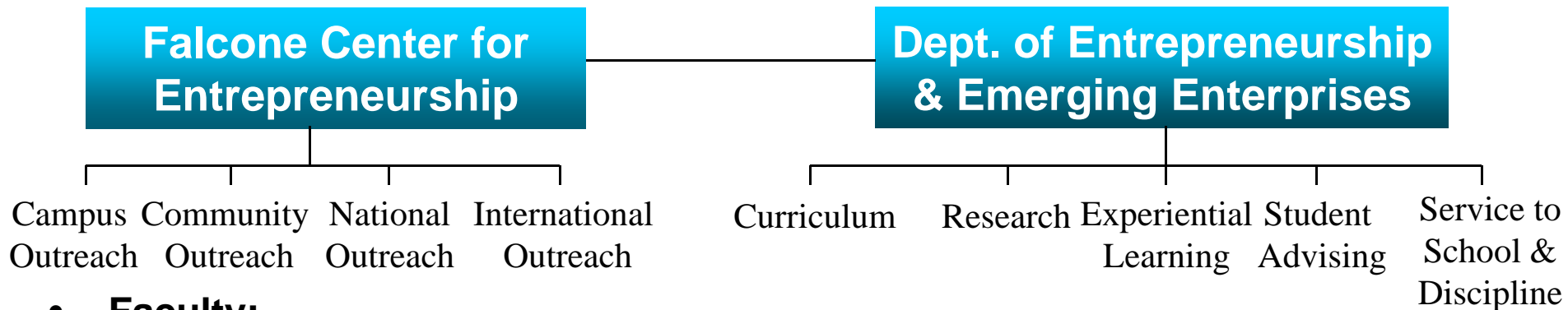


***Engaging a Campus in
Entrepreneurship: The South Side
Entrepreneurial Connect Project***

**Michael H. Morris, Ph.D.
Professor and Witting Chair in Entrepreneurship
Head, Department of Entrepreneurship & Emerging Enterprises
Whitman School of Management
Syracuse University**

**National Consortium of Entrepreneurship Centers
October 14, 2006**

SU Program in Entrepreneurship



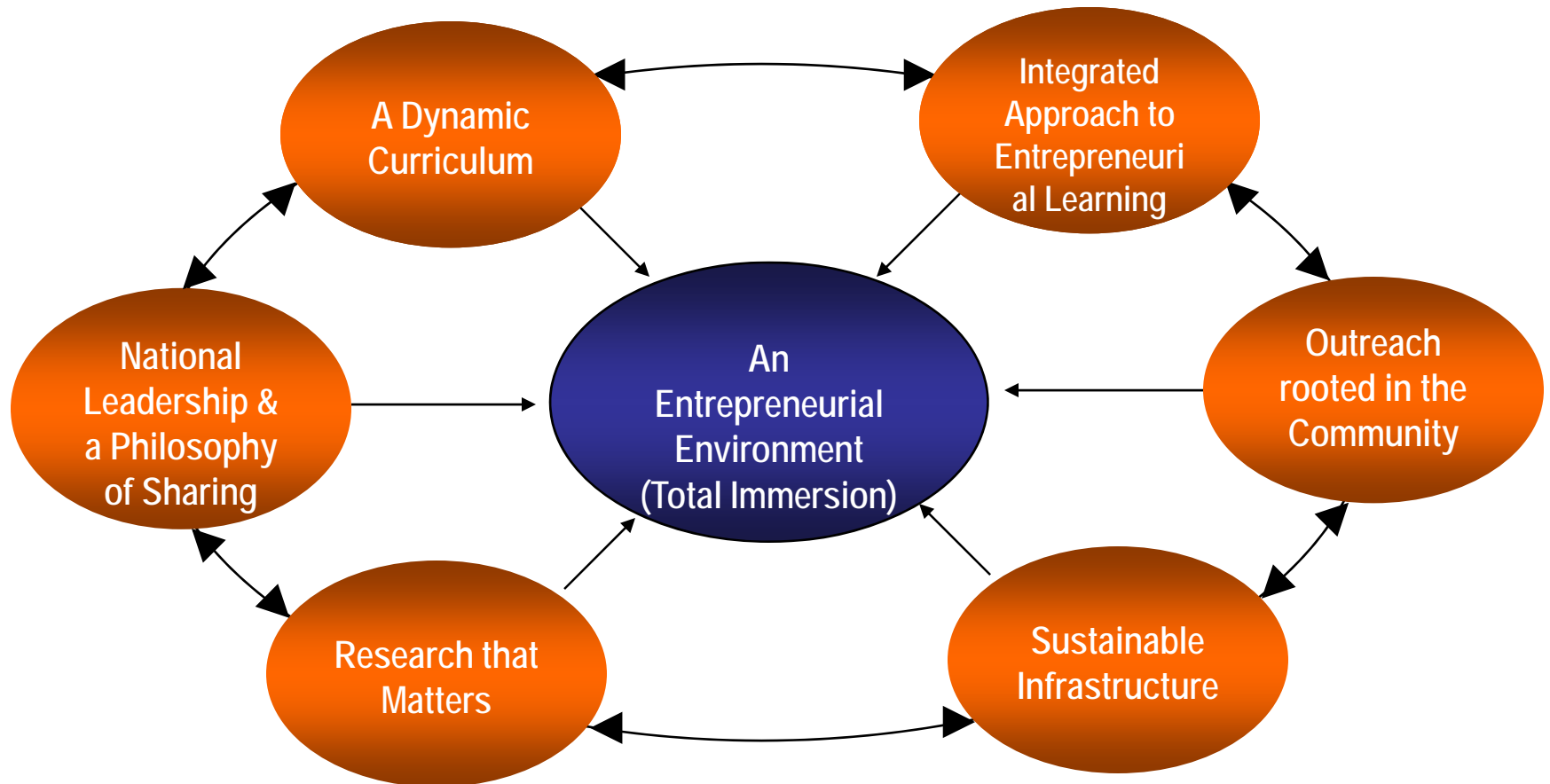
- **Faculty:**

- 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

Comprehensive, Dynamic Approach



Dream > Believe > Pursue

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

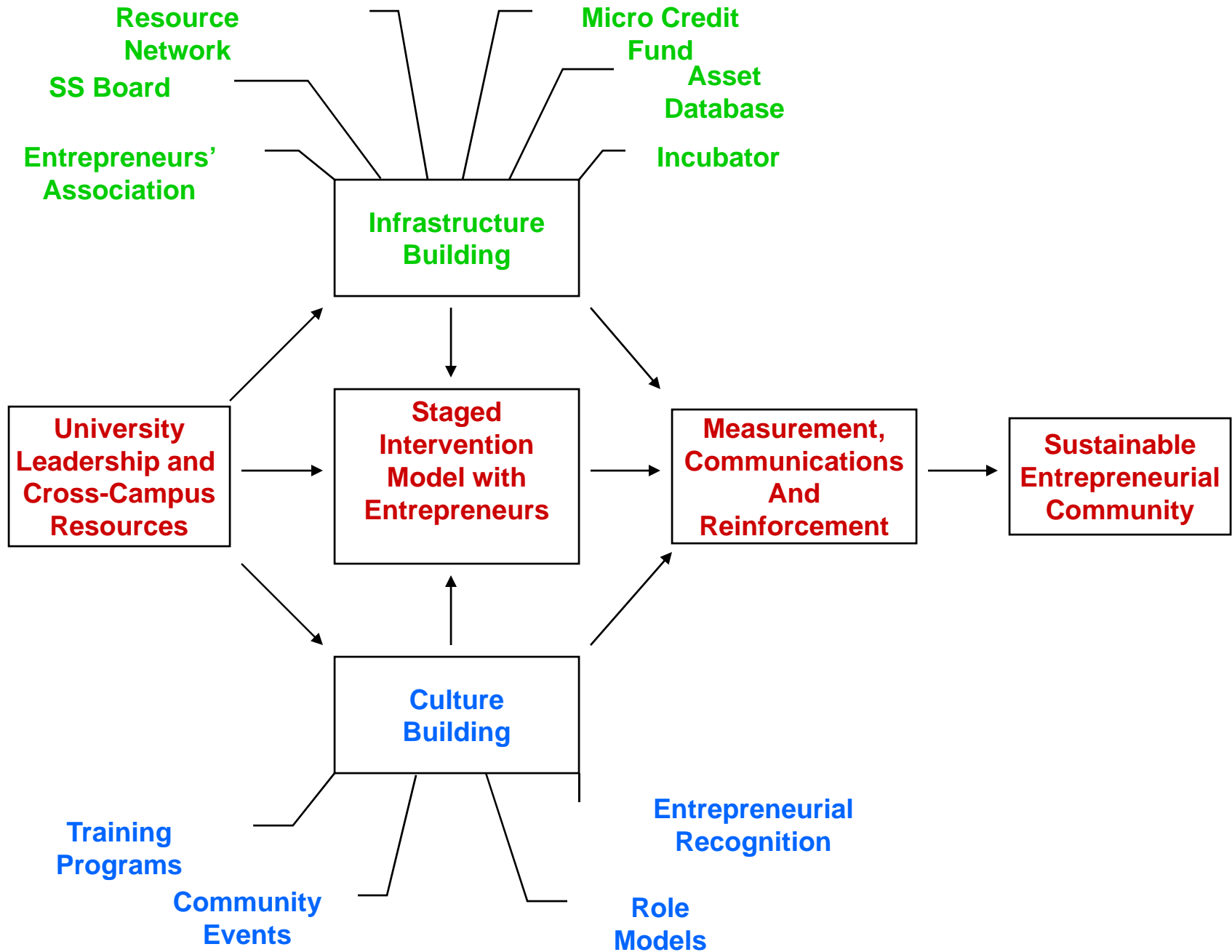
- Involving our students and faculty across SU's campus in our Phased Project
 - **Phase One:** Foundation Building
 - **Phase Two:** Business Growth and Expansion
 - **Phase Three:** Ensuring Venture Sustainability
 - **Post-Phase Three:** SU's committed, continued involvement and support of growth,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

SSECP's Unique Entrepreneurial Model

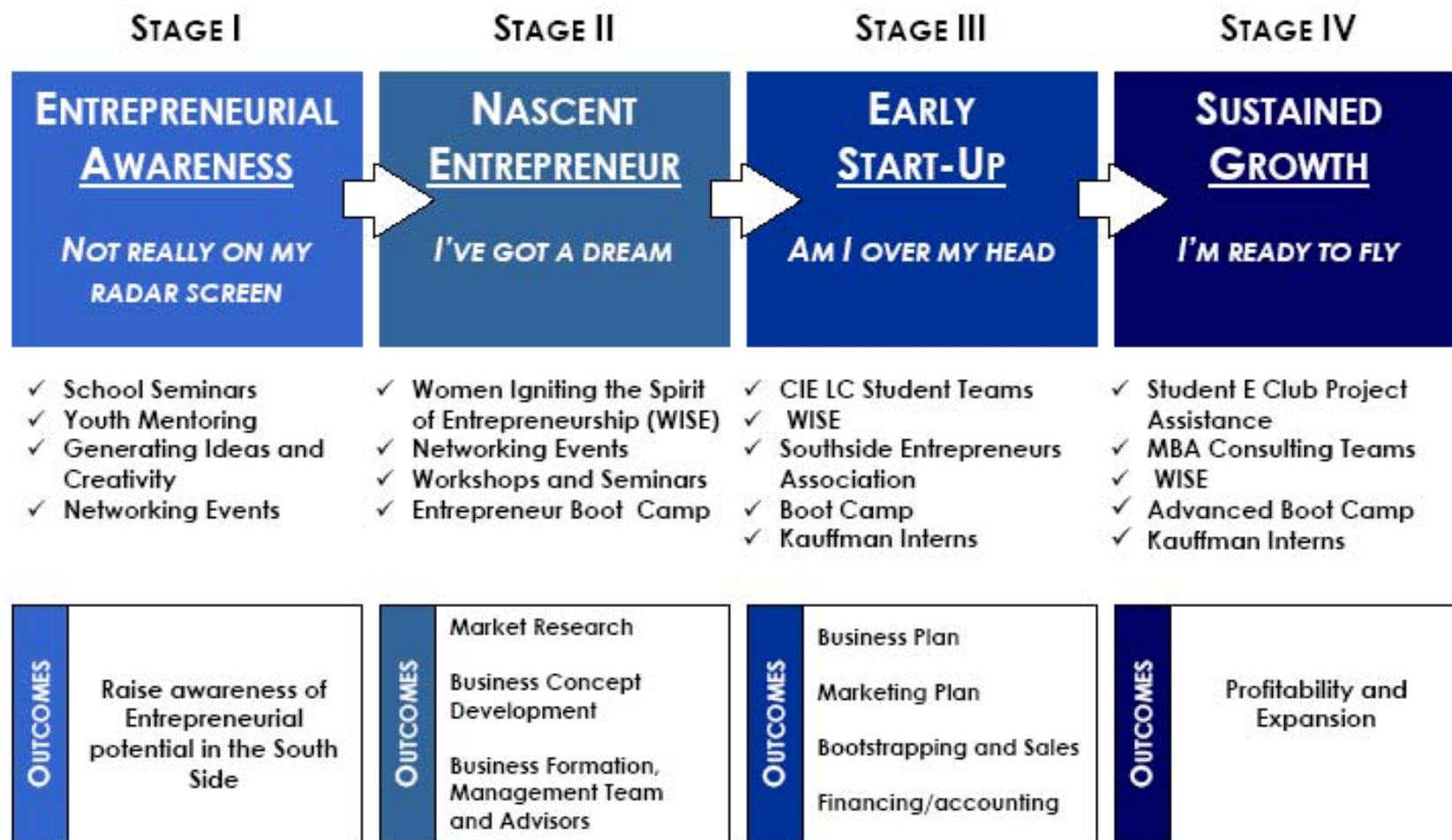
A self-sustaining model that goes beyond business development or economic development to inspiring and developing an *entrepreneurial spirit*.

- 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

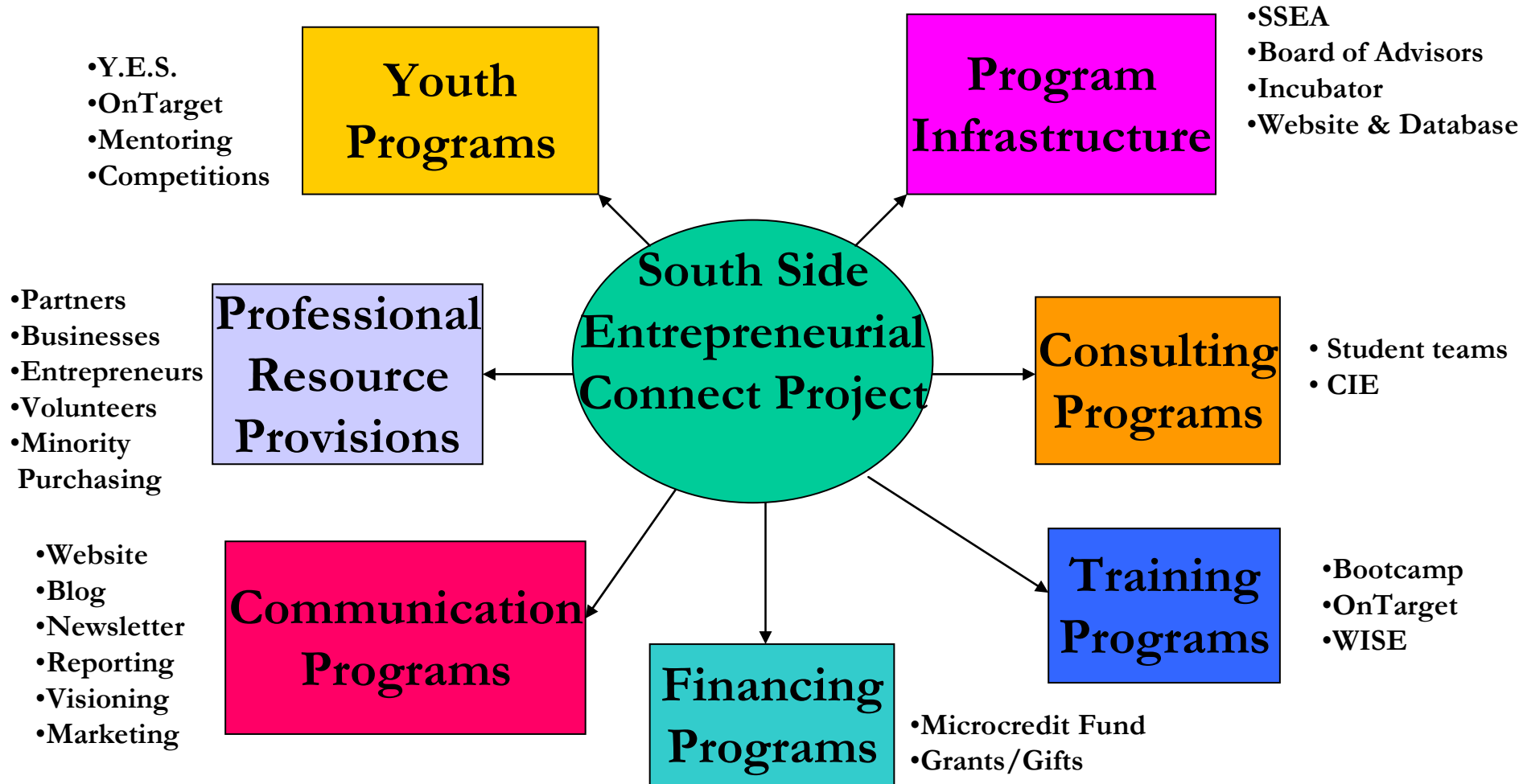
Exhibit II: Overall Model to Guide Inner-City Entrepreneurial Development



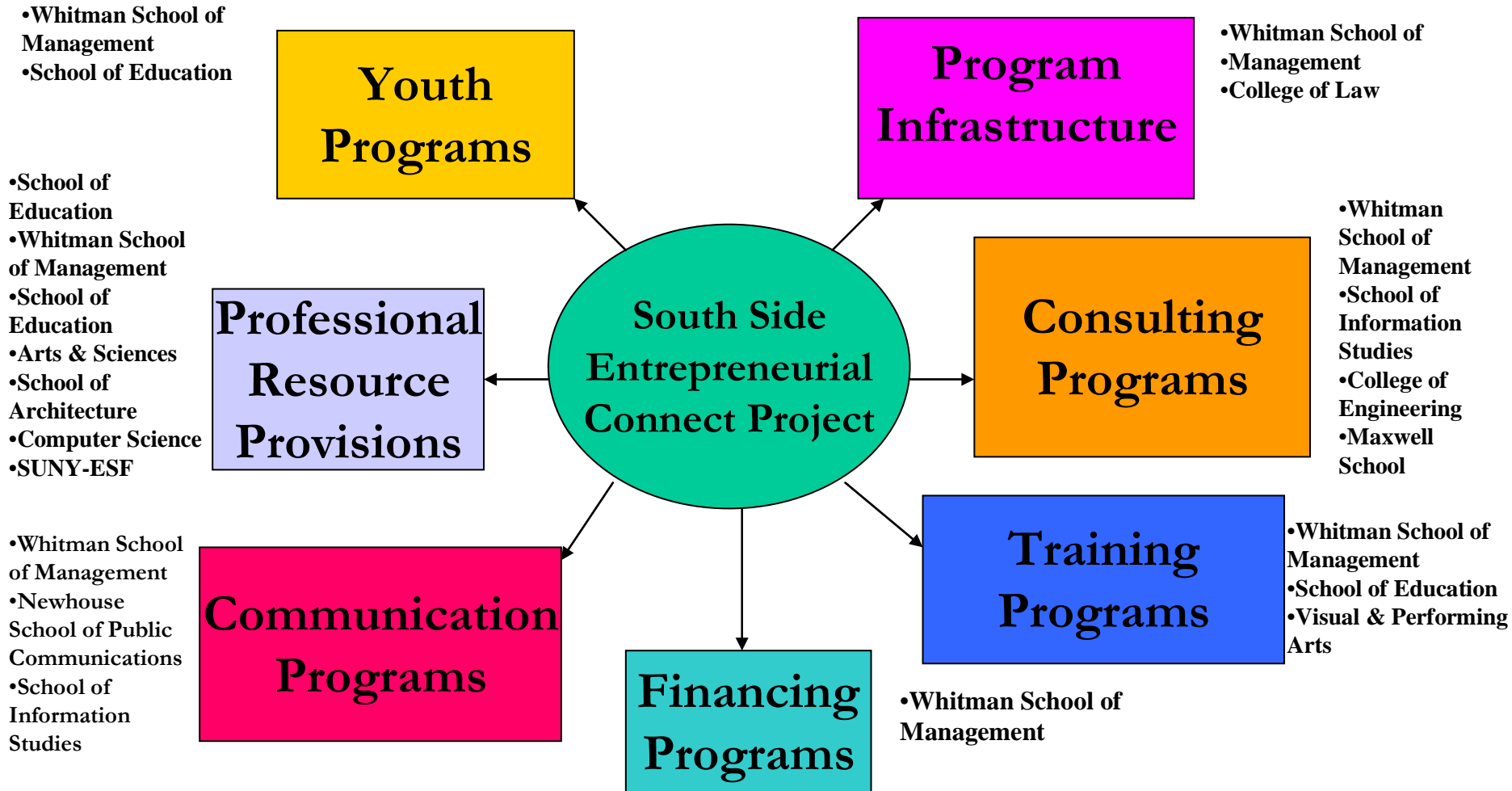
South Side Entrepreneurial Connect Project Support Program



Comprehensive and Integrated Portfolio of South Side Programs



How Our SU Campus is Involved with the South Side Project



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