Creating an Entrepreneurial College Culture
How Effective Boards and Presidents Set the Stage for Prosperity
Presenters

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Session Objectives

You will....

• Learn about several well-established innovative and entrepreneurial organizational practices
• Examine the role of leadership and governance in setting the stage for an entrepreneurial college culture
• Take away several key ingredients in the “secret sauce” of such a culture
What role does your college play in the overall prosperity of the communities you serve?
Key Conditions for an Entrepreneurial Culture

*Or what I’d call our “secret sauce”*

1. Listening and awareness
2. Empowerment at every level
3. Creativity in the use of resources
Entrepreneurial Practices

- Strategic Investment Process
- Industry Partnerships
- Customized Training and Services
- Non-profit Agency Outreach
Strategic Investment Process

• 78 proposals over the last 15 years w/ a 90+% success rate
• Tend to be $100,000+ proposals
• Strategic investment proposals advanced to the Administration and Board at any time
• Business plans with statement of need/opportunity, justification, projections, measurable results
• Start-up funding supported by college reserve funds if needed
• Over time they: a) stand on their own financially, b) are incorporated into future budgets, or c) are discontinued
This process has been used to advance...

- Program expansions
- New centers/facilities
- Key partnership programs
- Targeted support services for improving student outcomes
- New service centers
- And more...
Strategic Investment Examples
Strategic Investment Examples

2003 – Health Care Simulation
Strategic Investment Examples

2006 – FabTech Education Center
Strategic Investment Examples

2011 – Forensic Science Program
Strategic Investment Examples

2015 – Student Retention in Culinary Arts
Industry Partnerships
Customized Training and Services

- Service area population of 450,000
- Initiated in early 1980’s – importance of incumbent worker training
- Customized on-site training, seminars and workshops, assessments, R&D trials, planning and facilitation services
- $10.6 million in annual revenue
- Work with over 2,000 employers and about 22,000 of their employees annually
• Strategic Investment Proposal approved in 2015
• Our economy needs everyone
• Importance of education in moving people out of poverty
• Need for consistent, trusted contact in non-profit agencies (where the clients are)
• Embedded educational advisor rotating time among 6 local agencies
• Success measures
Role of Leadership and Governance

• Ensure community engagement by the Board and staff to understand needs and opportunities
• Empower those on the front lines of the organization
• Not only allow, but actively encourage the creative use of resources and innovative proposals
• Support for calculated risk taking
• Importance of trust between the Board and President
Faculty and Staff

• Highly engaged employees
• Faculty are key to employer connections and partnership opportunities
• Daily engagement with industry keeps faculty current
• Important impact of equipment and technology
• Appreciate opportunity to advance new ideas
How could your college play a greater role in the overall prosperity of the communities you serve?