A Culture of Collaboration

2019 ENTREPRENEURSHIP SURVEY RECAP AND WHY SHARING AMONG INSTITUTIONS IS KEY TO FUTURE INNOVATION
AGENDA

- WHAT & WHY
- METHOD
- PARTICIPANTS
- FINDINGS

- 2017 vs. 2019
- LOOKING TO 2021
- DISCUSSION
WHAT
A biennial survey is conducted by the University of Rochester to learn about the operations of university entrepreneurship centers and programs.

WHY
The University of Rochester hopes that, in conjunction with other collaborative initiatives, this survey can provide a place to share and learn from others, while strengthening the practice of entrepreneurship in a world that can only benefit from informed and compassionate innovation.
METHOD

- Same 2017 distribution strategy - online via Qualtrics to attendees of 2016 and 2018 GCEC Conferences + 2017 USASBE Conference (1500+ total)
- Open from July 15, 2019 through September 5, 2019 (with reminder emails)
- Questions written by Ain Center staff, UR Vice Provost for Entrepreneurship, and suggestions from 2017 survey respondents
- **Respondents offered full survey data** to encourage participation
PARTICIPANTS

20 of the Top 25 Schools for both Undergraduate and Graduate Entrepreneurship are represented here, according to the 2020 Princeton Review/Entrepreneur Magazine rankings. These institutions range from small private institutions to large public ones.
Universities in **27 countries around the world** shared their best practices. In the US, data was received from institutions in **42 states**, plus DC.

The vast majority of respondent universities both were public institutions (116 in the US, 50 internationally), with a larger number of private institutions located in the US (87; 9 abroad).
FINDINGS

Of the universities that participated:

86% Have a co-curricular entrepreneurship center.
66% Offer intercollegiate programs or competitions.
84% Frequently collaborate with community partners.
108 out of 189 (57%) entrepreneurship centers are university-wide.

102 out of 194 (53%) centers report to a university dean.

166 out of 189 (87%) centers function with 9 or fewer full-time staff.
Many universities implement similar tracking methods.

- Community engagement
- Conversations with constituents
- Survey feedback

- Businesses launched
- Grant funds awarded
- Participants (+ repeat attendees)
63% of curricular programs work closely with co-curricular entrepreneurship centers, indicating an interest in hands-on learning and a desire to test skills learned in a classroom setting.
There is no one-size-fits-all way to run a successful entrepreneurship center or program.

Each institution finds success through different methods; sharing those methods provides options, opportunities, and ideas for growth.

No matter the method, though, entrepreneurship training enables improvisational thinking and agile adaptability.
2017 vs. 2019

- +162 increase in participating universities
- Shift to interest in collaboration, programming, and metrics/data collection (including engagement and recruitment)
  - UR focus turned away from Advisory Councils - broader scope
  - Distinction between center and program
- Difficult to discern major data differences because questions were focused on different topics and/or were more specific
LOOKING TO 2021

• Address the impact of and response to the pandemic

• Pose the creation of an online repository of resources from respondent universities - include survey templates, metrics/tracking tools, board documents

• Add questions related to:
  ○ Internal Operations (employee pay, demographics, etc.)
  ○ Program/Center Visions & Mission Statements
  ○ Student Enrollment & Engagement

• Update contacts; target new universities that haven't been reached
DISCUSSION

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Full reports can be found on the Ain Center website at rochester.edu/aincenter/survey