

AAC&U  
Entrepreneurship & Liberal  
Arts Education

THE COLLEGE OF  
WOOSTER  
and  
JUNIATA COLLEGE

January 25, 2008

# The College of Wooster

Shila Garg, Dean of the Faculty & Prof. of Physics  
Reuben Domike, Director of Center for Creativity & Innovation  
Shirley Huston-Findley, Assoc. professor of Theatre & Dance

- ★ Founded in 1866 and located in Wooster, OH, is a private four-year liberal arts college with 1,800 students from 46 states, 30 countries. 99% of students live on campus.
- ★ Wooster is known for its Independent Study. All seniors complete a two semester long project, culminating in a written thesis, performance or creation of an art work and oral defense of the thesis.
- ★ In December 2006, we received a \$1.6 M grant from Burton D. Morgan and Kauffman Foundations (as one of five NE Ohio Liberal arts Colleges) for introducing entrepreneurship in the liberal arts.

THE COLLEGE OF  
WOOSTER

# Juniata College

Michael Lehman, Founding director/AVP of the Center for Entrepreneurial Leadership

Sarah Worley, Instructor of Communication

- ★ Founded in 1876 and located in Huntingdon, PA, is a private four-year liberal arts college with 1,400 students from 30 states, 30 nations.
- ★ Juniata offers a flexible curriculum with half of students designing their own major or Program of Emphasis (POE).
- ★ Over 80% of students have had one or more internships and 40% of graduates have had a study abroad experience.
- ★ In 2005, Juniata completed the Uncommon Outcomes campaign, raising over \$100 million – one of the areas of focus was support for entrepreneurship across the curriculum.



# Liberal Arts Environment

Support for entrepreneurial education:

- ★ Traditional strengths of critical thinking, communication skills
- ★ Social awareness, volunteerism
- ★ Undergraduate research, independent learning
- ★ Excellent mentoring by faculty & staff
- ★ Residential nature of the campus as a living & learning laboratory

# Liberal Arts Environment

The challenges for entrepreneurial activities:

- ★ The association with business or corporate activities
- ★ Keeping with the liberal arts ideals and mission, especially in the midst of traditional academic departments
- ★ Faculty support for something outside of traditional liberal arts curriculum & activities
- ★ Institutional culture (resistance to change)
- ★ Reward structure for faculty time in the traditional tenure, promotion, etc.

# Entrepreneurial Education

- ★ Has a direct link to the recommendations of the AAC&U LEAP project (College Learning for the New global Century)
  - ★ “Teaching the Arts of Inquiry and Innovation” (principle 3)
  - ★ “Connecting knowledge with action” (principle 5)
  - ★ “Fostering civic, intercultural, and ethical learning” (principle 6)
- ★ Helps take social responsibility to the next step of finding solutions
- ★ Provides the best of both worlds : liberal arts education with tools to succeed in the real world

# Remaining Flow of Presentation

- ★ Juniata College ~ established program
  - ★ Overview ~ Michael Lehman
  - ★ Specific Example ~ Sarah Worley
- ★ The College of Wooster ~ new program
  - ★ Overview ~ Reuben Domike
  - ★ Specific Example ~ Shirley Huston-Findley
- ★ Summary and Q&A ~ Shila Garg

# Juniata College Center for Entrepreneurial Leadership - JCEL

- ★ Capital
  - ★ Student Seed Fund
- ★ Space
  - ★ Sill Business Incubator
- ★ Support
  - ★ Visiting Entrepreneurs
  - ★ CEO
  - ★ Video Library - [www.jcel.biz](http://www.jcel.biz)
- ★ Environment
  - ★ Economic Development

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# Preliminary Activities

We are at an early stage of introducing entrepreneurship to campus:

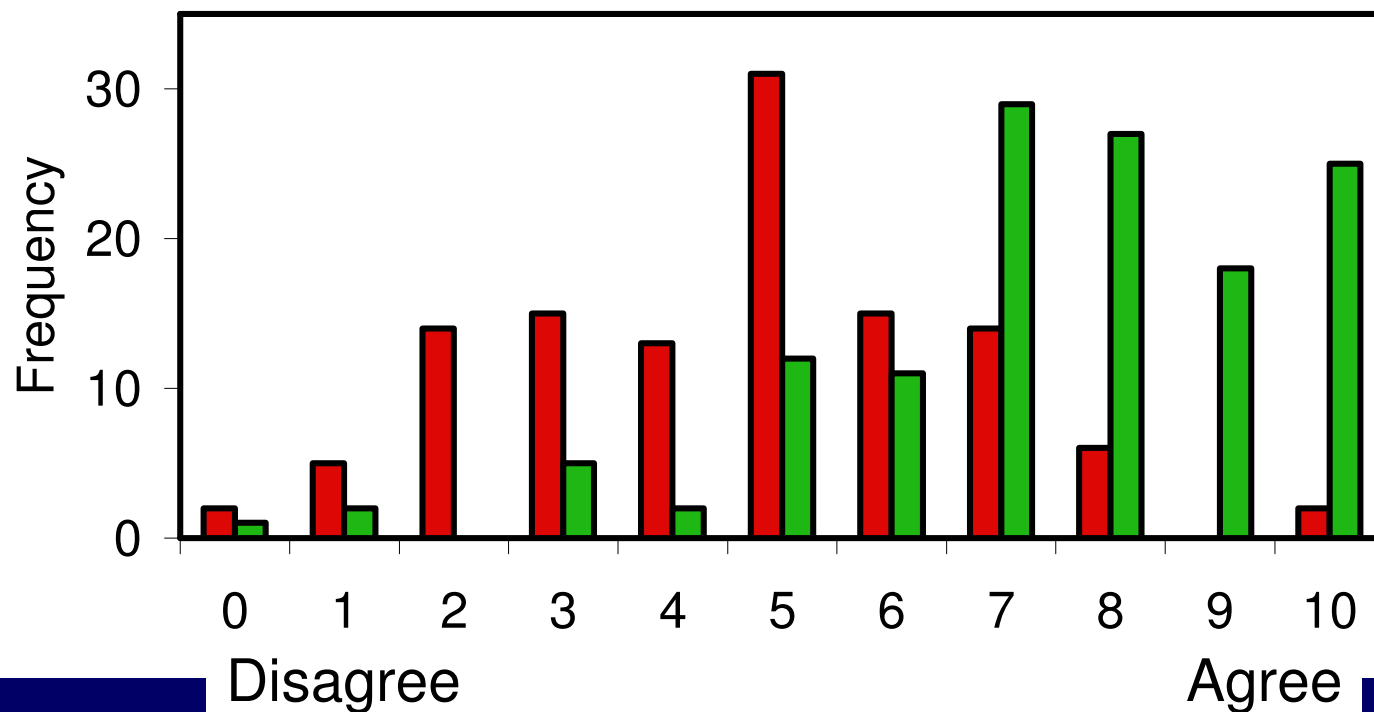
- ★ Involved key faculty members at the grant writing stage
- ★ Started with a broad definition of entrepreneurship
- ★ Created a hub of entrepreneurship: the Center for Creativity and Innovation (CCI)
- ★ Extending our signature curricular pieces:
  - ★ First-Year Seminar
  - ★ Post-Independent Study Wooster Grants

# Desire for the Offering?

**Anonymous survey conducted: respondents included 10% of the faculty, 5% of the students, 5% of the staff**

Entrepreneurship as a Common and Accessible Education Experience at the College of Wooster

■ It is today ■ It should be



**Difference between current and desired states suggests a demand for the offering**

# The Structure

## NE Ohio Collegiate E-ship

- ★ Group of five liberal arts colleges collaborating to bring entrepreneurship onto campus and into curriculum

## Innovation Council

- ★ “Key champions” from the campus and the wider community who are CCI ambassadors and advise the Director

CCI

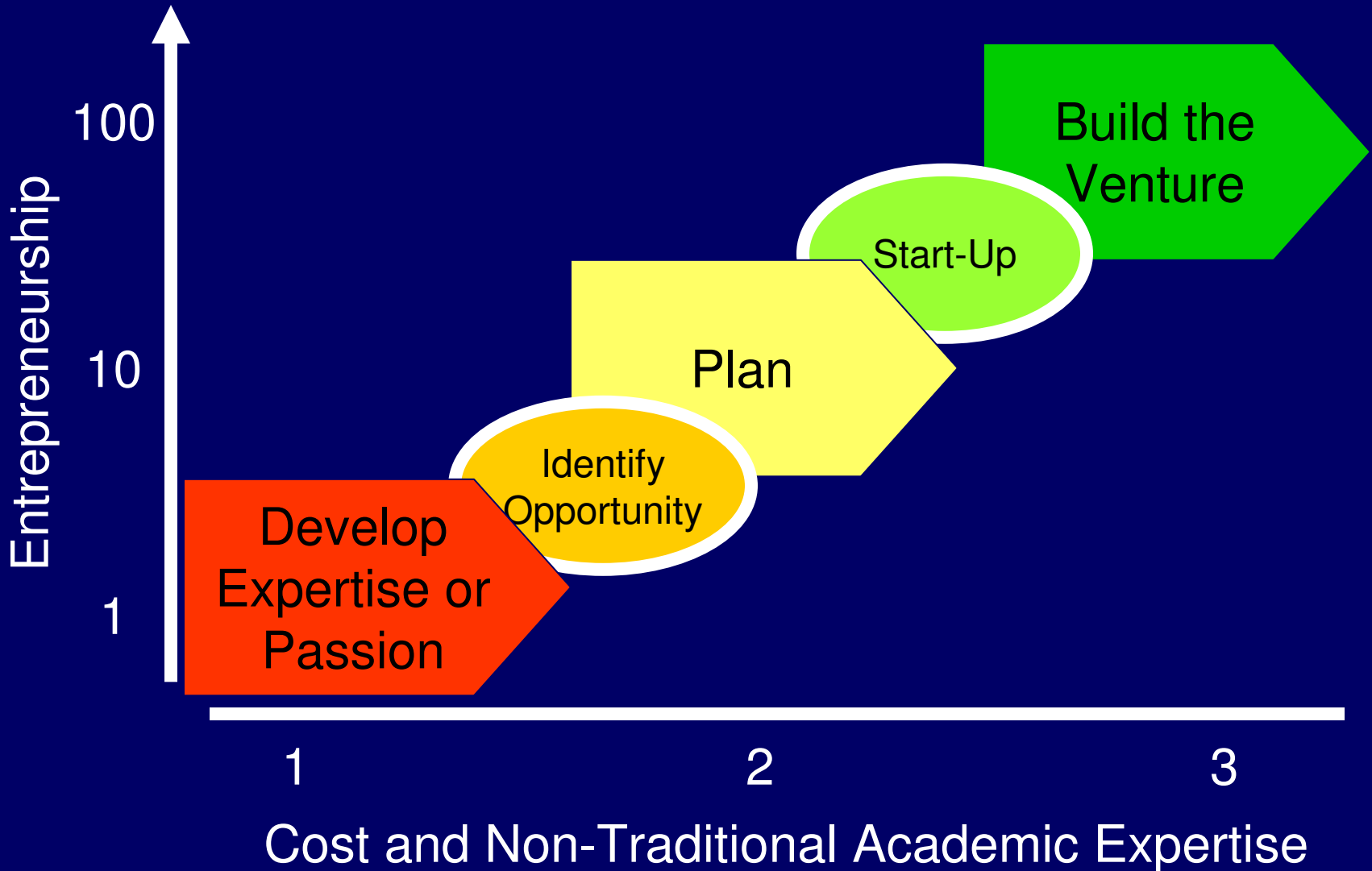
- ★ The **Mission** of the CCI is to make entrepreneurship a common and accessible experience throughout campus

# Perceived Return on Investment

Differentiation

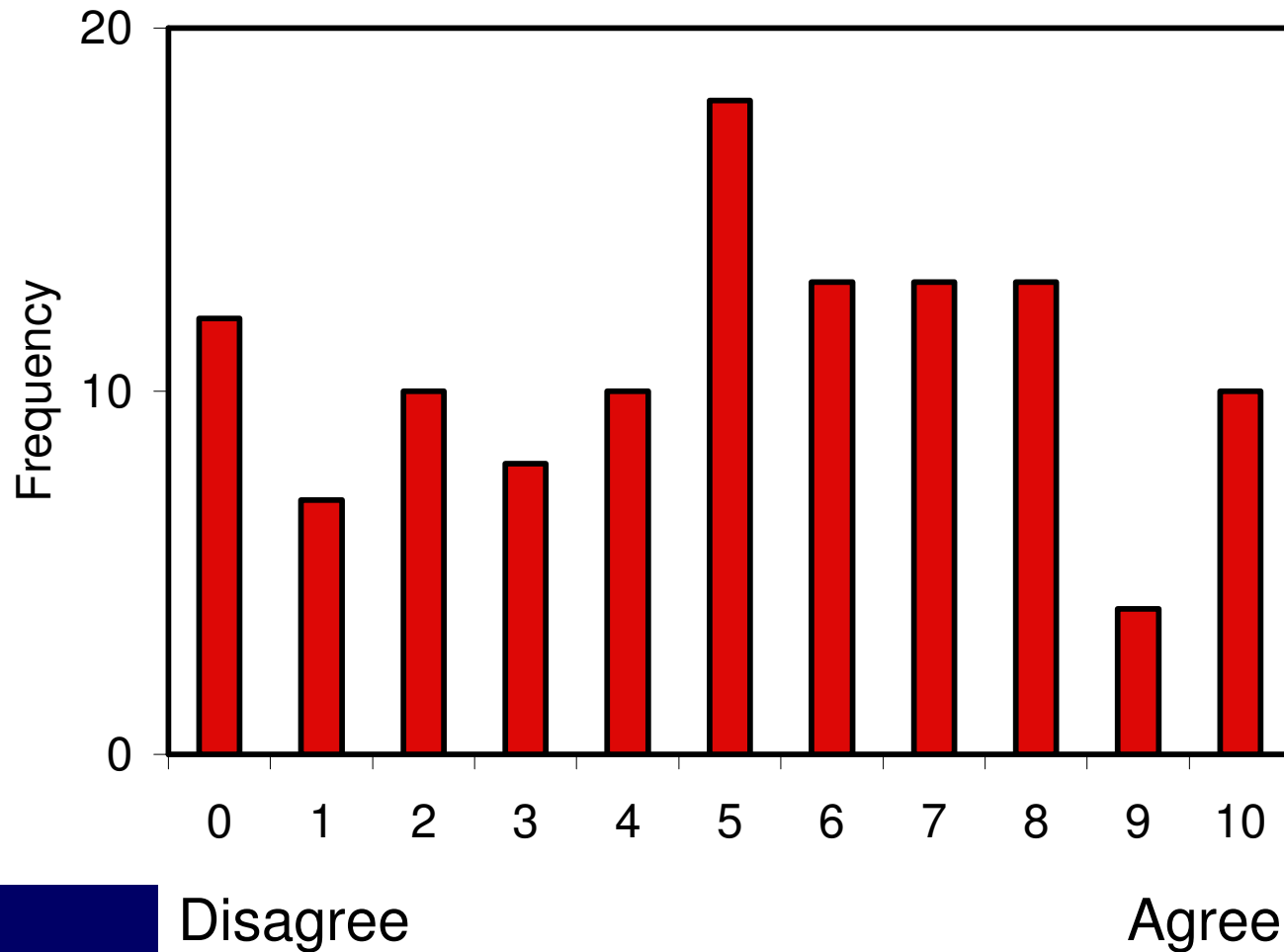
Marketability

Excitement



# Intent to Participate?

**Survey question: If course(s) with an entrepreneurship focus were offered at Wooster, I would enroll (or hope to teach, if faculty) in those**



**Stratification reveals: faculty low intent – only 2/15 ranked 7-10**

# CCIP Programs

Curriculum

*Get Ready*

Projects

*Get Set*

Ventures

*Go!*

First Year Seminar

Course Development

Social Entrepreneurship

Complementary I.S.

Speakers, Workshops

Summer Projects

Post I.S. Ventures

Create Your Own

Venture Building

Marketing, Assessment, and Dissemination

# Stories in Year One

## Curriculum

- ★ Entrepreneurship modules in 20% of First Year Seminars
- ★ Two new courses under development:
  - ★ The Artist as Entrepreneur
  - ★ The Philosophy of Entrepreneurship

## Projects

- ★ First Year Seminar students created twenty short projects
- ★ Five faculty-led projects in the summer that brought participation from across campus

## Ventures

- ★ One summer project became a funded venture: Greater Midwest Publishing, LLC
- ★ Two web-based businesses created from a StartUP Weekend event

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# Intergenerational Theatre Company



## Shirley Huston-Findley



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# Summary Quotations

“...the fundamental elements of a liberal education are essential to the development of an entrepreneurial mindset.”

“If entrepreneurship education is to realize its full potential, this last group – the liberal arts – must be drawn into the dialogue.”

Samuel M. Hines, Jr.  
formerly of College of Charleston  
AAC&U Peer Review, Spring 2005