Food/Bio-innovation, Hospitality, Media, Social Entrepreneurship, Engineering Technology and New Ventures. It is common for a biology major to minor in ENTI-New Media, for a theatre major to take ENTI-New Ventures or a journalism major to do the ENTI-hospitality track.
- The faculty leadership team that governs the ENTI minor and oversees curriculum and co-curriculars are scholars from a wide range of disciplines including agriculture, journalism, hospitality, management, engineering, information sciences, biotechnology, communications and music. Eight of the 10 scholars were or are entrepreneurs.
- Lion LaunchPad, the Center's brand for co-curricular programming, hosts both a dorm and a makerspace for student-entrepreneurs in any major.
- The Center created a faculty-led study abroad course in international entrepreneurship leadership that took students from several majors to Israel in 2018 and 2019. The Spring 2020 program to Colombia was canceled, as were all PSU study abroad programs.

Enrollment in ENTI Minor, by semester, Fall 2013 – Spring 2020



Cumulative ENTI Minor Graduates Fall 2013 – Spring 2020

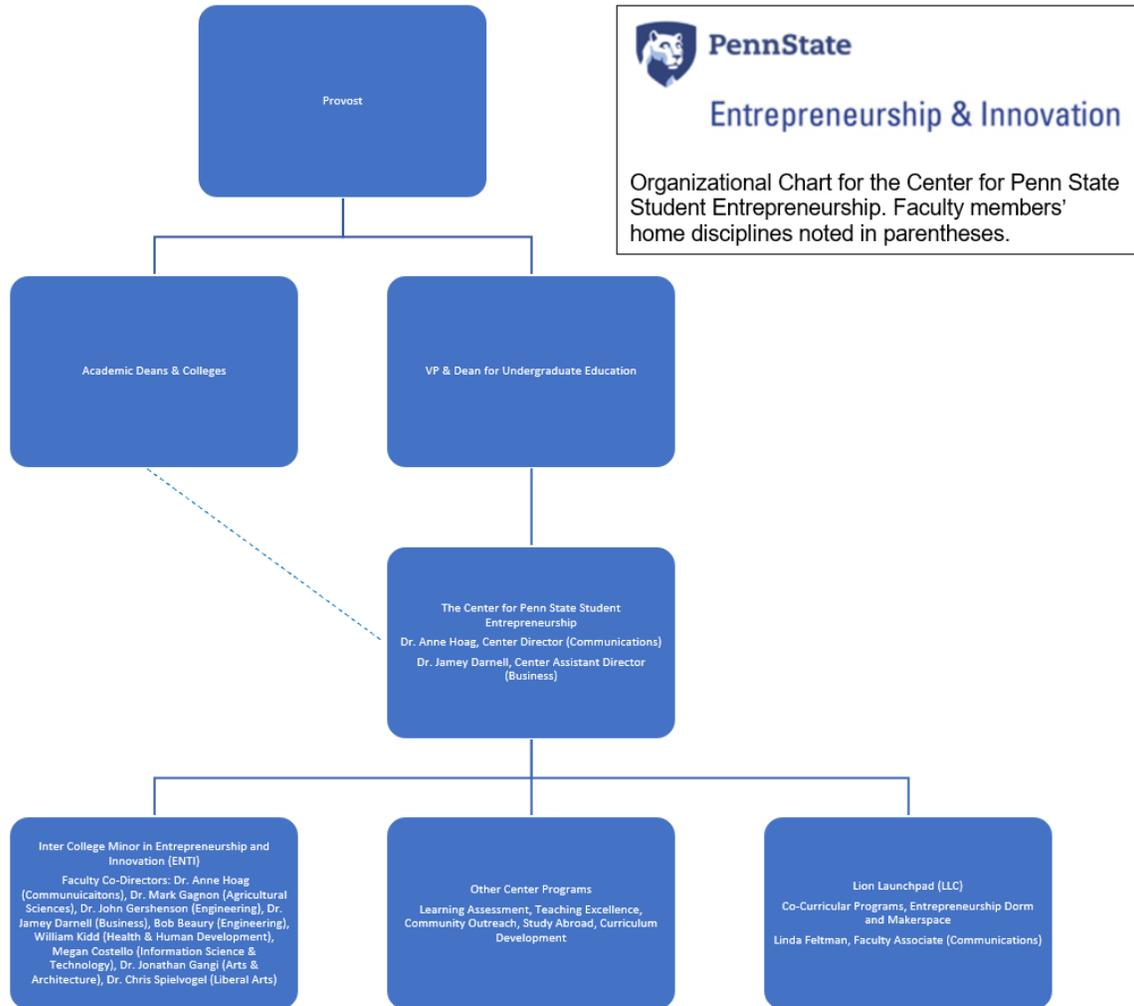


5. Explain how this activity distinguishes the center from its peers.

To the extent that we can compare our center to our GCEC peers, ours is clearly focused on undergraduate education. Moreover, our prime mission is to make state-of-the-art entrepreneurship and innovation education available to all our 81,000 students across 22 campuses. We can achieve this mission thanks to our inter-disciplinary governance structure, funding source that assures independence, partnerships with university departments, community organizations, founders, alumni, our faculty body from dozens of disciplines, a curriculum featuring 10 tracks, breadth and depth in our co-curricular opportunities and our recent re-commitment to diversity, equity and inclusion.

Appendix

Provide a center organizational chart to include faculty, staff, other personnel, and strategic partners from other disciplines.



Include up to two (2) other items of your choice that best reflect the goals of the interdisciplinary program.

Item #1: Advising Overview for Intercollege Minor in Entrepreneurship & Innovation (ENTI)

Item #2: Information Flyer for Lion LaunchPad Special Living Option (Fall, 2019 version)

Entrepreneurship and Innovation Minor (ENTI)

CHOOSE THE MINOR WITH A MAJOR IMPACT



Channel your passion into an entrepreneurial venture and be an agent of positive change through the ENTI Minor.

Broaden your education and differentiate yourself with an entrepreneurial mindset and skills.

- Learn how to deliver products and services to meet market needs
- Address significant problems in any field
- Recognize opportunity, build self-efficacy, learn from failure, and enhance communication and leadership skills
- Thrive in a job, class, or activity that includes unknowns, deadlines, and ambiguities

Learn through core courses and a disciplinary focus area.

Take 9 credits of required core courses and 9-10 credits in an entrepreneurship focus area called a "cluster." You are encouraged to begin the core courses before your fourth semester.

SEMESTERS 1-4	SEMESTERS 5-7	CLUSTER OPTIONS
Entrepreneurial Mindset (3) MGMT 215	New Venture Creation (3) MGMT/ENGR/IST 425	Arts Entrepreneurship Bio-Tech Digital Entrepreneurship & Innovation Entrepreneurship as Advocacy Food and Bio-Innovation Hospitality Management New Media New Ventures Social Entrepreneurship Technology Based Entrepreneurship
SEMESTERS 3-5	Cluster Course 1	
Entrepreneurial Leadership (3) ENGR 310	SEMESTERS 7-8	
	Cluster Courses 2 & 3	

Cluster details on back page

Connect with local organizations and events to grow your ideas.

- Enactus | Chapters at Abington, Altoona, and University Park
- Penn State Startup Week | startupweek.psu.edu
- HackPSU | hackpsu.org
- Happy Valley LaunchBox | launchbox.psu.edu
- Innoblue | innoblue.org
- Invent Penn State | invent.psu.edu
- Lion LaunchPad | lionlaunchpad.psu.edu
- Small Business Development Center Penn State | sbdc.psu.edu

Anne Hoag, Director | enti@psu.edu
 Jamey Darnell, Assistant Director | jad961@psu.edu

enti.psu.edu



ENTI CLUSTER OPTIONS

**ARTS ENTREPRENEURSHIP**

10 credits

Learning the business side of the arts will empower you to create a career based on your interests, creativity, natural talents, and gifts. The Arts Entrepreneurship cluster is designed to help you create the future you want and make a living as an artist.

Cluster Director: Jonathan Gangi | jgg27@psu.edu
College of Arts and Architecture

**BIO-TECH**

9 credits

This cluster prepares students to develop an entrepreneurial mindset and apply innovative strategies to find solutions that benefit humans, animals, and the environment. Students will also develop unique skills in career readiness such as teamwork, leadership, and communication. Students who complete these cluster courses will be better able to take an interdisciplinary approach to solving problems through Biotechnology.

Cluster Director: Beatrice Sivalaya | bsv205@psu.edu
Eberly College of Science

**DIGITAL ENTREPRENEURSHIP AND INNOVATION**

9 credits

This cluster emphasizes digital business models and the impact of IT-driven innovation as part of start-up companies or new ventures within established companies. Using, in part, a lean startup methodology, students gain experience in moving ideas from concept to viable business models, digital tools to start, support, and grow businesses, and the fundamentals of digital design and user experience.

Cluster Director: Megan Costello | mcostello@ist.psu.edu
College of Information Sciences and Technology

**ENTREPRENEURSHIP AS ADVOCACY**

9 credits

This cluster empowers students to utilize the process of entrepreneurship as a form of advocacy to improve the human condition and enhance public life. It leverages a critique of the business paradigm of "maximize shareholder value" to encourage students to create organizations that can be a force for positive change in society.

Cluster Director: Chris Spielvogel | chris.spielvogel@psu.edu
College of the Liberal Arts

**FOOD AND BIO-INNOVATION**

9 credits

This cluster helps students develop as entrepreneurs and innovators in the agriculture and life sciences space. It emphasizes new thinking to apply solutions to: balancing food supply quality, human/animal health, agricultural security, renewable energy, renewable materials, and biological processes.

Cluster Director: Mark A. Gagnon | mag199@psu.edu
College of Agricultural Sciences

**HOSPITALITY MANAGEMENT**

9 credits

This specialization prepares students to create and develop novel, but sound, entrepreneurial concepts related to the hospitality industry in such businesses as hotels, motels, bed and breakfasts, quick-service restaurants, upscale restaurants, mobile dining such as food trucks, online travel agencies, and other online ventures. The cluster is also designed to prepare students to be innovators within existing organizations.

Cluster Director: William Kidd | wrk2@psu.edu
College of Health and Human Development

**NEW MEDIA**

9 credits

This cluster prepares students to capitalize on opportunities and meet challenges in the creation and distribution of news, entertainment, and information. Students who complete this cluster gain expertise in new media production and distribution, media business models and management, new media technologies, and law and media ethics.

Cluster Director: Anne Haeg | enti@psu.edu
Donald P. Bellisario College of Communications

**NEW VENTURES**

9 or 10 credits

This cluster is designed to help students develop the skills and ways of thinking required to create, develop, innovate, and manage entrepreneurial companies. A successful start-up venture requires a wide range of managerial skills such as acquiring and balancing limited resources, changing direction quickly, building a coherent team, managing intellectual property, and creating new markets.

Cluster Director: Jamey Darnell | jad961@psu.edu
Smeal College of Business

**SOCIAL ENTREPRENEURSHIP**

9.5 credits

This cluster prepares students to affect sustainable and scalable social impact within marginalized communities in the United States and abroad. The goal is to develop and deliver solutions that are technologically appropriate, environmentally benign, socially acceptable, and economically sustainable.

Cluster Director: John Gershenson | jgg322@psu.edu
College of Engineering

**TECHNOLOGY BASED ENTREPRENEURSHIP**

9 credits

This cluster helps students develop entrepreneurial and intrapreneurial mindsets for technology-based products and businesses. Students develop unique skills to thrive in multidisciplinary teams like the ones seen in industry. These cluster courses support the development of consumer-based products and business-to-business products.

Cluster Director: Ted Graef | jtg150@psu.edu
College of Engineering



Lion Launchpad

Special Living Option

WHAT | Lion LaunchPad (LLP) is a Special Living Option that brings together students interested in entrepreneurship, innovation, and doing things differently.

WHO | First and second-year Penn State students from any college are eligible.

WHERE | The Special Living Option is located in Leete Hall, in the North Housing area on the University Park campus. Up to 20 students are housed in the suite-style residence.

WHY | Be at the heart of the entrepreneurial community and connect with student startups, local entrepreneurs, and changemakers to fuel your creativity, innovate, and develop products and services with the help of experts.

Group activities may include participation in entrepreneurship events like Global Entrepreneurship Week, HackPSU, Start Up Week, networking with local entrepreneurs, field trips, and weekly gatherings.

Find our video, podcast, and **fall 2019** application at
lionlaunchpad.psu.edu.



PennState

Have questions? Contact:

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☎ 814-865-3074

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