

**Strategic Planning
Culture of Innovation & Entrepreneurship Task Force Meeting
Wednesday, October 2, 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

Not Present: Dr. Jane Huffman, Mr. Edward Abraham, Mr. Jonathan Weber, Dr. Terry Wilson

Scribe: Ms. Colette LaMarche

Summary:

The 9/18/13 minutes were distributed along with a hard copy of the sentences that were submitted to date. It was agreed that the minutes would be voted on via email.

Carter McClure suggested the each person review the sentences and look for commonalties, differences and what the barriers might be to moving forward with innovative ideas. The group is asked to bring these to the next meeting for discussion.

Carter previously sent out a link to the group from a Ted Talk (<http://youtu.be/B2piN4Ne1ag>) that was relevant to the discussions. The questions "Can innovation can be taught?" and "How do we define Innovation?" were discussed.

There is a need to change the framework that students come into higher education with. Schools do not provide an environment for innovations – today's schools have a "learn for the test" atmosphere. In higher education, the classroom is not the center of innovation; that happens outside the classroom. Is it possible to find a student's passions/interests and let them take courses geared towards those and then have them take the GenEd courses towards the end of their schooling? Having students choose majors right away can cause problems, it locks students in to something they may discover they have no interest in. Does ESU do podcasts on particular topics? This is one way to cull information about what students are interested in.

Two programs were mentioned as examples: the LEAD program at Wharton University of Pennsylvania (<http://www.wharton.upenn.edu/academics/LEAD.cfm>) and the Capstone Program at Portland State University, Oregon (<http://www.pdx.edu/eli/capstone-projects>). Both of these programs provide innovation, community involvement and outside funding to the universities. These types of opportunities also help tie in career services, job opportunities and students portfolios.

Institutions that are more interdisciplinary get that way by allowing students to become invested in their education by allowing them the "make" their major. Faculty also comes together due to these students because they have to collaborate across departments to ensure the student outcomes.

Is there a way to make service learning a graduation requirement? Could it be done as a competition? There needs to be a middle ground between mandatory and competition. It would take a lot to put this in place within the current system.

The discussion then focused on the barriers to innovation - how to work within the existing framework. If the ideas are framed in sustainability, involve helping to solve social issues and bring in partnerships with the community, it could make them more accepted.

The following topics were discussed:

Changing classroom instruction to try innovative ways – what if the new way doesn't work? The student only has one chance in that class and if the innovative idea doesn't work, the student pays the price.

There is a lot of fear built into the system, if faculty step "out of the box" then they may be penalized by the system or chastised by their peers.

There needs to be a "safe place" to be creative and a reward system in place for both faculty and students when they bring about innovation & creativity.

Technology is weak and there is not enough bandwidth.

Funding issues are a barrier; there is no culture of grant seeking from external sources.

Professional development is needed for faculty particularly with regards to how to use the technology that is available because students expect them to know.

Relationships with community need to be strengthened.

Ann worked with a university that was on the edge of demise; the first thing they did was develop a strategic plan - strategic planning is critical in moving an organization forward. ESU is in an excellent position within the PASSHE system because of its location & faculty.

For every barrier there's a way to knock it down, but the organization has to first cultivate a culture of finding solutions.

The group has to meet between now and the November 6-8 meetings. Colette will send out a Doodle poll. She will also send one for availability for the November meetings.