

# ESTABLISHING A CENTER FOR INNOVATION AND ENTREPRENEURSHIP

September 18 - 20, 2019 | Richmond, VA



## *Learn to create a center for innovation that serves institutional and local economic goals.*

### OVERVIEW

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Driven by the rapidly changing needs of employers, higher education is seeking to make its spaces more reflective of a work environment that places a premium on innovation and entrepreneurship. Campus innovation centers provide an impetus of forward-thinking learning with students in mind, creating stronger opportunities for student-faculty interaction, enhancing the academic environment, and fostering success.

Learn how you can develop an innovation center on your campus that can serve as both an academic hub and gateway to the surrounding economic and entrepreneurial environment. Focusing on centers that facilitate multidisciplinary learning, foster industry partnerships, and drive entrepreneurship among students, we will focus on the key elements to establishing an innovation center on your campus:

- Establishing a vision for your center
- Scanning the market and identifying strategic partnerships
- Connecting students and faculty to the center's mission
- Understanding IP and tech transfer considerations
- Developing your center's leadership
- Funding and marketing your center

### SITE VISIT: THE DA VINCI CENTER AT VIRGINIA COMMONWEALTH UNIVERSITY

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A collaboration of VCU's Schools of the Arts and Business and the Colleges of Engineering and Humanities and Sciences, the VCU da Vinci Center is a unique collegiate model that advances innovation and entrepreneurship through cross-disciplinary collaboration.

The academic and other program offerings of the da Vinci Center aim to create T-shaped individuals: students who are anchored in a discipline and have the capacity and openness to span across disciplines.

Students participating in the da Vinci Center view innovation and entrepreneurship from multiple disciplinary perspectives, and thus, are prepared for the 21st Century workforce by more robustly approaching the innovation/entrepreneurship endeavor.

## POST-CONFERENCE WORKSHOP: INTEGRATING AND ENTREPRENEURSHIP INTO YOUR ACADEMIC CURRICULUM

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Centers for innovation can be an excellent source of learning and inspiration for students. During this workshop, we will explore how you can integrate innovation and entrepreneurship into your curriculum. Included in this workshop is insight into how your innovation center can play an important role in this process.

## COME WITH YOUR TEAM TO MAXIMIZE THIS LEARNING EXPERIENCE!

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You learn more when a team from your institution can discuss and prioritize according to your strategic vision. We suggest bringing a team of representatives from the following divisions: academic leadership, student affairs, faculty, facilities planning and management, and corporate and foundation relations. When you register three or more colleagues you can save over 15% on registration.

## AGENDA

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### ***Day 1: Creating a Vision and Strategic Positioning***

#### **Registration**

*12:30 - 1:00 p.m.*

#### **Welcome and Introductions**

*1:00 - 1:15 p.m.*

#### **Defining the Three Types of Centers for Innovation**

*1:15 - 2:00 p.m.*

In this opening session, we will provide a high-level overview of innovation and entrepreneurship in higher education. We will then explore and analyze the three different types of innovation centers and discuss how different institutions are implementing them:

- Facilitate multi-disciplinary learning
- Foster industry partnerships
- Drive student entrepreneurship

#### **Establishing a Vision for Your Center**

*2:00 - 3:30 p.m.*

The first, and perhaps most critical, step in creating a center for innovation on your campus is establishing a vision for it. We will explore why establishing your vision is important, provide examples of vision statements from other centers, and provide working time to develop your own vision. As a group, we will discuss:

- Key decisions in creating an innovation center
- Developing a strategic marketing plan
- Benchmarking against aspirant and peer institutions
- Short and long-term metrics for measuring your success

#### **Break**

*3:30 - 3:45 p.m.*

## AGENDA

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### **Day 1 (CONTINUED)**

#### **Scanning the Economic Market and Identifying Center Partnerships**

*3:45 - 5:00 p.m.*

A significant challenge facing any innovation center is identifying appropriate partners within your community and developing a mutually beneficial relationship. We will discuss key considerations to scanning the market and identifying partners, such as:

- Marketing your center to the right niche
- Scanning your local environment effectively
- Balancing potential partner needs with your realities and resources
- Actively vetting prospective partners according to their goals and resource requirement

This session will also include working time with assistance from our experts, so you can begin working within your mission framework to strategize how you will identify and prioritize external partners.

#### **Networking Reception (included in registration fee)**

*5:00 - 6:00 p.m.*

### **Day 2: Considerations for Parallel Institutional and Economic Goals**

#### **Continental Breakfast (included in registration fee)**

*8:00 - 8:30 a.m.*

#### **Connecting Your Center to the Student Experience**

*8:30 - 9:30 a.m.*

At the heart of most centers' success is a sincere connection to the student learning experience. We will address how your center can ensure strong ties to your students, including:

- Benefits of student and corporate engagement
- Best practices for curricular tie-ins
- Student innovation, entrepreneurship programs, or co-curricular events
- Keys to strong internship programs



## AGENDA

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### **Day 2 (CONTINUED)**

#### **Incorporating Faculty in Your Center Vision**

9:30 - 10:30 a.m.

Academic faculty are sincere contributors, if not centerpieces, of any successful center. We will address how your center can best incorporate faculty, including:

- Determining when and how to invite faculty into the development of your center
- Incorporating faculty as research partners and/or resources
- Leveraging faculty as curricular champions
- Discussing impacts to faculty productivity

#### **Morning Break**

10:30 - 10:45 a.m.

#### **Understanding the Importance of IP and Tech Transfer**

10:45 a.m. - 12:00 p.m.

This final morning session is devoted to understanding the importance of IP and Tech Transfer as it relates to your center. We will primarily focus on:

- Distinguishing the center business model perspective between innovation and entrepreneurship
- Understanding Tech Transfer and commercialization
- Non-disclosure agreements
- IP overview when working with students, faculty, and staff

#### **Lunch (included in registration fee)**

12:00 - 1:30 p.m.

#### **Site Visit: The da Vinci Center at Virginia Commonwealth University**

1:30 - 5:00 p.m.

A collaboration of VCU's Schools of the Arts and Business and the Colleges of Engineering and Humanities and Sciences, the VCU da Vinci Center is a unique collegiate model that advances innovation and entrepreneurship through cross-disciplinary collaboration. The academic and other program offerings of the da Vinci Center aim to create T-shaped individuals: students who are anchored in a discipline and have the capacity and openness to span across disciplines. Students participating in the da Vinci Center view innovation and entrepreneurship from multiple disciplinary perspectives, and thus, are prepared for the 21st Century workforce by more robustly approaching the innovation/entrepreneurship endeavor.

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### ***Day 3: Leading and Marketing Your Innovation Center***

#### **Continental Breakfast (included in registration fee)**

*8:30 - 9:00 a.m.*

#### **Effectively Leading a Center for Innovation**

*9:00 - 9:45 a.m.*

Effective leadership is a critical component of a successful Center for Innovation. We will focus on key leadership skills required to champion, build, and maintain your center, which include networking and creative decision-making.

#### **Break**

*9:45 - 10:00 a.m.*

#### **Keys to Marketing Your Center**

*10:00 - 11:30 a.m.*

No center is complete without users. We will discuss best practices for marketing your center to all relevant users both on and off campus. Considerations during this session include:

- Understanding your capacity for growth and the marketing implications
- Seeking and securing appropriate donors for your center
- Differentiating campaigns for multiple audiences
- Leveraging marketing avenues within your local (and campus) community

This session will also include working time to provide you an opportunity to look at how your mission and market should drive the promotion of your innovation center. We will focus on:

- Positioning the mission of your center within a competitive local market
- Selling your center to your niche
- Developing an elevator pitch you can present at your own institution

#### **Final Questions and Conference Wrap-Up**

*11:30 a.m. - 12:00 p.m.*

## AGENDA

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### **Day 3 (CONTINUED)**

#### **Lunch for Post-Conference Workshop Attendees (included in workshop registration fee)**

*12:00 - 1:00 p.m.*

#### **Post-Conference Workshop: Integrating Innovation and Entrepreneurship into Your Academic Curriculum**

*1:00 - 4:00 p.m.*

Centers for innovation can be an excellent source of learning and inspiration for students. During this workshop we will explore how you can integrate innovation and entrepreneurship into your curriculum. Included in this workshop is insight into how your innovation center can play an important role in this process.



## INSTRUCTORS

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### **Jon Garon**

#### **Dean, Shepard Broad College of Law, Nova Southeastern University**

Jon is a nationally recognized authority on technology law and intellectual property, particularly copyright law, entertainment, and information privacy. Prior to joining Nova Southeastern University in 2014, Garon was the inaugural director of the Northern Kentucky University Salmon P. Chase College of Law, Law + Informatics Institute from 2011-2014, and has been in legal education since 1991. He is the author of four books and numerous book chapters and articles, including: *Pop Culture Business Handbook for Cons and Festivals* (Manegiery Publications 2017); *The Independent Filmmaker's Law & Business Guide to Financing, Shooting, and Distributing Independent and Digital Films* (A Cappella Books, 2d Ed. 2009); *Own It – The Law & Business Guide to Launching a New Business Through Innovation, Exclusivity and Relevance* (Carolina Academic Press 2007); and *Entertainment Law & Practice* (2d Ed. 2014 Carolina Academic Press).

### **Allen Kunkel**

#### **Associate Vice President for Economic Development and Director of the Jordan Valley Innovation Center, Missouri State University**

Allen is responsible for helping guide the Innovation Center in its mission of supporting businesses concentrating on advanced technology, biotechnology, life sciences, and nanotechnology research and development. He assists in coordinating the resources of the federal, state, and local governments with the resources of Missouri State University to promote business and industrial growth by blending entrepreneurship with research, innovation, and commercialization. Allen is responsible for engaging the University in economic development activities, including the development of IDEA Commons and development of the University's business incubator, The eFactory. Allen also serves as Chief Executive Officer of Springfield Innovation, Inc., which is a non-profit organization affiliated with Missouri State University that operates the Missouri innovation center and serves an advisory role with The eFactory. He also manages the intellectual property portfolio at Missouri State University.

### **Robert Manasier**

#### **Entrepreneur-in-Residence/New Venture Manager, Innovate 518**

Robert is currently Entrepreneur-in-Residence/New Venture Manager for the NYS Capital Region Innovation HotSpot-Innovate518- where he funds and commercializes IP, technology and startups for the 8-county region that includes 14 affiliated campuses and incubators. Also, he serves as Entrepreneur-in-Residence for UAlbany Innovation Center and the Sage Colleges. He is a serial entrepreneur with experience in over 128 startups internationally as the CEO of In Focus Brands (a branded go-to-market acceleration firm). In addition to In Focus Brands, Robert currently serves as Managing Director of EDA Funding & Diamond Point Co-Development Fund; President of IFP Films and EDA Labs, Chief Strategy Officer for TheCrowdBuild.com; Board Member for Autonomy Distributors, Parkhurst Field Foundation, Saratoga Springs Sports Tourism Chair and Saratoga Springs Recreation Commission.

## INSTRUCTORS

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### **Marlo Rencher**

#### **Diversity and Inclusion Entrepreneur-in-Residence, TechTown Detroit**

Dr. Marlo Rencher is an entrepreneur, anthropologist, and educator with over two decades of experience in startup and small business development. She is TechTown Detroit's Diversity and Inclusion Entrepreneur-in-Residence, working to ensure that their tech programs are as diverse, inclusive, and equitable as possible. She has founded or co-founded three tech startups and is also a co-founder of Detroit Regional Angels, an angel investment group developed for entrepreneurs, by entrepreneurs.

Dr. Rencher was the co-author of digitalundivided's 2016 #ProjectDiane report, which provided groundbreaking insight into the funding gap for Black women tech founders. She previously served as vice president of innovation, entrepreneurship and diversity at Cleary University. Her responsibilities at Cleary included entrepreneurial programming, mentorship of student-run businesses, and operations at the on-campus entrepreneurial community and coworking space. She also served as the faculty chair of the entrepreneurship department at the business-focused university.

Dr. Rencher earned an undergraduate degree in marketing from Michigan State University, an MBA from the Ross School of Business at the University of Michigan, and a PhD in business and organizational anthropology from Wayne State University. She frequently speaks on technology entrepreneurship and inclusion and has been a presenter at TedxDetroit and SXSW.

### **Garret Westlake**

#### **Executive Director of the da Vinci Center, Virginia Commonwealth University**

Dr. Garret Westlake is heading the transformation of VCU into one of the nation's leading universities for cross-disciplinary collaboration, innovation, and the inclusion of entrepreneurial thinking as a requisite skill for the innovation economy. As executive director, Dr. Westlake advances university-wide student innovation and entrepreneurship through curriculum as well as through curated experiential education opportunities.

As a technology entrepreneur, Dr. Westlake founded a social impact company that employed individuals with autism in STEM. Prior to joining VCU, Dr. Westlake served as the associate dean of student entrepreneurship for Arizona State University's #1 ranked Office of Entrepreneurship and Innovation. He has worked closely with Ashoka U, the Clinton Global Initiative University, and for the Network for Teaching Entrepreneurship. Students and startups he has mentored have been named to Forbes 30 Under 30 for Healthcare Innovation, awarded Rhodes Scholarships, named Resolution Project Fellows, and have been accepted to SXSW and Y Combinator.

## INSTRUCTORS

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### **Dr. Stephen Whitehead**

#### **Associate Provost, California University of Pennsylvania**

Stephen Whitehead just realized that life is a game of hide-and-seek and he's been hiding too long. It isn't that he doesn't like playing games but his hiding doesn't allow people to recognize his accomplishments. While Associate Provost at California University of Pennsylvania, he led the development of the University's strategic plan, "Charting our Path Forward", the development of a center for innovation, and the improvement of STEM educational spaces on campus. He is trained in Human Centered Design thinking by Luma Institute, and often uses these techniques to innovate in higher education. He regularly presents on the importance of Science, Technology, Engineering, Arts and Math (STEAM), Centers for Innovation, Fab Labs, innovation in K-12, and workforce development in Western Pennsylvania. Steve's most recent educational accomplishment is surviving Seth Godin's altMBA (cohort 7). He now feels like "he is standing in an auditorium where the lights just came on."

## The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues