A Culture of Collaboration

2021 ENTREPRENEURSHIP SURVEY RECAP AND WHY SHARING AMONG INSTITUTIONS IS KEY TO FUTURE INNOVATION
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.
CHANGES FROM 2019

• Addressed the impact of and response to the pandemic

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

• Updated contacts; target new universities that haven't been reached
PARTICIPANTS

Size by Undergraduate Population

- 20,000+ Students: 28.1%
- 15,001-20,000 Students: 9.5%
- 10,001-15,000 Students: 14.8%
- 5,001-10,000 Students: 20%
- 1-5,000 Students: 27.6%

Size by Postgraduate Population

- 20,000+ Students: 2.5%
- 15,001-20,000 Students: 9.5%
- 10,001-15,000 Students: 5.9%
- 5,001-10,000 Students: 26%
- 1-5,000 Students: 63.7%
Universities in **22 countries around the world** shared their best practices. In the US, data was received from institutions in **34 states**, plus DC and the US Virgin Islands.

The vast majority of respondent universities were **public institutions** (107), with a number of **private institutions** also responding (67).
FINDINGS
Center and Program Demographics

Of the universities that participated:

- 85% have a co-curricular entrepreneurship center.
- 66% offer intercollegiate programs or competitions.
- 29% have more than one entrepreneurship center or department.
Faculty and Staff Information

3% of centers function with 16 or more full-time staff.

66% of centers function with 5 or fewer full-time staff.
Center Operations

40% of centers have an annual operating budget of less than $300,000

$1,000,000 or more
30.8%

Less than $300,000
39.8%

$300,000 - $999,999
22.6%

Unknown
6.8%

31% of centers have an operating budget of more than $1,000,000
Mission and Vision
Popular Program and Competition Themes:
Tracking Impact - Co-curricular Programs

Quantitative
- Number of participants
- Number of partners
- Businesses created
- Funds raised by student ventures
- Jobs created
- Training hours completed

Qualitative
- Success stories
- Interdisciplinary representation of participants
- Program feedback
54% 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.

51% of institutions with degree programs also offer a certificate program in entrepreneurship, the majority conducted in a hybrid format.
Popular Course Topics

- Intro/general entrepreneurship courses
- Entrepreneurial mindset
- Creativity and innovation
- New venture creation
- Tech commercialization
- Corporate innovation/intrapreneurship
- Practical and experiential opportunities
## Tracking Impact - Curricular Programs

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<th>Quantitative</th>
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<td>• Student enrollment</td>
<td>• Student feedback and reviews</td>
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<td>• Student retention rate</td>
<td>• Student backgrounds and interdisciplinarity</td>
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<td>• Number of courses offered</td>
<td>• Course topics</td>
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<td>• Number of experiential projects completed</td>
<td>• Alumni surveys</td>
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<td>• Graduation rates</td>
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<td>• Career placement data</td>
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Pandemic Impact

- Shift to emergency online learning and co-curricular activities
  - Content stayed the same with only a change in delivery
- Overall participation declined
- Increase in access to programs
  - No geographical barriers to participation
  - Increased diversity of mentors, judges and speakers
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.

Entrepreneurship educators benefit from knowledge sharing, collaboration, and frequent communication.
LOOKING TO 2023

• Add questions related to:
  ○ **Community Engagement** – balance of resources; intercollegiate resource sharing; international partnerships
  ○ **Curricular Concerns** – pedagogy utilized; state of entrepreneurial research
  ○ **Design of Programs** – accelerators; incubators; mentorship
  ○ **Entrepreneurship Center Operations** – demographics of staff/faculty; funding arrangements and donor engagement/relations; tech systems and tools used for data needs (CRM, analysis, marketing, coach scheduling, competition submission evaluation, etc.)
  ○ **Professional Networks and Staff/Faculty Development Opportunities**
  ○ **Student Demographics** – how they are collected; who is attending certain programs
QUESTIONS?

Full reports can be found on the Ain Center website

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