

# A Culture of Collaboration

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



UNIVERSITY of ROCHESTER

**ENTREPRENEUR**

Ain Center for Entrepreneurship

**GCEC**

VEGAS 2020



# 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.**

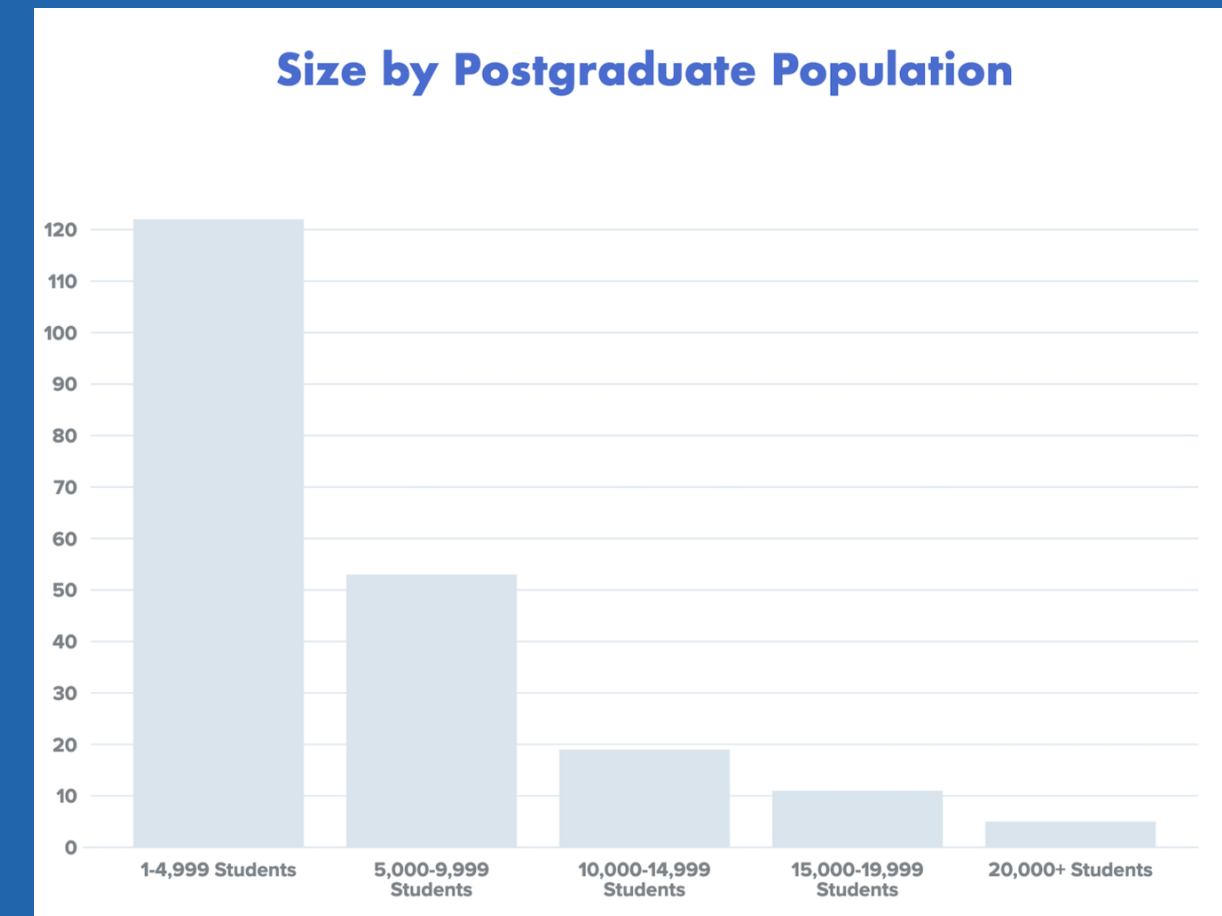
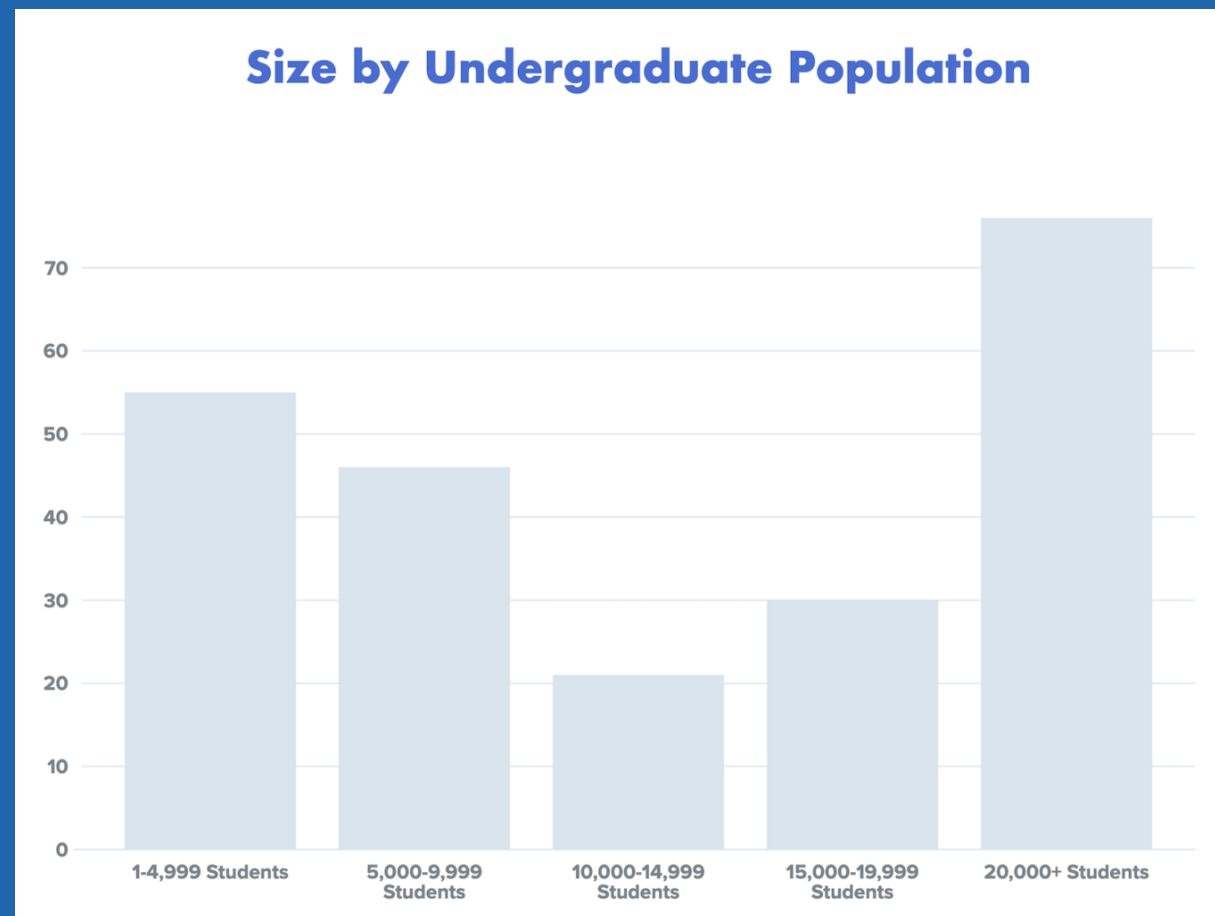
# WHY

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.**

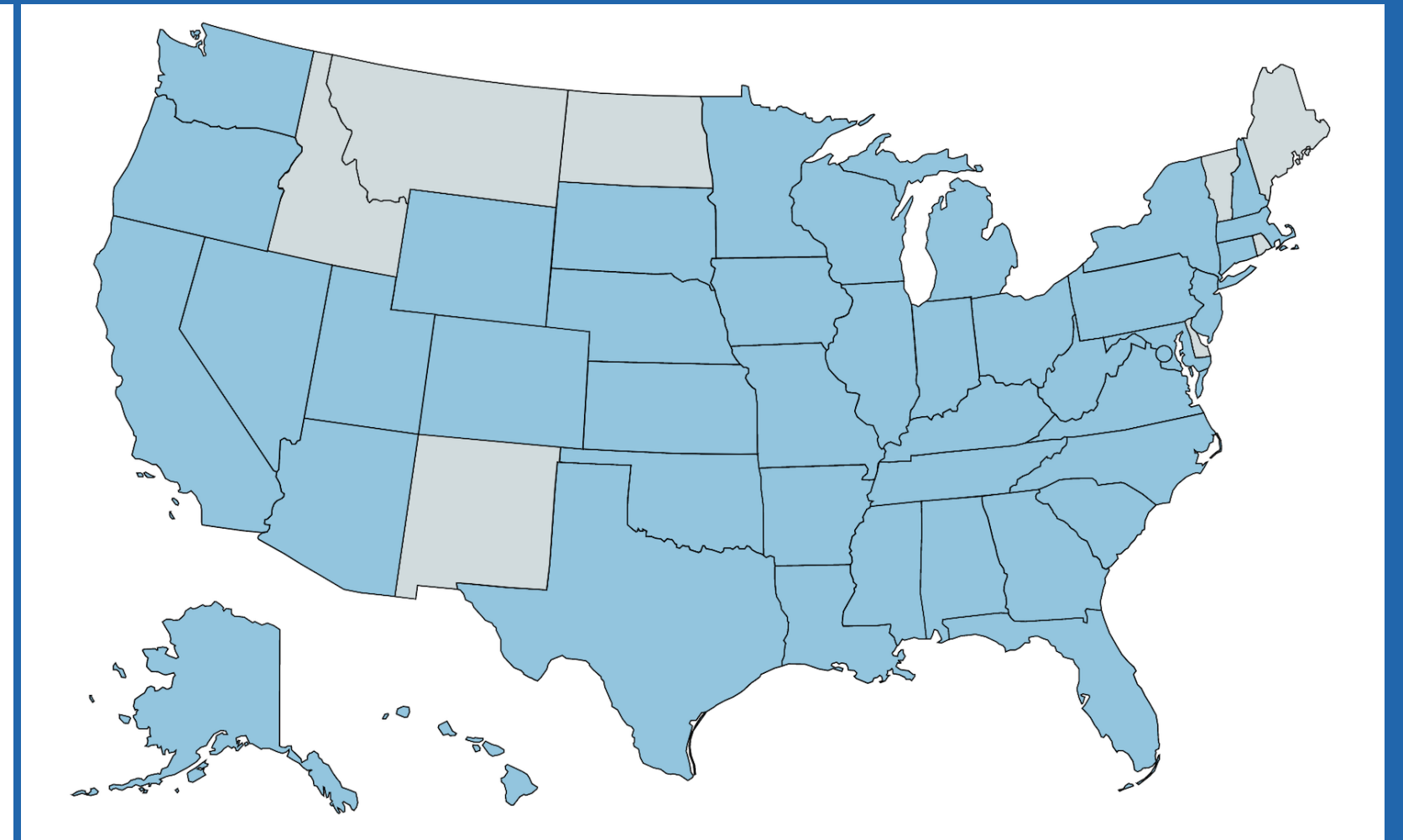
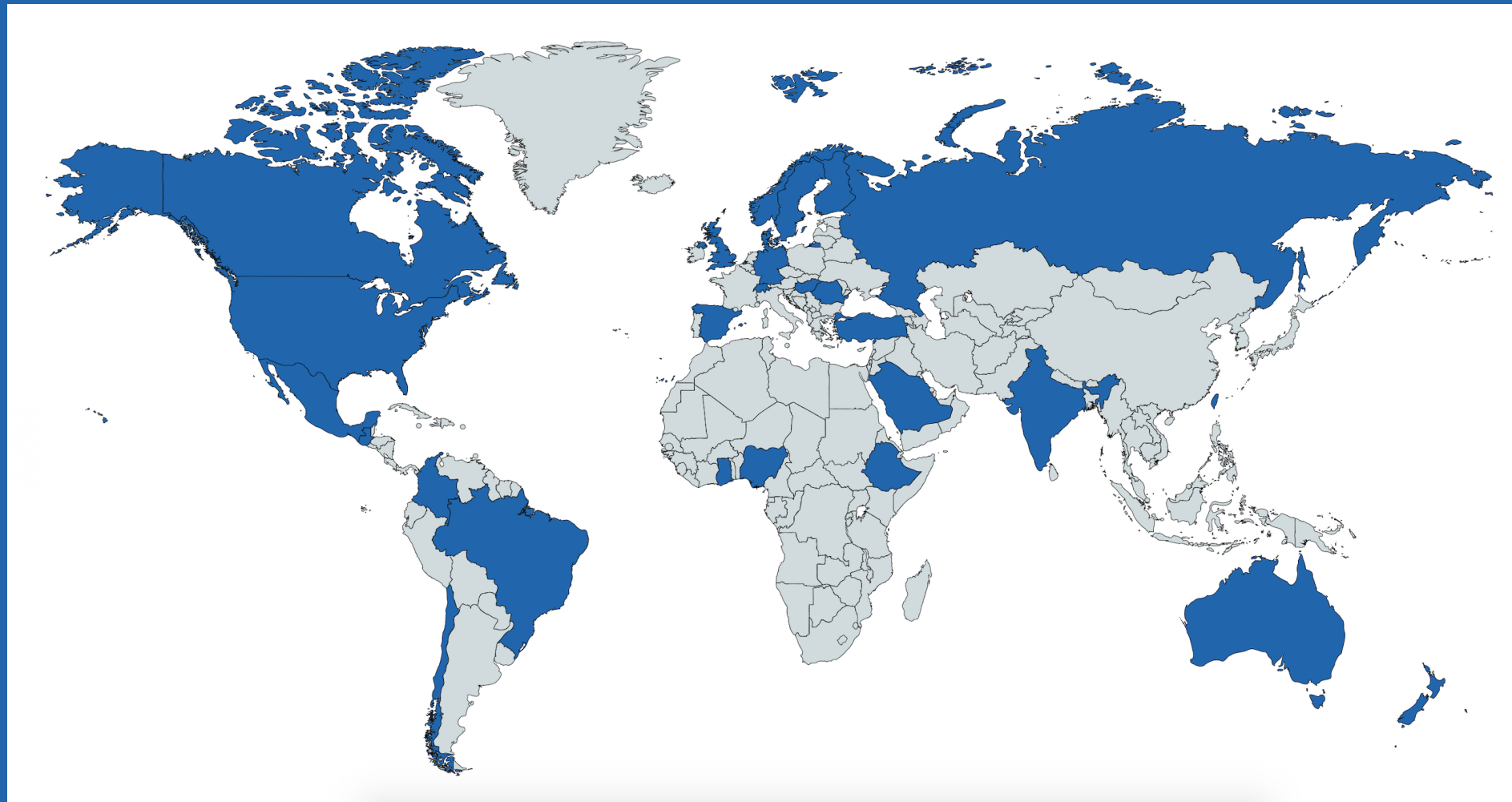
# METHOD

- 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.



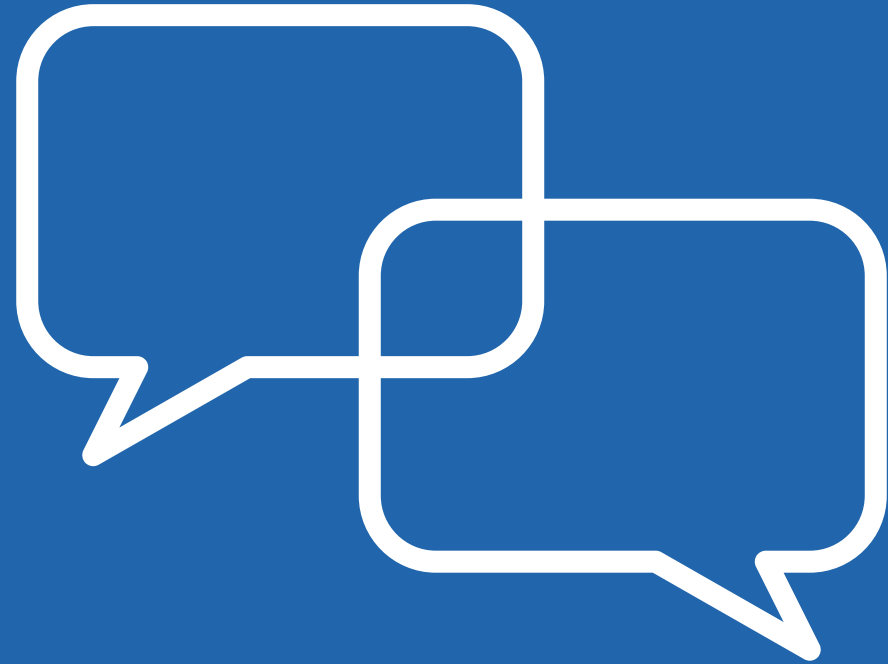
**108 out of 189 (57%)**  
entrepreneurship centers  
are university-wide.

**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](http://rochester.edu/aincenter/survey)



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