

Executive Summary

Blueprint for Academic Excellence Entrepreneurism Living-Learning Community AY2021-2022

Highlights

The pilot year of the Entrepreneurship and Innovation Living Learning Community (LLC) established a strong partnership between the McNair Institute for Entrepreneurism and Free Enterprise (under the Office of the Provost) and Student Housing and Well-Being. We achieved positive feedback and strong impact among three focus areas:

Student Engagement and Well-Being, with a focus on advising the core 38 members of the new LLC;

Education, integrating entrepreneurship and innovation curricula into academic and other program offerings for the community and the East Quad residence; and

Career Planning and Life Skills, providing experiential learning opportunities and raising awareness about a variety of entrepreneurial academic and professional pathways.

Mission Statement

The Entrepreneurship and Innovation Living Learning Community ignites and develops entrepreneurial interest, skill sets and mind sets among early college students, while building community among student entrepreneurs and innovators, and encouraging interaction with and among faculty, staff, alumni, and other advisors in the entrepreneurial ecosystems on and off campus.

Updated: 10/20/2020

Vision Statement

By actively engaging in community programs, courses, and resources, Entrepreneurship and Innovation Living and Learning Community members will self-identify as entrepreneurs and innovators. Students will take additional entrepreneurship-related courses or programs, will engage in entrepreneurship-related student organizations, will forge connections and seek internships with alumni-founders and investors, and will practice lifelong entrepreneurship as founders, innovators, as “intrapreneurs” in corporate, government and nonprofit sectors and as community leaders and change agents.

Updated: 10/20/2020

Values Statement

The Entrepreneurship and Innovation Living and Learning Community embraces the following values as a foundation for inclusive and diverse collaboration between students, faculty, staff, and others:

Creativity | Innovation | Leadership | Entrepreneurial | Collaboration | Inclusive | Financially Savvy | Optimism | Enthusiasm | Problem Solving | Community Minded | Global Awareness | Customer/User Experience | Work Ethic | Persistence and Grit | Willingness to embrace fear, fumbles and failure | Risk taking | Learning | Woo | Self-Efficacy

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Executive Summary

Updated: 12/09/2020



 South Carolina



Goals - Looking Back

No goals have been entered for this section.

Goals - Real Time

Goals for the current Academic Year.

Goal 1 - Enhance resident students living and learning experience by encouraging interactions and connections with Faculty Principals.

Goal Statement	Enhance resident students' living and learning experience by encouraging interactions and connections with Faculty Principals.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Assemble and cultivate a world-class faculty and staff. • Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student. • Spur innovation and economic development through impactful community partnerships. • Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life. • Build teams that win with excellence and character.
Alignment with Mission, Vision, and Values	Close connection with faculty members is a high-impact practice of faculty-driven living learning communities. Faculty Principal Dr. Dirk Brown and Assistant Principal Katherine Swartz Hilton guide and communicate the mission and vision of the EILLC through direct interaction with residents in programs that they personally lead, as well as through events and programs in which they participate, and in supporting community members' pursuits in entrepreneurship, innovation, as well as academic, career, leadership and life interests.
Status	Progressing as expected (multi-year goal)
Action Plan	Implement programs, events and courses; collect regular feedback from students to adjust and pivot to have impactful and positive student experiences; share best practices with LLC and entrepreneurship center peers at UofSC and globally
Achievements	<p>(1) COLA 298 Linked Course "Principles of Entrepreneurism and Free Enterprise" taught by Dirk Brown had strong enrollment percentage among residents (55%), with excellent positive feedback from students participating. A similar section was taught by Dr. Brown for the Honors College.</p> <p>(2) Open Office Hours is a fairly standard program among LLCs and we had moderate success in the building year. The principals also offered regular, virtual, by-appointment office hours.</p> <p>(3) Monthly</p>

Goals - Real Time

	programming led by and attended by the FP and AP.(4) Regular communication with community members is key. We tested a number of communication approaches to optimize the engagement with our community. We sent a monthly newsletter in AY19-20, with an excellent average open rate of 50%. We posted occasionally on Instagram and developed/shared two successful “student of the month” features.
Resources Utilized	Time and effort from the EILLC team for new and recurring course, program, event and communications tactics.Budget for direct program expenses (materials, food)Budget for operations (equipment, technology, office supplies)
Goal Continuation	Continuing into AY 20-21; this is a primary goal for Residence Life and the LLCs.
Goal Upcoming Plans	1. Courses: We are offering COLA 298 in Fall 2020 as a Linked Course. We are also offering UNIV 290. 2. Open Office Hours: We are repackaging this program with a Pop Up Cafe (Starbucks Bike), accompanied by a Little Free Library, offering entrepreneurship and innovation related books and magazines free for students. We continue to offer virtual office hours and working with Josh Wise, have added a permanent library in the EQ main lobby.3. Regular Programing: We are offering weekly programs this year, which provide a range of opportunities in which students can engage. 4. Communications: This year we are committed to a weekly newsletter, along with more regular Instagram posts and student features, as well as implementing a GroupMe text/chat. We’ve also used QR Codes and Menti polls as ways to help support quick action and feedback from students.
Resources Needed	Current budget for the communitySupplemental resources provided by the McNair Institute for Entrepreneurism and Free Enterprise and the Office of the ProvostIdeally we will add a Graduate Assistant and dedicated student worker in Spring 2021 or as late as Fall 2021.
Goal Notes	

Goals - Real Time

Goal 2 - Provide supportive living and learning environments that promote academic attainment of resident students.

Goal Statement	Provide supportive living and learning environments that promote academic attainment of resident students.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student. • Spur innovation and economic development through impactful community partnerships. • Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life. • Build teams that win with excellence and character.
Alignment with Mission, Vision, and Values	The McNair Institute champions that “entrepreneurs leverage innovation and creativity to create sustainable value.” The EILLC fosters an environment of innovation, creativity, problem-solving, and leadership, while encouraging academic success, community engagement and collaborative learning.
Status	Progressing as expected (multi-year goal)
Action Plan	Develop and implement courses, with strong student success measures. Conduct advising sessions. Forge connection with UNIV 101 section faculty. Stay closely connected with Area Coordinator about student success and warning indicators; lead and support outreach as needed.
Achievements	(1) COLA 298 Linked Course “Principles of Entrepreneurism and Free Enterprise” taught by Dirk Brown had positive student success measures, as indicated by grades and student feedback on course components objectives. (2) Advising sessions were held with students as part of Open Office Hours programs, as well as 1:1 appointments, in the EQ office and virtually.(3) We maintained tight communication with the UNIV 101 faculty during the Fall 2019 semester and piloted joint-class sessions, collaborating with the UNIV 101 LLC section to host alumnus Mike Myers, a venture capitalist with ATX Venture Partners, with a special lunch for the LLC students.(4) We met 2X monthly with Josh Jarvi, area coordinator for East Quad, with whom we have an excellent and collaborative working relationship. We regularly and confidentially shared success and warning indicators of students in the community. We also provided recommendations for students during the RM hiring process.
Resources Utilized	Time and effort from the EILLC team for courses, advison sessions,

Goals - Real Time

	special programs and residence life-housing related meetings Budget for direct course and program expenses Budget for operations (equipment, technology, office supplies)
Goal Continuation	Continuing in the future
Goal Upcoming Plans	<p>Courses: We are offering COLA 298 in Fall 2020 as a Linked Course. We are also planning a UNIV 290 section and will work with the UNIV 101 program to expand sections for the LLC. In addition, we are planning certificate and badge programs for EILLC, the Business Community and Resident Managers.</p> <p>Advising Sessions: We are primarily meeting with students virtually, and maintain regular “open door” office hours in East Quad. We’re using StartupWind, Zoom and Teams to facilitate interaction.</p> <p>UNIV 101: We need to strengthen our connection with the UNIV 101 office and the faculty member teaching the special section for the LLC.</p> <p>Student Success: We continue to meet frequently with Josh Jarvi, a key team member in our success. We have shared a list of students who may need personal outreach.</p>
Resources Needed	<p>Current budget for the community</p> <p>Supplemental resources provided by the McNair Institute for Entrepreneurism and Free Enterprise and the Office of the Provost</p> <p>We are inquiring about the student enrollment fees for COLA 298 so that we might use these to grow our budget resources for the LLC.</p>
Goal Notes	

Goals - Real Time

Goal 3 - Connect resident students to UofSC opportunities.

Goal Statement	Connect resident students to UofSC opportunities.
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student. • Spur innovation and economic development through impactful community partnerships. • Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life. • Build teams that win with excellence and character.
Alignment with Mission, Vision, and Values	The EILLC program connects and develops students through strategic partnerships within and outside of the UofSC community, positioning students to gain competitive, unique and professional experiences.
Status	Progressing as expected (multi-year goal)
Action Plan	Maintain current and existing partnerships with student organizations, student services offices (Career Center and DMSB Career Services, Alumni Association, etc.), as well as with faculty and staff connected through the McNair Institute's Entrepreneurship Harmonizing Network. Continuously seek new partnership opportunities. Share information and sponsor students to attend events and conferences on and off campus, plugging them into the "entrepreneurial ecosystem." Feature campus organizations and resources as guest speakers and resources for the LLC. Organize field trips to USC/Columbia Technology Incubator, Social Media Lab and other unique campus resources.
Achievements	(1) Related to the LLC, we established and strengthened active connections with the Entrepreneurship Club, Beta Alpha Psi, the UofSC Career Center and the Entrepreneurship Harmonizing Network. We also established and strengthened relationships within Residence Life, Housing and our LLC peers. (2) We shared dozens of events, conferences and programs on and off-campus with LLC members during the year through e-mail communications and the COLA 298 course. (3) We shared information about programs happening on and around campus, example: Career Services workshops and programs, The Proving Ground Competition, RM Information Sessions. (4) The Fall 2019 Incubator field trip was postponed due to low registration; revisit for later date.
Resources Utilized	Time and effort from the EILLC team for programs, events, meetings. Budget for direct course and program expenses Budget for

Goals - Real Time

	operations (equipment, technology office supplies)
Goal Continuation	Continuing in the future.
Goal Upcoming Plans	<p>Student Organizations and Resources: We featured Entrepreneurship Club President Katie Longrich and McNair Institute Student Advisory Council President Yaw Addei-Boadu as guest speakers for a LLC kickoff program. We have and will share membership drives, programs and events related to entrepreneurship and innovation.</p> <p>Housing/Residence Life: We will share opportunities for students among the LLCs, leadership positions like RMs and OLs.</p> <p>Career Center: We will coordinate with the career center on mentoring and career-related education.</p> <p>Campus and Community Programs: We will continue to share and sponsor students' participation in programs, events and conferences related to entrepreneurship and innovation.</p> <p>Alumni and Advisor Engagement: We will continue to have guest speakers in COLA 298, EILLC programs and featured in communications.</p> <p>Field Trips: These are on pause for the time being due to COVID considerations. We will revisit in Spring 2021.</p>
Resources Needed	Current budget for the community Supplemental resources provided by the McNair Institute for Entrepreneurism and Free Enterprise and the Office of the Provost
Goal Notes	

Goals - Real Time

Goal 4 - Promote academic and professional pathways in entrepreneurship and innovation to an inclusive, diverse and representative set of UofSC students, with a concerted focus on non-traditional entrepreneurship.

Goal Statement	<p>Promote academic and professional pathways in entrepreneurship and innovation to an inclusive, diverse and representative set of UofSC students, with a concerted focus on non-traditional entrepreneurship.</p>
Linkage to University Goal	<ul style="list-style-type: none"> • Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders. • Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive. • Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student. • Spur innovation and economic development through impactful community partnerships. • Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life. • Build teams that win with excellence and character.
Alignment with Mission, Vision, and Values	<p>This goal reflects the synergy among Resident Life, the Provost’s office, the McNair Institute and the EILLC. The MCNair Institute is focused on raising awareness and championing entrepreneurship and innovation across the UofSC campus, reaching out and into all academic divisions and student service programs. While a small representative of the freshman class, the students accepted into the EILLC are a quality indicator of the diversity at the beginning - and through - the entrepreneurship “sales funnel,” which includes components such as courses, building a business model and seeking advising, participating in competitions, and eventually, declaring the forthcoming entrepreneurship minor.</p>
Status	<p>Progressing as expected (multi-year goal)</p>
Action Plan	<p>Advisor Connections: We facilitate these connections through an “Ask An Entrepreneur” series, as well as featuring advisors in our digital communications, and using the StartupWind tool as an anchor to connect and pair. Course Sharing: Through the Entrepreneurship Harmonizing Council, we are among the first to know of (new) courses designed for entrepreneurs and innovators and share these regularly with EILLC and students in our network. Internship Advising: Our FP and AP regularly advise students not only on business models, but also career and internship planning, and help students make connections to local and global startups. Certificate, Badge and Special Programs offered by the EILLC have elements of personal branding, career planning and professional presence, applicable to any and all career pursuits. We are piloting a Vision Board Workshop and Week in the fall in</p>

Goals - Real Time

	partnership with our neighbor Business Community, and are considering similar programs in the spring (How to Use a Day Planner, Intro to Bullet Journaling, etc.)
Achievements	Fostering students' connections with alumni and advisors went well in AY 19-20, including guest speakers in the COLA 298 section, as well as guests for programs like Trivia Night, which was offered during Leadership Week. We have nearly 50 advisors registered with StartupWind, many of whom are alumni. Course Sharing: We provided information about interesting courses through the EILLC newsletter and other direct communication with students. Student Advising: The FP and AP met 1:1 with a handful of students in 19-20 and made introductions and connections for each student.
Resources Utilized	Time and effort from the EILLC team for programs, events, meetings. Budget for direct course and program expenses. Budget for operations (equipment, technology office supplies).
Goal Continuation	Continuing in the future.
Goal Upcoming Plans	Implement the action plan. We are considering a proactive reach out to EILLC students in the spring semester to try to meet with students 1:1 or in small group coaching sessions. There are opportunities to partner on programs with the DMSB First Year Experience and Career Services Office as well as with the UofSC Career Center.
Resources Needed	Current budget for the community
Goal Notes	

Goals - Looking Ahead

Goals for the next Academic Year.

Goals - Looking Ahead

No goals have been entered for this section.

Programs or Initiatives

Effective Programs or Initiatives

List your most effective programs/initiatives toward fulfillment of mission.

COLA 298 Linked Course: 55% enrollment among the LLC and an ideal way to get to know students and encourage their ideation, innovation and entrepreneurial endeavors. A linked UNIV 101 section is important and we would like to see special section offerings expanded for the LLC.

Open Office Hours: Being regularly available in the lobby/patio, having open doors to the office, and actively communicating office hours by appointment are all important to developing relationships with students.

Alumni Speakers: Story sharing by relatable and aspirational alumni-founders is a key ingredient to engaging and inspiring students.

Collaborations with Area Coordinator and Hall Government: Open dialogue, collaborative programs and promoting each others' programs is essential.

Event, Program and Resource Sharing: At least once a month we share events, programs and resources of other offices on and off campus, and offer sponsorship or scholarship opportunities for dozens of conferences and events.

Student Encouragement Tactics: Food, tokens and other encouragement items worked well during Welcome Week, mid-terms, finals and other holiday occasions like Halloween and Valentine's Day.

Communications: Regular, easy-to-digest and act communications is essential. Student of the Month features were particularly successful.

EILLC By the Numbers

38 residents | 10 programs | 144 participants over program series

Average attendance per program: 20.22 or 52%

Average program participation per student: 4:9

Applications for 19-20: 302 (50 selected; 38 final)

Applications for 20-21: 1,200+ (100 selected; 98 final)

Published 9 e-newsletters, averaging 50%+ open rate

Program Launches

List any programs/initiatives that were newly launched during the Academic Year or any programs/initiatives you would like to launch in the coming year(s). Describe the program/initiatives, provide financial requirements (including additional staff), and academic

Programs or Initiatives

year in which you would launch. What key performance indicators are you utilizing to track the success of this program?

Pop Up Cafe and Little Free Library: We're expanding open office hours with a few features to entice students, offering the Starbucks Bike and a selection of books and magazines related to entrepreneurship and innovation.

#TreatYourselfTuesday: We're being more purposeful with our student encouragement tactics by offering a treat at least once a month that is made by a founder with an inspiring story. So far, we've shared Stacey's Pita Chips and Cromer's Popcorn. Once COVID regulations relax, we plan to share treats made by local founders (Blue Flour Bakery, Cinnamon Roll Deli, etc.)

UNIV 290: We're designing a special section, "Entrepreneurial Leadership," of this course to offer to the LLC.

Certificate and Badge Programs: Using tools like the Entrepreneurial Mindset Profile, Gallup Builder Profile 10, Business Model You and others, we're developing certificate and badge programs to be offered in Spring 2021.

Sharing and encouraging students to participate in competitions: UofSC is a lead host of the SC Innovates 2020 inaugural statewide student pitch competition, for which we're encouraging LLC students to enter. We will also share information about the Faber Entrepreneurship Center's Proving Ground Competition, Kennedy Pharmacy Innovation Center Business Plan Competition, and other regional, national and global competitions. We will also pilot "watch parties" for these competitions as special events.

EILLC Web site: We are working with Josh Wise to develop a micro-site for the LLC, similar to the Rhodos Fellows' site, to be launched in February 2020 in time for application season.

Outdoor seating improvement project: The outdoor seating situation has been a challenge in East Quad, exacerbated by COVID guidelines and limits in the indoor classroom. We have made good progress with this by getting April Barnes' support for purchase of new furniture, and in the meantime by working with the design and facilities teams to have the existing furniture rearranged for outdoor classes and events. Students - and the principals - are using the furniture regularly, and EQ Hall Government and Area Coordinator Josh Jarvi are allies on this project.

Best Practice Sharing, Awards and Conferences: The McNair Institute, including the EILLC program, has been selected as a finalist for the U.S. Association for Small Business and Entrepreneurship (USASBE) Emerging Center Award. This recognition is for centers with up to three years of experience. A live pitch will take place in early January at the virtual and international USASBE annual conference. We were selected to speak at the INBIA Conference, held virtually in June 2020, and will continue to seek speaking and sharing opportunities.

Programs or Initiatives

Program Terminations

List any programs that were newly terminated or discontinued during the Academic Year. Provide justification as to why the program was discontinued.

N/A

Program Rankings

List any nationally ranked or external recognition during the Academic Year. For each, provide the formal name of the program followed by the name of the organization that issued the ranking, the date of notification, effective date range, and any other relevant information.

UofSC overall First Year Experience, U.S. News and World Report

<https://www.usnews.com/best-colleges/rankings/first-year-experience-programs>

Rank #1 Public College or University; Rank #3 overall

Supplemental Info - Programs or Initiatives

Any additional information on Programs or Initiatives appears as 'Appendix 1. Programs or Initiatives' (bottom).

Initiatives and Fees

Initiatives

Describe any new initiatives your unit will need for the coming year.

N/A

Fees

List any new or changed fees that your unit has implemented or had to take on in the last academic year.

Community Engagement

Community Perceptions

Describe how your unit assesses community perceptions of your engagement, and how the unit assesses the impact of community engagement on students, faculty, community and the institution. Provide specific findings.

Our community focus is primarily students. Students provided feedback on our curriculum through standard course evaluations, which were very positive overall. We also solicited feedback from students regularly during programs and events which were very well received. We continue to tune our programs based on student feedback and, moving forward, will implement a standard post-program survey and regular interval check-in with LLC members, conduct focus groups with RMs and students.

The McNair Institute has a social media presence on Facebook, Instagram and Twitter, and the community as a whole, and EILLC members specifically, actively followed and engaged on social media. In addition to the surveys and focus groups, we will begin tracking key performance indicators on social media and continue to develop additional metrics during Year Two

Collaborations

Internal Collaborations

List your Unit's most significant internal collaborations and multidisciplinary efforts that are internal to the University. Details should be omitted; list by name only.

A key part of our value to the students is in connecting them with the plethora of resources at UofSC and, as a result, we collaborated closely with a number of groups and individuals within UofSC including, but not limited to the following:

Office of the Provost
Office of Residence Life
East Quad Area Coordinator
South Region - Residence Life
Peer LLCs, primarily Rhodos Fellows, "AP Club"
Entrepreneurship Club
McNair Institute Student Advisory Council
UofSC Career Center
USC/Columbia Technology Incubator
Office of Economic Engagement
Faber Entrepreneurship Center
McNair Institute Entrepreneurship Harmonizing Network
Center for Teaching Excellence
UNIV 101
UofSC Alumni Association
Net Impact*
UofSC Office of Diversity, Equity and Inclusion*
UofSC Leadership and Service Center*
Communications and Public Affairs | Communicators Network | Social Media Managers Network
Darla Moore School of Business Office of Career Management
DMSB MBA programs
UofSC Program in Global Studies
UofSC Entrepreneurial Engineering Graduate Program
UofSC Foundations
Sigma Omega Upsilon*
Women in Business Council*
Graduate Women in Business*

* New for AY20-21

External Collaborations

List your Unit's most significant external collaborations and multidisciplinary efforts that are external to the University. Details should be omitted; list by name only.

A key part of our value to the students is in connecting them with educational and supporting resources and, as a result, we collaborated closely with a number of groups and individuals nationally and internationally, including but not limited to the following:

Collaborations

StartupWind
Richland Library
1 Million Cups
SC Innovates 2020 - 15 institution collaboration*
SC Research Authority
SC Commerce | Office of Innovation
SC Small Business Development Centers
SC Blockchain | PalmettoChain*
Youth Entrepreneurship Carolina (YES Carolina) | Network for Teaching Entrepreneurship*
Junior Achievement*
Kauffman Foundation | Kauffman FastTrac*
Eckerd College Leadership Development Institute*
Mercatus Center at George Mason University
US Association for Small Business and Entrepreneurship
Global Consortium of entrepreneurship Center (GCEC)
INBIA
Young Americas Foundation
Foundation for Economic Education
Open Source 101
Women's Business Summit Organizing Committee
City of Columbia Offices of Business Opportunities and Economic Development
SOCO
McNair Centers Network
Growco | Growth Summit
Columbia World Affairs Council
University of Louisville Center for Free Enterprise*
Benedict College Women's Business Center (SBA)*
CommunityWorks Women's Business Center (SBA)*
Increasing HOPE Financial Training Center*
Beaufort Digital Corridor
IT-oLogy
American Society for Media Photographers - South Carolina Chapter
Small Business Administration
Richland County Offices of Economic Development and Small Business Opportunities

* *New for AY20-21*

Campus Climate and Inclusion

Campus Climate and Inclusion

Activities the unit conducted that were designed to improve Campus, Climate, and Inclusion. While the day-to-day programs and services of the EILLC are coordinated by the McNair Institute, we see this community as a collaborative effort among Residence Life, the Office of the Provost and the dozens of on and off campus partners which contributed to its launch and success in year one. This approach contributes to an improved and strengthened campus climate.

From a diversity, equity and inclusion standpoint, we were able to successfully focus on "academic diversity" during the selection process for the second cohort of the LLC. We are working with Residence Life, Housing, and other LLCs for access to data that can help us be more inclusive during the recruitment, selection and engagement processes, by considering ethnic minorities, first generation college students, non-traditional entrepreneurs and other measures that will allow us to pull together a more diverse and compelling mosaic of students.

Concluding Remarks

Weaknesses and Plans for Improvement

What is your unit struggling with? What plans do you have to overcome the weakness that you have faced in the next academic year.

It has been our honor and pleasure to work collaboratively with the Offices of the Provost and Housing to successfully pilot the Entrepreneurship and Innovation Living Learning Community. We were excited about the large number of applications for the community in the first year and ecstatic about the even larger number of applications in year two. That being said, we struggled a bit with putting together the most diverse and engaged group possible by being able to reference only names, majors, and answers to a few generic questions. We have been collaborating with the Offices of the Provost and Housing, and other LLCs, to improve the recruiting and selection process.

We have found that facilitating peer-to-peer engagements and mentor relationships have been received extremely well by our community members. We plan to further strengthen the Entrepreneurship and Innovation Living Learning Community by connecting the students with more, related organizations on campus and connecting the students with advisors and mentors both in person and through our StartupWind platform.

Key Issues

Identify key issues or potential challenges your unit will encounter this coming year and the steps you plan on initiating.

Entrepreneurship and Innovation education and support is inherently a "high touch" activity requiring significant time spent with each student or entrepreneur. The McNair Institute staff spent significant time with a small number of eager students, and this made it challenging to allocate bandwidth to effectively address the less eager students. This is being addressed by (i) putting in place more scalable online systems like StartupWind that allow us to leverage a larger group of advisers and partners more effectively, and (ii) implementing processes that streamline the connection of entrepreneurs and aspiring entrepreneurs to a range of resources. This will enable the McNair Institute staff to spend more time on high-value support activities and initiatives with the Entrepreneurship and Innovation Living Learning Community.

Quantitative Outcomes

Explain any surprises regarding data provided in the quantitative outcomes modules throughout this report.

The quantitative outcomes met or exceeded our expectations.

Cool Stuff

Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

The curriculum we are developing and teaching in the linked LLC Entrepreneurship Course COLA-298 continues to get incredibly affirmative feedback from the students. Student comments and survey results remained remarkably positive even after pivoting to an online model due to the COVID-19 pandemic. Below are some examples of the feedback we received.

Concluding Remarks

"I never imagined myself as much of an entrepreneur until I took class with Dr. Dirk Brown. Suddenly my eyes were opened to the many ways that entrepreneurial thinking could help me to get ahead in all aspects of my future career in sport and entertainment management. I'm so grateful to have learned the value of intra-entrepreneurship and how to truly leverage myself as an invaluable member of a company." - Kenzie McCarter, Sport and Entertainment Management Major and Member of the Entrepreneurship and Innovation Living Learning Community

"The experiences and knowledge gained from this course were imperative in my transformation from a wide-eyed freshman, to a sophomore ready to dive into the business world. This course presents real world practical business knowledge in a way that is informative and highly engaging. It is second to none." Jimmy Marshall, Student and Member of the Entrepreneurship and Innovation Living Learning Community

"As a freshman in college, I would never have had the access to the area's most accomplished entrepreneurs and great minds without The McNair Institute and Dirk Brown's class. I learned so much through listening to both success and failure stories and received valuable advice in both entrepreneurship and life that most people pay thousands to hear. I am so grateful for the connections made and the lessons learned, for they will carry on to the rest of school and the chapters after that." - Maggie Siciliano, Student and Member of the Entrepreneurship and Innovation Living Learning Community

Many entrepreneurial alumni were also excited to hear about and see the living-learning community. Mike Meyers, from ATX Venture Partners, flew in to talk to the students in person and commented afterwards that "Dirk and his team have created an experience for these students that is fundamentally changing their view of college and of life. I have never seen such an engaged and enthusiastic group of freshmen!"

Among other unique experiences created for the Entrepreneurship and Innovation Living Learning Community students, many of them got to meet publishing executive Steve Forbes and other well-known business leaders, attend a number of conferences and events, and meet with several real startup companies and their CEOs.

Appendix 1. Programs or Initiatives

ENTREPRENEURSHIP & INNOVATION LIVING LEARNING COMMUNITY



2019-2020 Photo Highlights

Top row, left to right: Admitted Students Day; First LLC Meeting; Disaster Storming Workshop. Bottom row, left to right: East Quad Lobby; Afternoon Snack Break; Guest Speaker and UofSC Alum Mike Meyers



Good morning <<First Name>>,

Congratulations and welcome to the UofSC Entrepreneurship and Innovation Living Learning Community!

It's great to "meet" you and we're looking forward to meeting you in person in August. You were selected among 1,200 applicants...**give yourself a high five.**

This year we'll have 100 community members representing more than 30 diverse majors and a wide range of interests, passions, experiences, home states and cities. Our community is enriched by a colorful array of voices and perspectives.

First, please call us Dirk and Katherine. We are a friendly, informal and accessible team. **Dirk serves as faculty principal** of the community and faculty director of the [McNair Institute for Entrepreneurism and Free Enterprise](#). **Katherine serves as associate principal** of the community and runs special projects on the McNair team.

A few other superstar team members you'll get to meet and know in the coming months:

- **Kristina Hooks**, who oversees partnerships and events for the McNair Institute.
- **Coy Gibson**, who serves as business manager for the Entrepreneurship & Innovation and the Rhodos Fellows Living Learning Communities.
- **Josh Jarvi**, who is the area coordinator for East Quad. He's in charge of all things for our building.

exclusively for LLC Community Members. Please respond to this poll about your preference for the fall course or spring course. First preference for the fall course will be given to the first (50) responding.

Complete the poll >>> <https://forms.gle/2jTcBHMiygsggeBAv7>

What to expect this year

You may remember we asked you to share your program ideas for the community on your application. We are impressed and inspired by your responses! Here's an outline of the programs underway for the year:

- **Ask an Entrepreneur:** Alumni-founders will join us for a TED-style talks, accompanied by time for appointments with you 1:1 or in small groups.
- **Treat Yourself Tuesdays:** Featuring treats, launch stories and inspo from local startups.
- **Open Office Hours:** We'll be working in the EQ main lobby regularly, when you can come by, have a chat with us, hang out with community members and pick up a snack or meal. You may also book a virtual or in person appointment with us anytime. Our goal is to meet with you 1:1 at least once each semester.
- **Special Programs:** Vision Boards, Entrepreneurial Strengths Workshops, Movie Nights and Shark Tank Viewing Parties, Internship Prep Sessions and more!
- **McNair Entrepreneurship Showcase:** Our signature event will take place Friday, November 20. More details to follow.
- **Little Free Library:** Free copies of [Entrepreneur, Inc.](#), [Forbes](#) and [Fast Company](#) magazines will be available in the lobby. In addition, we'll share articles, podcasts, talks, etc. via email and social regularly.
- **Students of the Month:** Each month, we'll select students in the community for a poster profile displayed at our office and on our social.

Let us know how this all sounds! Your feedback is important to us.

Don't forget to complete the course poll to get first dibs on the fall entrepreneurship course.

We're counting down the days until August. It's going to be an incredible year for you and we are here to elbow bump and air high five you all the way!

Have a fun and relaxing summer. Stay safe and well.



Dirk Brown, Ph.D.

dirk@sc.edu

Happy Global Entrepreneurship Week!



Celebrate Global Entrepreneurship Week with 1 Million Cups and SOCO this
Wednesday, 11/20

Good afternoon.

Global Entrepreneurship Week is the world's largest celebration of the innovators and job creators who launch startups that bring ideas to life, drive economic growth and expand human welfare. During one week each November, GEW inspires people everywhere through local, national and global activities designed to help them take the next step in their entrepreneurial journey.



Let's celebrate together. Here are the events we recommend:

<https://mailchi.mp/email/this-week-uofsc-mcnair-institute-111819>

1/3

companies encompass a variety of disciplines including life sciences, information technology, cybersecurity, robotics, and artificial intelligence. Attendees will have the opportunity to network with founders and executives from the featured companies, learn about their various business models, and observe demonstrations of software solutions, robotics, and big data management platforms.

[Pre-registration encouraged >>>](#)



WEDNESDAY is [1 Million Cups Columbia's Open House](#) at SOCO 80808, the new co-working space in The Vista. Check out the video above, and join us Wednesday @ 9am at SOCO, 808 Lady Street. Free coffee, great networking, and inspiring stories.



It's still November, but we're already planning for December. This week is the deadline to register for the UofSC Economic Outlook Conference on December 3. [Please use this form to apply for a complimentary student event ticket](#) - and check out the other events for which we are sponsoring students to attend.

Let us know how we can support you.

Dirk Brown, Ph.D. & Katherine Swartz Hilton, M.A.
 UofSC McNair Institute for Entrepreneurism and Free Enterprise
 Entrepreneurship & Innovation Living Learning Community
dirk@sc.edu | kmswartz@mailbox.sc.edu

PS - Are you looking for advice - on your business ideas, career planning, or other areas? Email our program coordinator to book an appointment with Katherine or Dirk: mcnairinstitute@mailbox.sc.edu

Student Event Ticket Application

This Week in the Entrepreneurship & Innovation Living Learning Community @ East Quad



Hope you had a great weekend. This week we're excited to celebrate [UofSC Leadership Week](#) and host:

<https://mailchi.mp/email/this-week-eillc-12153225>

IMBA), has launched a number of startups, and was a founding organizer of [1 Million Cups Columbia](#). He also happens to be Katherine's husband! ***There will be wings, chips, sodas, and prizes for the winners!***

Next week, we'll be working in the lobby and hosting **"Pop Up Cafe," Thursday, February 20, from 3-5pm in the EQ Lobby/Classroom**. Come say hello, have a cup of (free!) coffee and get some (free!) advice on the topic of your choice.

It was great to see so many of you at the Entrepreneurship Showcase with Steve Forbes on January 31! Thank you for attending.

We hope you'll continue to stay connected and involved this semester!

See you soon,

Dirk & Katherine

dirk@sc.edu | kmswartz@mailbox.sc.edu



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This Week in the Entrepreneurship & Innovation Living Learning Community @ East Quad



Hope you had a great weekend. Here's a pre-game on Entrepreneurship & Innovation Living Learning Community and East Quad events this week:

<https://mailchi.mp/06ec842ca52b/this-week-eillc-102119>

- 10/20: Overcoming Roadblocks Self Care Drop In (8-9pm in EQ Courtyard)
- 10/24: Career Exploration Session (7:30-8:30pm in EQ Classroom)
- 10:25: [Field Trip to UofSC/Columbia Technology Incubator + Meet and Greet with Caroline Crowder '16](#) (2:30 - 4:30pm, please RSVP by 10/23)

We had a great lunch and learn with Mike Meyers last week! Thanks to so many of you for attending. We're in the office Monday, Wednesday and Friday this week (EQ 208). Hope to see you soon.

Dirk & Katherine

dirk@sc.edu | kmswartz@mailbox.sc.edu

Field Trip RSVP



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