

**Strategic Planning
Culture of Innovation & Entrepreneurship Task Force Meeting
November 21, 2013**

Attendance: Mr. Carter McClure (Chair), Ms. Atiba Khan (Student Co-Chair), Dr. Alberto Cardelle, Dr. Mary DeVito, Dr. Chin Hu, Prof. Dave Mazure, Mr. John Stabinger

Not Present: Mr. Marcus Howard, Dr. Jane Huffman, Dr. Richard Otto, Mr. Robert "Chuck" Stewart, Mr. Jonathan Weber, Dr. Terry Wilson

Scribe: Ms. Colette LaMarche

Summary:

Prior to this meeting, Carter McClure suggested objectives for 3 separate groups consisting of task force members in order to organize the ideas and information that will be presented in the group's report to the Steering Committee. Although the team leaders were defined, everyone was encouraged to collaborate on every sub-committee:

- Social Entrepreneurship Sampling and Forecasting Team (Alberto/Chin/Marcus/Jane):
 - Outline existing examples of social innovation and entrepreneurship occurring at East Stroudsburg University. With the examples of successful outcomes, it should be easier to forecast the success of new initiatives. Based on the existing examples, what are three directions we can take to expand existing initiatives?
- Social Entrepreneurship Reward/Incentive Team (Mary/John/Terry/Jon Weber):
 - Outline existing examples of reward/incentive for participation in entrepreneurship in ESU. Include recommendations that will encourage faculty and staff to implement new ideas and engage in social entrepreneurship. This includes embedding students in practice based activities and supporting students in start-ups, spin-offs, etc.
- Social Entrepreneurship External Promotion Team (Chuck/David/Atiba/Richard)
 - Outline of existing examples from other entities supporting for social entrepreneurship. How do we work/engage with existing champions (i.e. entrepreneurs, universities, not for profit and for profits) in the promotion of our social entrepreneurial endeavor? Listing examples of success stories (i.e. Wharton LEAD Program, PSU) and building on existing relationships.

The group discussed the various ideas that came from the 3 topics.

John Stabinger suggested putting together a survey for students/faculty/staff to get an idea about what the campus community would like to see offered as rewards or incentives for participating in community outreach efforts or projects.

Other ideas were discussed including how ESU can become an "anchor institution" in the community; how to use social entrepreneurship as the vehicle for the University to become more enmeshed in the

community, etc. Specific areas were suggested, i.e. public health; economic development; addressing disparities; sustainability.

It was felt that a coordinated effort be made to get students' stories presented about their experiences with any of the current or future programs. The general consensus was that students want to hear from other students, not necessarily from faculty/administrators/speakers.

Is there a way to have peer to peer incentives within each college in order to work on changing the culture from the bottom up?

There is a need to find self-sustaining ways to find money – i.e. grant funding. Also, involve local media to bring positive attention to University.

All task force members will send their ideas to Carter by the 1st week in December so he can encompass them into a framework to present in the report.

Meeting ended at 3:40 PM.