

Strategic Planning
Culture of Innovation & Entrepreneurship Task Force Meeting
Wednesday, September 18, 2013

Attendance: Mr. Carter McClure (Chair), Ms. Atiba Khan (Student Co-Chair), Dr. Alberto Cardelle, Dr. Mary DeVito, Ms. Ann Duffield (Ann Duffield & Colleagues Consulting Group), Mr. Marcus Howard (Student), Dr. Chin Hu, Prof. Dave Mazure, Dr. Richard Otto, Mr. John Stabinger, Mr. Robert "Chuck" Stewart, Mr. Jonathan Weber (Student), Dr. Terry Wilson

Not Present: Dr. Jane Huffman, Mr. Edward Abraham

Scribe: Ms. Colette LaMarche

Summary:

There were introductions around the table. Ann Duffield gave an overview of what the goals of the overall Strategic Planning Steering Committee were and what part this Task Force would have in the process.

There were 2 handouts: "A Framework for Discussion" and a "Plan Template." Ann reviewed these documents with the group to help define its focus and goals.

Once the plan is in place, there will be annual evaluations to see if the implementations of the goals are working and if not, what could be done to help them along or, if necessary, eliminate them.

After the second set of Task Force meetings, there will be poster sessions held within each college. Marcus Howard asked if the poster sessions could be held individually – yes, this is an option. Carter McClure asked if the discussion items for the poster sessions could somehow be available through social media settings. There was discussion about the anonymity facet of this. If there is a way for the information to come through anonymously then those comments could be added to the posters.

After the fifth meeting there will be further poster sessions, open forums and meetings with community members.

A study by Georgetown University Center on Education and the Workforce about the population and labor market projections for 2020 would be an excellent resource for the Task Force members to read. It will be distributed via email.

As an example of a change in a University's culture, Ann referenced the Meyerhoff Scholars Program, co-founded by Dr. Freeman A. Hrabowski, III, President of UMBC (The University of Maryland, Baltimore County.) This program met all the goals of that school's strategic plan. When the program was first introduced, UMBC had many of the same issues that ESU is now facing. The Meyerhoff Scholars Program is now the "brand" for that University.

Colette LaMarche will send a Doodle poll to the Task Force for date/time of next meeting.

Each member wrote descriptive sentences/questions about how they currently see ESU and what direction they would like to see the University take with regards to this specific task force's charge. Discussion began based on the ideas from the sentences.

The institution needs to be as up-to-date as the students are regarding technology. In order for students to interact, there needs to be a portal for exchange of ideas.

Jobs are not the same as 20 years ago but the courses being offered are taught the same way - content and courses are not current.

How does the University tell people what is already being done successfully on the campus? This needs to be improved.

The faculty needs to have more open communication with each other and share the tools they use with other professors so everyone can benefit. Possibly a center for inter-professional cooperation. The faculty has a broad range of interests to tap into and many have access to information about events that students can benefit from, either based on their professional knowledge or personal hobbies –and they can make information about these opportunities available to the students – taking education beyond the classroom.

We are giving the students an education but not necessarily teaching them how to explore. There was discussion about a course where people are introduced to “how to explore.”

More focus on the arts and how they fit into education. Marcus Howard –“Take STEM (Science, Technology, Engineering and Math) and turn it into STEAM (Science, Technology, Engineering, Arts and Math.)”

Employers are looking for students who think “outside the box.” The arts, along with technology, give students the flexibility to see different perspectives.

There was discussion about what the spirit of innovation is. How can we showcase innovative ideas that students and employees have. How do we recognize students who are innovative? Is 18 years old too young?

Becoming an entrepreneur may need more structure than students think it does. Students come with ideas but they don’t know how to make the jump into a business. We need more mechanisms for moving ideas to reality. Chuck Stewart uses an acronym: PPFA – Perceive, Plan, Focus, & Achieve - help them build the bridge between the idea and the execution.

Can we have an entrepreneurial foundation with mentorship?

There was discussion about the relationship between the University and outside communities. Currently, working with community entities is scattered. How do we define outside community?

An important question for the University would be: “What can you do in terms of being more innovative in creating a culture of entrepreneurship?”

Ann suggested that the members review the sentences they have from today and add to them if needed before the next meeting. Also, define what the difference is between entrepreneurship and innovation.