

Building a Culture of Entrepreneurship on Campus

IACBE ANNUAL CONFERENCE & ASSEMBLY
MEETING
ORLANDO FLORIDA
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About Ursuline College

Founded in 1871

1100 Graduate and Undergraduate Students

Women-Focused College

30 Business Majors

Experiential Learning

Provides concrete meaning to classroom learning.



Why Entrepreneurship?



Teaches 21st Century Skills

Entrepreneurship Economy

Shrinks the gender and racial pay gap

Culture of Entrepreneurship

In 2018, a small group of faculty studied best practices to determine how to move forward building a culture of entrepreneurship on campus.



Ursuline Entrepreneurship

Grant Funding

Student Entrepreneurship

Curriculum Development

Grant Funding



Faculty Development



Student Entrepreneurship

Initial Grant was \$20,000

Students from all majors were invited to apply

Grants Ranged from \$300 - \$1000

Student Entrepreneurs

**Have a business idea
to develop?**

Need some \$ to help launch
your business idea?

Give us your best pitch
to qualify for a **mini-grant**
of **\$100 to \$1,000.**



Open to enrolled undergraduate,
degree-completion (UCAP), and
graduate students from any major
or grad program.

Grants made possible by a
generous grant from the
Burton Morgan Foundation.



Grant Requirements

Submit a Business Plan and Financial Pro Forma

Attend 3 meetings during funding period

Paired with a business mentor.

Attend development or entrepreneurship workshop.

Submit a Final Report.

Student Entrepreneurs

- 92% female students (1 non-binary)
- 69% students of color
- 23% graduate students



Student Entrepreneurs

Medical
Device
Innovation

Tutoring
Service

Beauty
Influencer

Interior
Design

Crafts

Fabric Design

Jewelry

Photography

Online Tea
Company

Personal
Training

Comic Book
Animation

Coaching

Student Entrepreneurs

Stage of Business:

Imagining 14%

Incubating 0%

Demonstrating 43%

Market Entry 29%

Growth & Sustainability 14%

Events

Ursuline College 

An Evening of Entrepreneurship



Stories of Entrepreneurship

A panel discussion of the joys and challenges of starting a business.

Wednesday, November 9, 2022

7-9pm in Pilla Atrium

Evening of Entrepreneurship



Evening of Entrepreneurship



Evening of Entrepreneurship



Evening of Entrepreneurship



Curriculum Development



Developed 3 courses: Entrepreneurship, Foundations of 3-Dimensional Art and Design, and Community-Based Journalism



1 credit Entrepreneurship Lab Course



Added 3 course (9 credit) Entrepreneurship Certificate



Developing Entrepreneurship Minor

Curriculum Development

In their first offering, new courses reached 28 students, representing 15% of Ursuline's Arts & Sciences undergraduate Population.



Challenges

Needed to be flexible enough for all students.

Pairing mentors and following-up.

Real-Time Marketing

Testimonials

“Very beneficial! (My mentor) gave me pricing formulas, talked about starting the website, entering into more craft shows, and adjusting where I'm selling my products now. He was easy to contact and always there to help! It helped hearing where everyone else was at and getting insight through others!”



Testimonials

“I was able, through the inspiration of the grant, to see a future for this idea of mine! Having seed funds to get the new business cards, to get my Creative Consultant fully on board.... It helped me see that there is something more to this Vision than just a fluffy idea. It also inspired me to seek out other grant possibilities.”

Testimonials

“I am proud to have discovered confident boundaries for success that have prepared for more significant strategic challenges. Ursuline faculty, thank you for providing the opportunity to entrepreneurship by growth and learning.”

Success

Through the grants alone, we reached close to 3% of the undergraduate population.

When including the associated and support programming, we were able to reach over 65 students.

We made or renewed connections with many alumni and even some board members, who served as mentors for our students.

Final thoughts

The culture of entrepreneurship has spread and the demand for more programming, events, and funding cycles has been requested by students across the campus.