

A Culture of Collaboration

2021 ENTREPRENEURSHIP SURVEY RECAP AND WHY SHARING
AMONG INSTITUTIONS IS KEY TO FUTURE INNOVATION



UNIVERSITY of ROCHESTER

Ain Center for

ENTREPRENEURSHIP
and **INNOVATION**

GCEC
VEGAS*2022



WHAT

A **biennial survey** is conducted by the University of Rochester to learn about the **operations of university entrepreneurship centers and programs.**

WHY

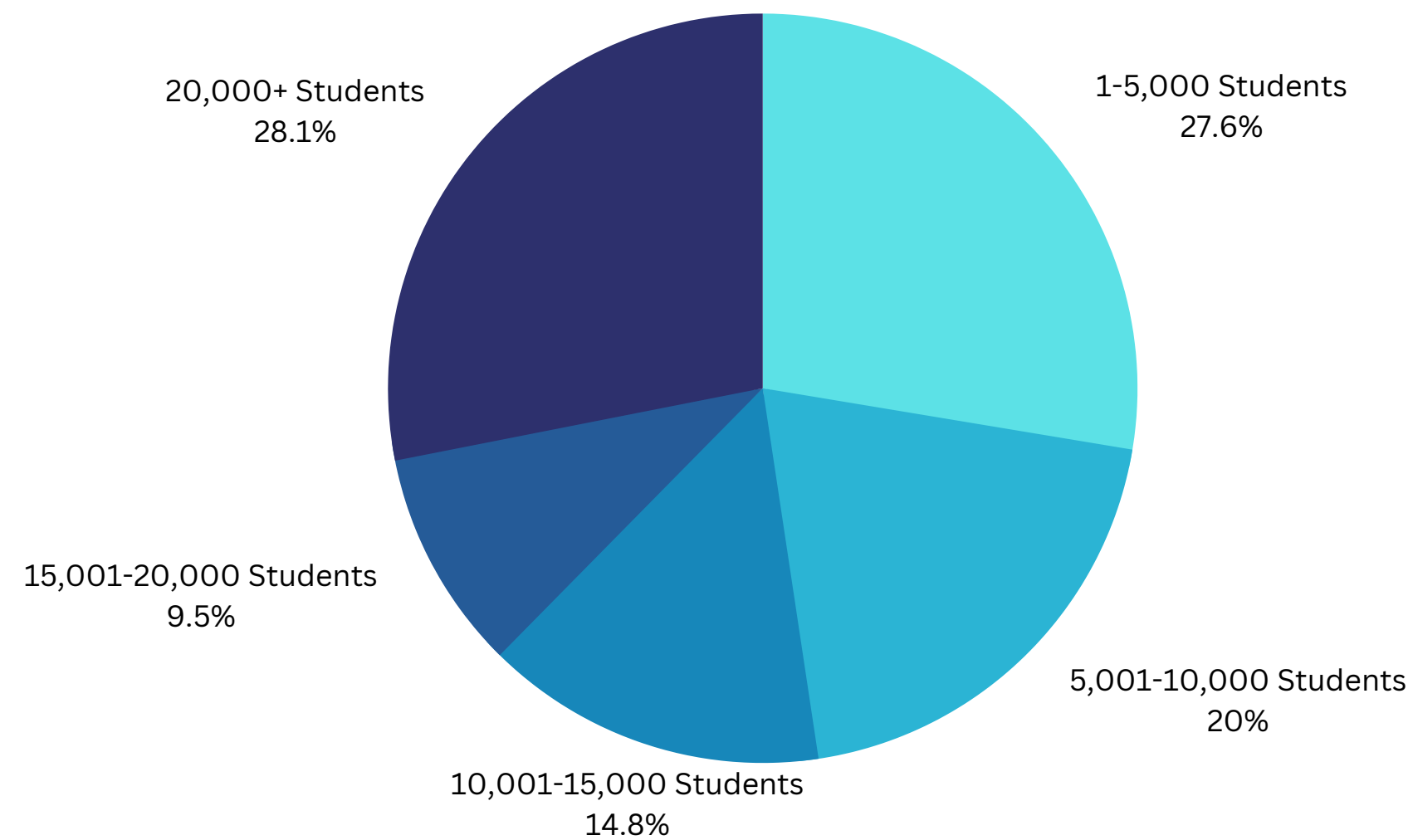
The University of Rochester hopes that, in conjunction with other collaborative initiatives, this survey can provide **a place to share and learn from others,** while **strengthening the practice of entrepreneurship** in a world that can only benefit from **informed and compassionate innovation.**

CHANGES FROM 2019

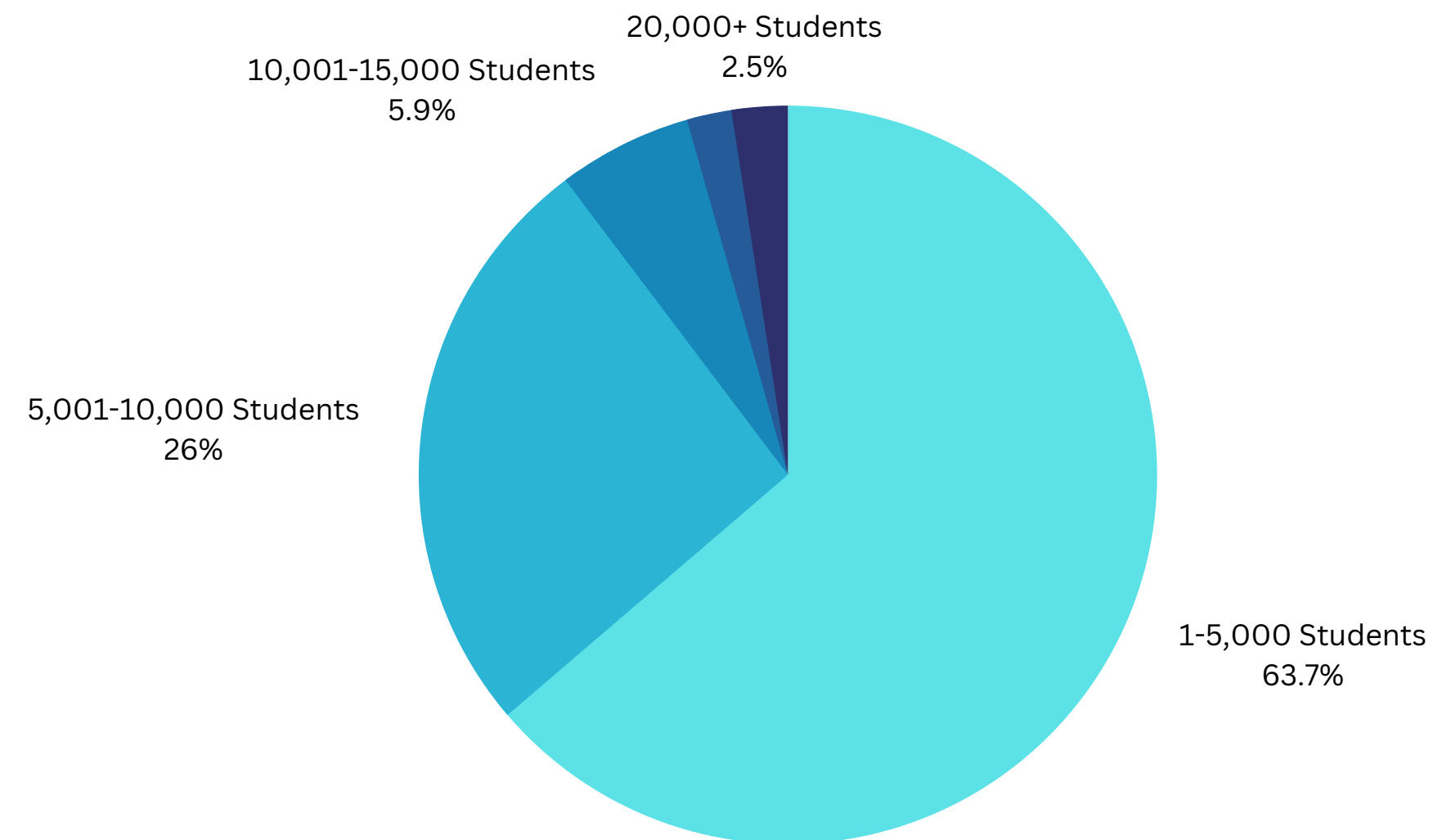
- Addressed the impact of and response to the pandemic
- Added questions related to:
 - Internal Operations (employee pay, demographics, etc.)
 - Program/Center Visions & Mission Statements
 - Student Enrollment & Engagement
- Updated contacts; target new universities that haven't been reached

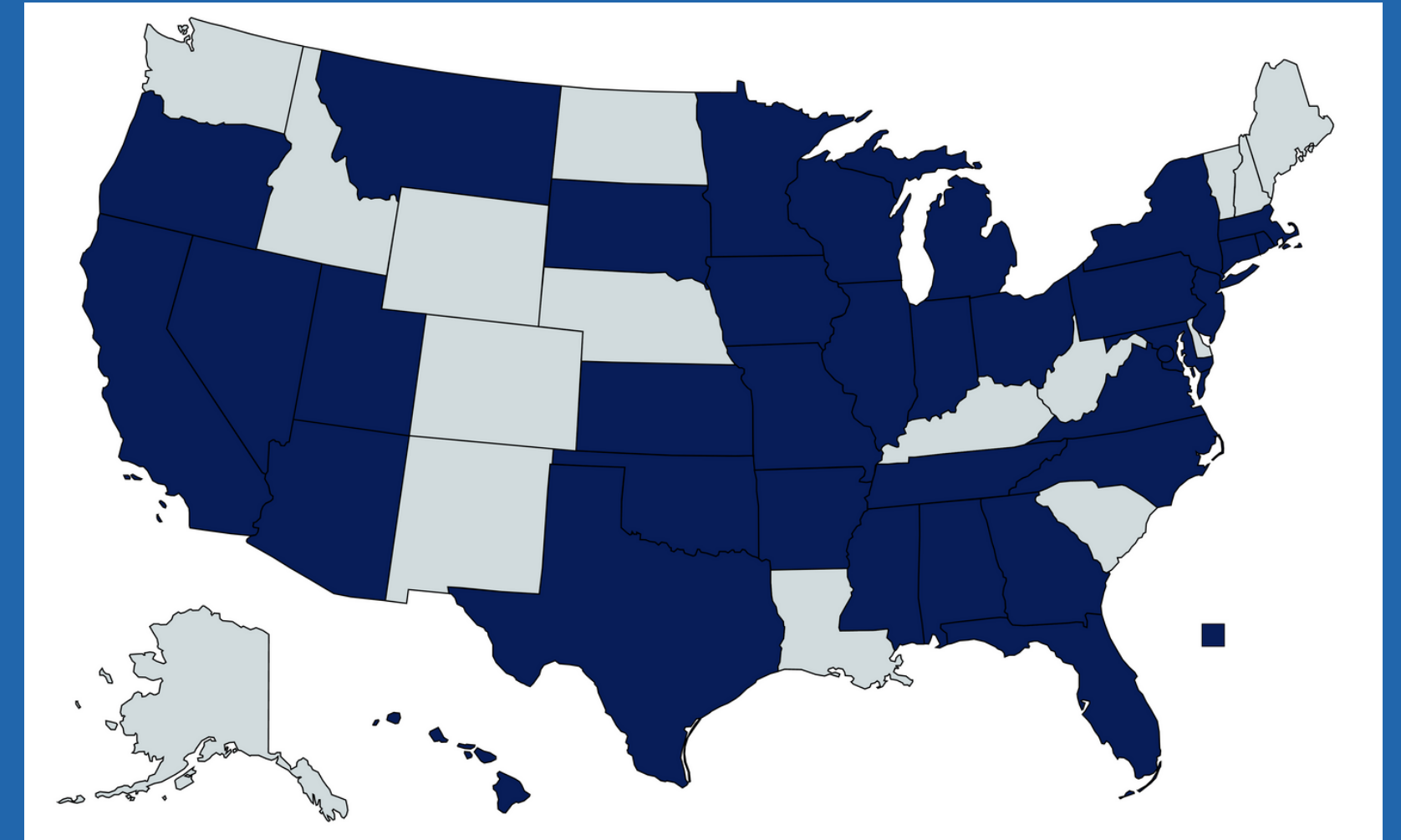
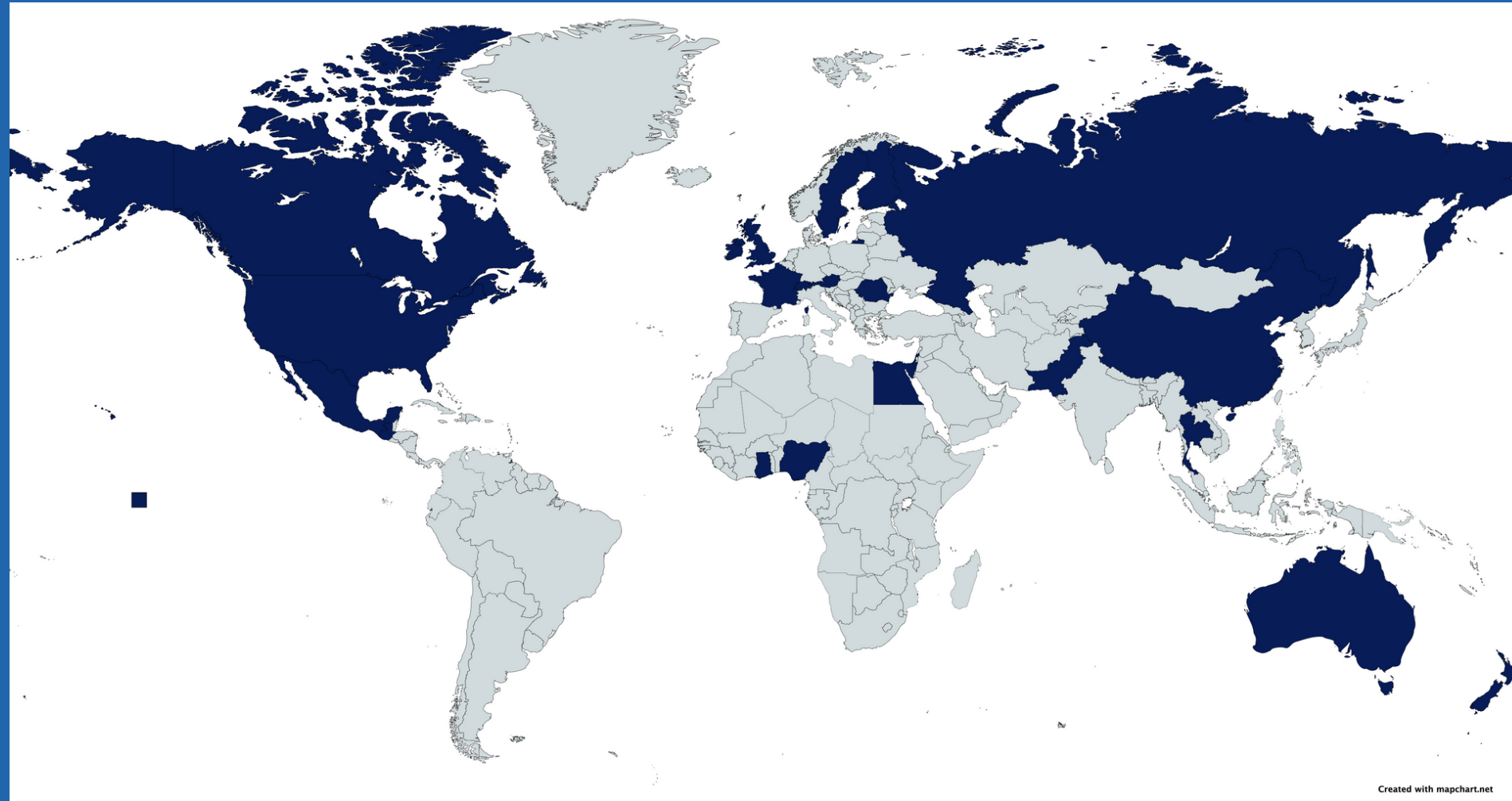
PARTICIPANTS

Size by Undergraduate Population



Size by Postgraduate Population





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%

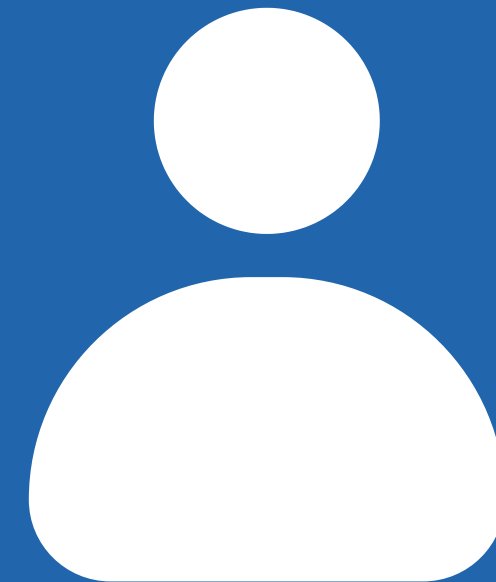
Have more than one
entrepreneurship center
or department.

Faculty and Staff Information



3%

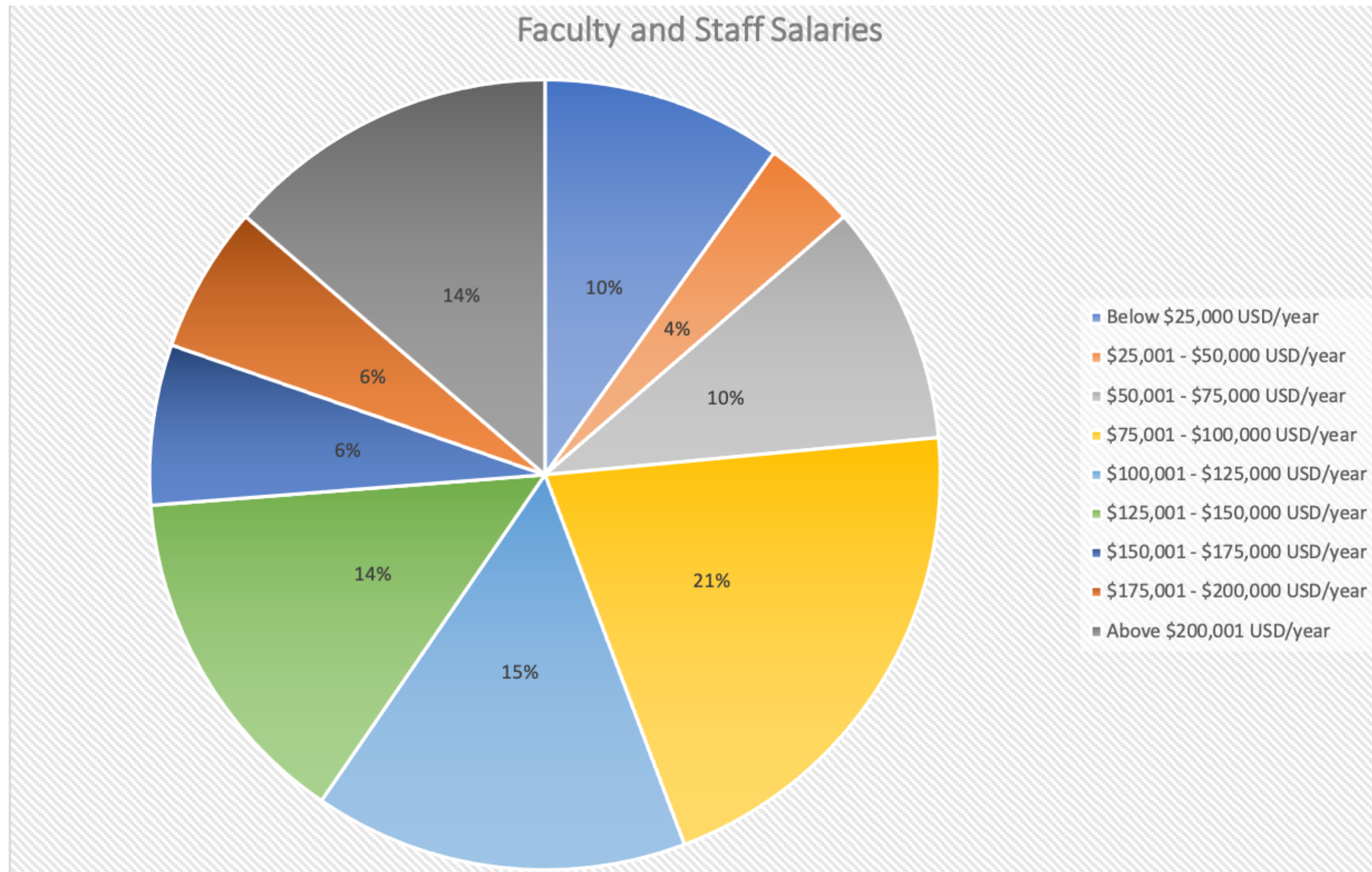
of centers function with
16 or more full-time staff.



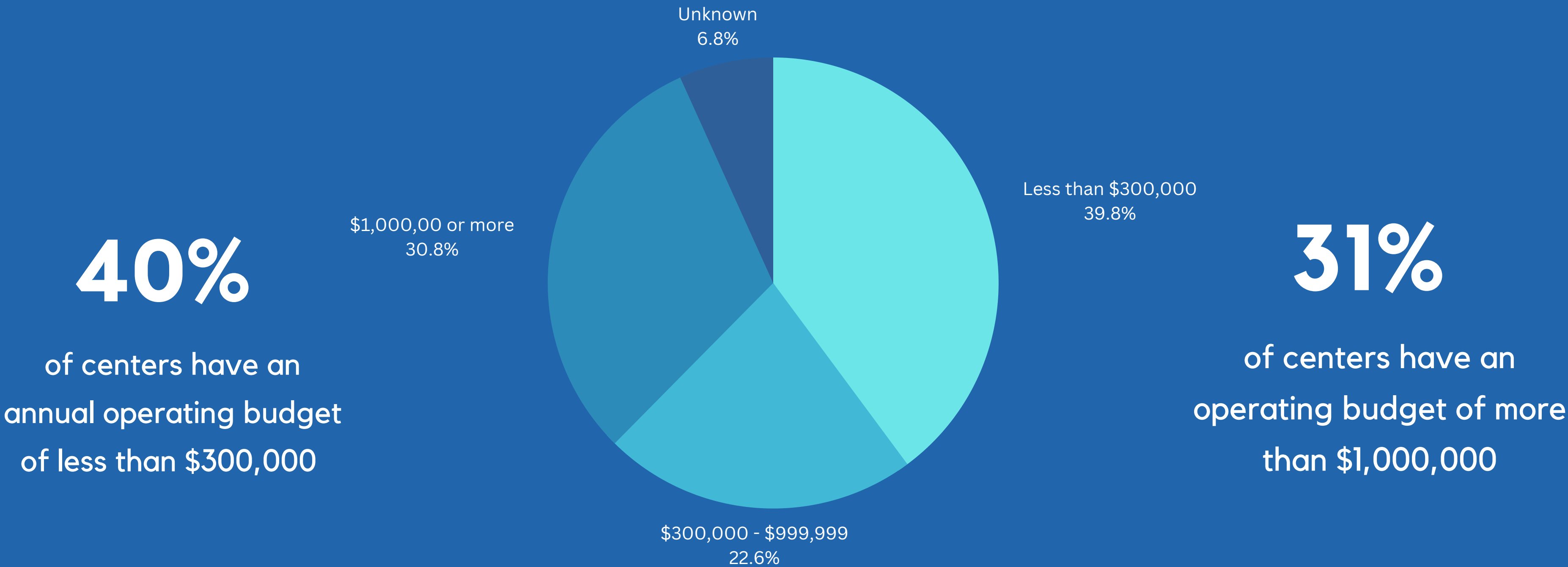
66%

of centers function with 5
or fewer full-time staff.

Faculty and Staff Information



Center Operations



Mission and Vision



Popular Program and Competition Themes:

support funding startup coworking
speakers series pitch consulting
innovation business
mentorship training incubation development student
club acceleration undergraduate advising fund maker co-working learning
design hackathons mentoring events community internship
conferences competition space seedfunding co-curricular students
workshops coaching competitions
classes incubator plan center
networking challenges venture courses speaker
internships research

Tracking Impact - Co-curricular Programs

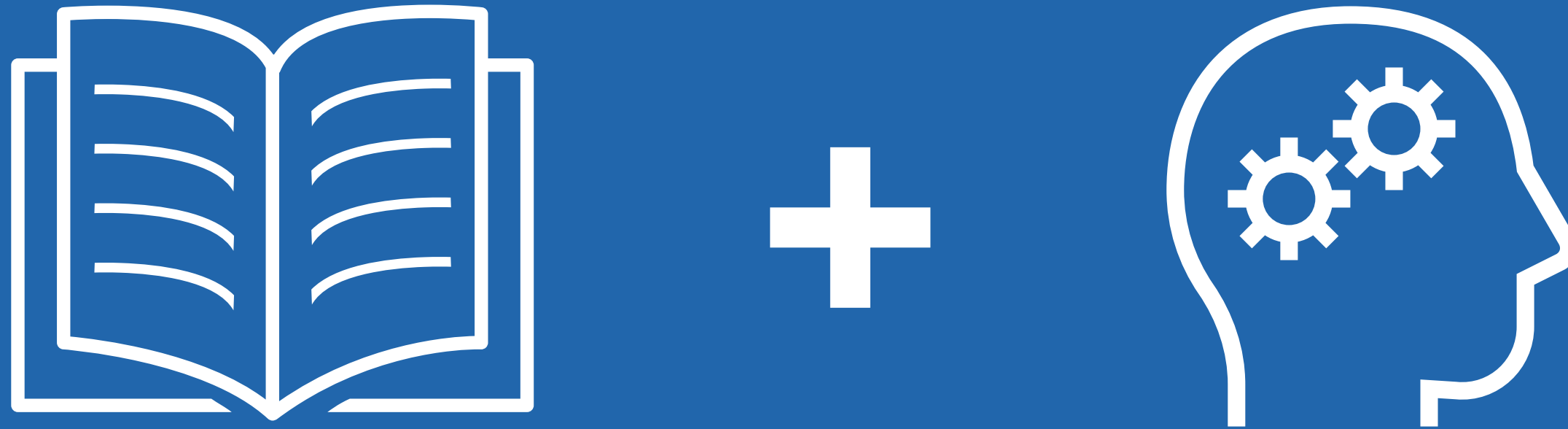
Quantitative

- 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

Degree Programs and Curricular Options



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

Quantitative

- Student enrollment
- Student retention rate
- Number of courses offered
- Number of experiential projects completed
- Graduation rates
- Career placement data

Qualitative

- Student feedback and reviews
- Student backgrounds and interdisciplinarity
- Course topics
- Alumni surveys

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

heidi.mergenthaler@rochester.edu | rebecca.crocker@rochester.edu



UNIVERSITY of ROCHESTER

Ain Center for

ENTREPRENEURSHIP
and **INNOVATION**

GCEC
VEGAS * 2022