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NACCE RESOURCES

Sharing Best Practices in E-ship Education Through Training and Networking

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How can you as an educator or college administrator figure out what to do next for your entrepreneurship education initiative at your community college? One of the best ways is to learn about best practices.

But, how can you find out about best practices? Training and networking with colleagues is a great way to find out what other community colleges are doing. But as community college educators and administrators, you are a busy group and often don’t have the time to physically attend a training course.

What if you could communicate with colleagues and share your best practices without traveling? What if you could network with others throughout the entire country without leaving home? And what if you could communicate with others on your schedule?

Well, now there is a way! NACCE recently launched the “HowToDoIt Kit” online course. This six-week course will provide you with all of the tools necessary to launch an entrepreneurship program on your campus. The course includes these topics:

- Entrepreneurship in the Community College
- Entrepreneurship Education Unveiled
- Supporting Entrepreneurship Students
- Entrepreneurs: Myths and Challenges
- Funding the Entrepreneurship Agenda
- Marketing Your Efforts
- Building Support and Staying Relevant

One of the best parts about the course is that you have the ability to network with colleagues from all over the country through various discussion forums. By the end of the course, you will have developed your own unique action plan for how to implement your entrepreneurship education program on your campus.

Recent participants in the pilot program had the following feedback on the course:

“The ‘HowToDoIt Kit’ course was the best experience I’ve had with a comprehensive course. I learned so much in this course,” said Laura Manyweather, Future Leaders acting director and adjunct professor of Business at Los Angeles Southwest College. “I have infused many of my lessons in my teachings and have gotten positive feedback, I have emails to prove it. I have begun my entrepreneur campaign on campus. I have launched our entrepreneur club for the students and I have begun dialogue with the foundation, all because of this great ‘Take action’ course. The ideas and strategies used simply pull what you already have in you ‘out’ and take you to the next level. Thank you for this much needed course.”

“First, this has been a well-structured and well-planned effort,” said Myke McMullen, professor of Marketing/Management and department chair of Business Administration at Long Beach City College. “I also teach online and know how difficult it is to organize, prepare and deliver content in this manner. I think for those institutions that are just beginning this journey, this course will be extremely relevant and a great first step. And even at institutions such as ours, where we have been fighting these battles for some time, this course

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either reinforced existing best practices or encouraged me to reflect on areas of potential weakness. All in all, it has been a valuable experience and I have enjoyed being a part of this test group.”

Kourt Williams, adjunct professor of Business Administration at Los Angeles City College (LACC) and lead faculty/education director of the LACC/Goldman Sachs 10,000 Small Businesses (10KSB) Initiative, was also enthusiastic about the “HowToDoIt Kit” course. He said, “This course is amazing! This is just what I needed.”

From a course facilitator perspective, it was wonderful to watch participants learning from each other and sharing ideas. One of the best parts of the course is seeing the action plans that are developing as a result of the course.

For more information on upcoming sessions, please visit the NACCE website.

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people’s expertise and competencies, and what motivates them. The team will experience conflict surrounding ideas for change, so you want a team that will engage in the conflict constructively. This requires a team diverse in skill sets, backstories, and vision.

Step 2: Establish standards – Any effort surrounding creating and entrepreneurship will be messy, so develop structure to encourage and maintain momentum. Standards are that structure; have preconceived, agreed-upon standards to survive the messiness. There must be ethical standards promoting the institution’s values. There must be standards dictating behavior among team members – particularly conflict resolution.

Building or expanding a team related to entrepreneurship requires innovative standards. Push the envelope, raise the bar, develop standards that are fun to talk about so they become an integral part of the campus-wide discussion of entrepreneurship. The standards will be the roadmap, so include the champion and team in development; giving the team ownership will create a greater likelihood those standards are infused into the culture of the team and their efforts.

Step 3: Set expectations (roles & responsibilities) – People need to know what is expected so they can buy in. As with standards, let the team, driven by the champion, formulate their roles and responsibilities. Give them autonomy to establish clear performance expectations. Inform every team member of the institution’s values and of the place entrepreneurship has within the institutional fabric. Ensure every team member develops very specific performance goals. Make sure clear policies and rules are in place; combined with the institution’s values, this is the framework for the team’s behavior. Each team member should work on a development plan to map out their personal development and growth. Last, the team must have regular check-ins to reinforce expectations, share achievements, and adjust the road ahead.

Step 4: Celebrate successes – Everyone needs a “way to go!” or “atta boy!” when things go well. Celebrating achievements is important to maintain morale and encourage institutional support. When team members achieve personal goals, or when the team reaches a milestone, share that with the internal and external community. Each team member is giving of themselves above and beyond what is expected, so when celebrating them, make sure it is something of value to them. This requires getting to know them – what motivates them, what recognition they would most value.

Step 5: Celebrate failures (that result from well-laid plans) – With any entrepreneurial initiative, failure is realistic and likely. This path requires learning and experimentation. Almost by definition, this path will be fraught with failure, for individuals on the team and the team as a whole. Encourage failure, and celebrate it; help team members understand that intelligent failures contain tremendously valuable information.

Team members are expected to leave their comfort zone, to push the boundaries of what is possible, and to go beyond expectations. So they need a cushion for when (not if) they fail. Remember, every breakdown gets the team closer to a breakthrough. As successes are announced, so too must be failures, and more importantly, what the team has learned from the failure. By creating a culture that embraces intelligent failure, the internal team and all members of the community will be encouraged to invent their future.

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