Entrepreneurship Education in Michigan: Status and Recommendations

Michigan Entrepreneurship Education Network

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Overview

- Value of Entrepreneurship Education
- Michigan Entrepreneurship Education Network (MEEN): Background and Vision
- MEEN: 2007-2009
- Recommendations

Value of Entrepreneurship Education

- Entrepreneurship programs have a high impact on:
  - Entrepreneurial Talent
  - Economic and Community Development
  - College and University Vitality

Entrepreneurial Talent

- Develops critical cross-functional decision making skills that creates high potential entrepreneurial career opportunities for students
- Increases marketability for corporate entrepreneurial opportunities
  - new business development
  - new product development
  - new market development
  - innovation management
  - technology management
  - organizational transformation
- Increases likelihood of involvement in the creation of a new business

Talent (cont.)

- Students who completed the University of Arizona Berger Entrepreneurship Program
  - Earned more than non-entrepreneurship graduates (27% higher)
  - Realized five times the growth in sales and employment growth in their companies or their employer's companies
  - Were 25% more likely to be involved in new ventures
  - Were 11% more likely to own their own business after graduation
  - Were more likely to be involved in new technological product development (9% higher)
  - Were more likely to be employed by a high tech firm (13% higher)

Economic Development

- Leads to the launch of hundreds of start-ups with high economic impact, often in the state of origin
- Startups based on university technologies (2004) *
  - 462 startup companies were launched in U.S. and Canada
  - 80% continued to operate in the state or province where technology originated
  - 635 new products were introduced
- Delivers highly skilled entrepreneurs for ventures and corporate entrepreneurship opportunities
  - Contributes to the success of ventures

- Association of University Technology Managers (AUTM) Licensing Survey: FY 2004.

Economic (cont.)

- Connects local business leaders and future business leaders via mentorship opportunities
- Create "Entrepreneurial Community and Culture"
  - Educational workshops and networking events
  - Speaker series
  - Business plan competitions
  - Educational opportunities integrating across disciplines/schools

College and University Vitality

- "…It is not about the money… Technology transfer must serve our core mission: sharing ideas and innovations in the service of society's well-being." Mary Sue Coleman, UM, 2005
- Facilitates retention of entrepreneurial faculty
- Builds links between the business and academic communities
  - advisory board members
  - guest speakers
  - funding for university entrepreneurship programs
- Demonstrates responsiveness to economic development and community development role
- Provides financial benefits to the university (2004)*
  - Licensing income: $1.385 billion (U.S. and Canada)
  - 342 licenses with equity; 240 startups with equity

MEEN Background and Vision

- Background
  - Funded September, 2002 - September, 2004 by MEDC
    - Evolved from MEDC's strategic plan; emphasizes increasingly important role of universities in Michigan's future economic development efforts
  - Funded 2006-2008 by the Dow Foundation
- Vision/Goals
  - To develop a neutral, enduring entrepreneurship organization for State of Michigan entrepreneurship educators and related professionals
  - To provide networking, consultation and assistance in program development, training and education, cross-program integration, information and resources, and funding
  - To represent Michigan's interests to national and international entrepreneurship organizations

MEEN Program Highlights

- Developed and disseminated comprehensive benchmarking and template reports
  - 2003: University level, National, Cross-discipline
  - 2006: Technology Enabled
  - 2007 (planned): Michigan, all levels, include non-degree
- Assisted all public universities to develop entrepreneurship programs
- Developed and presented faculty workshops at several universities to enhance entrepreneurship education
- Provided competitive grant funding to support program creation and implementation
- Launched a collaborative network of entrepreneurship education programs in Michigan's universities

MEEN: 2007-2009

- Build MEEN visibility as the Catalyst for Michigan Entrepreneurship Education
- Program Development
  - Michigan Entrepreneurial Education System
  - High Tech Entrepreneur
  - Workforce Development/Entrepreneurship
  - Youth

Catalyst

- Participate in developing common understanding and agreement among key stakeholders on stimulating Entrepreneurial Economy
- Represent Education as a key element
- Communicate status, identify gaps, recommend programs and projects, facilitate resources and funding
- Identify and disseminate “best practices”
- Represent Michigan in national organizations and venues

Program - Michigan Entrepreneurial Education System

- System includes all educators and partners across Michigan
- Degree programs
  - Community Colleges
  - 2+2 Articulation
  - Colleges and Universities
- Non- degree programs
  - Certification
- Standardized curriculum
- Campus-wide model
  - Integrated within all appropriate campus programs (e.g., Alternative Energy)

System (cont.)

- High quality
  - Hands-on: mentoring, feedback, presentations
- Non – linear: Lifelong Learning
  - Student chooses different educational institutions, programs, degrees (non-degrees) over lifetime
- Multiple points of access
  - Articulation or other agreements across all educational institutions in Michigan
- Multiple modes (delivery approaches) of access
- Highly flexible, reciprocal (transfer of credits, blurred lines of institutional roles with students)

Program - High Tech Entrepreneur

- Target: practicing and potential entrepreneurs in high technology segments
- Coordinate with Entrepreneurial support organizations for sponsorship, coaching
  - Smart Zones, Incubators
  - SBTDCs
  - GLEQ
- Provide web-based "Core" to develop business plan
  - 10 modules on key topics
- Illustrate industry-specific variations

Program - Workforce Development/Entrepreneurship

- Michigan received three U.S. Department of Labor (DOL) Workforce Innovation for Regional Economic Development (WIRED) grants (2006)
  - Mid Michigan Innovation Alliance
  - Southeastern Michigan
  - Western Michigan Workforce Innovations Lab
- DOL understands that entrepreneurship is key underpinning
- MEEN role potential

Program - Youth

- Target
  - K-12 and post-secondary
  - urban and rural youth, or other disadvantaged groups
- National momentum
  - Teachers, administrators report high success
    - increasing student enthusiasm in school
    - increasing performance on standardized tests

Recommendations

- Encourage development of Entrepreneurship programs in all Michigan community colleges, colleges, and universities
  - Increase number of programs offering Minors and Majors
  - Encourage programs at the private universities
- Encourage expansion of current programs
  - Comprehensive, cross-disciplinary, and integrated curriculum
  - More support activities: internships, mentors
- Encourage development of entrepreneurship course offerings in technology areas related to Michigan's future (e.g., Advanced Manufacturing, Alternative Energy)

Recommendations (cont.)

- Develop more linkages between entrepreneurship education programs and Smart Zones and other accelerator and support programs
- Provide entrepreneurial faculty - with company start-up technologies and ideas – better access to entrepreneurship programs for education and assistance
  - Reduce faculty risk by encouraging flexible tenure and leave-of-absence policies
- Provide funding to educators to develop entrepreneurship programs
- Develop national recognition and visibility for Michigan's entrepreneurship programs