

# Community Colleges as Incubators of Innovation: Effective Strategies for Rural Leaders



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# The Impetus for Entrepreneurial Education & Action



## COMMUNITY COLLEGES AS INCUBATORS OF INNOVATION

Unleashing Entrepreneurial Opportunities for Communities and Students



“The global competitive market demands a more diversified approach to economic development, increasing the relative importance of supporting small businesses and entrepreneurs and establishing the conditions under which innovative, entrepreneurial endeavors can take root and grow”

- Deborah Markley and Brian Dabson,  
Rural Policy Institute, Iowa City, Iowa

# Our Journey... 2017 to present

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- Stories & Guiding Principles Spur Action!
- The Fourth Industrial Revolution Requires A New Approach.
- Appalachia's Success Inspired a Makerspace grant in California.
- Challenges and Opportunities are Often the Same.

# 2019 - Book Launches

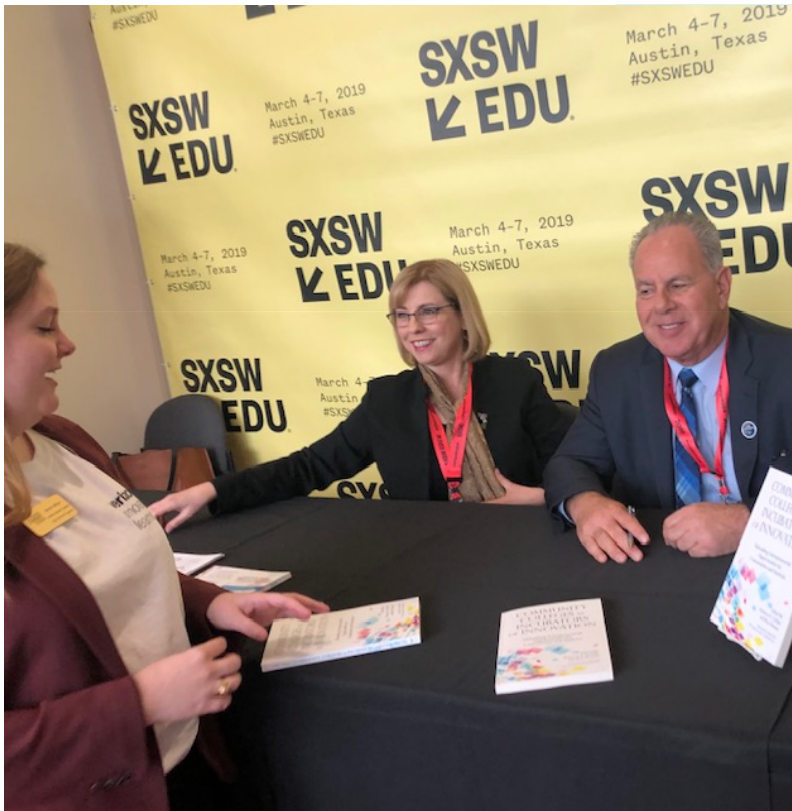


January 28, 2019 – Governor Jim Justice's office (WV)



February 19, 2019 – ACCT offices (Washington, DC)

# SXSW EDU



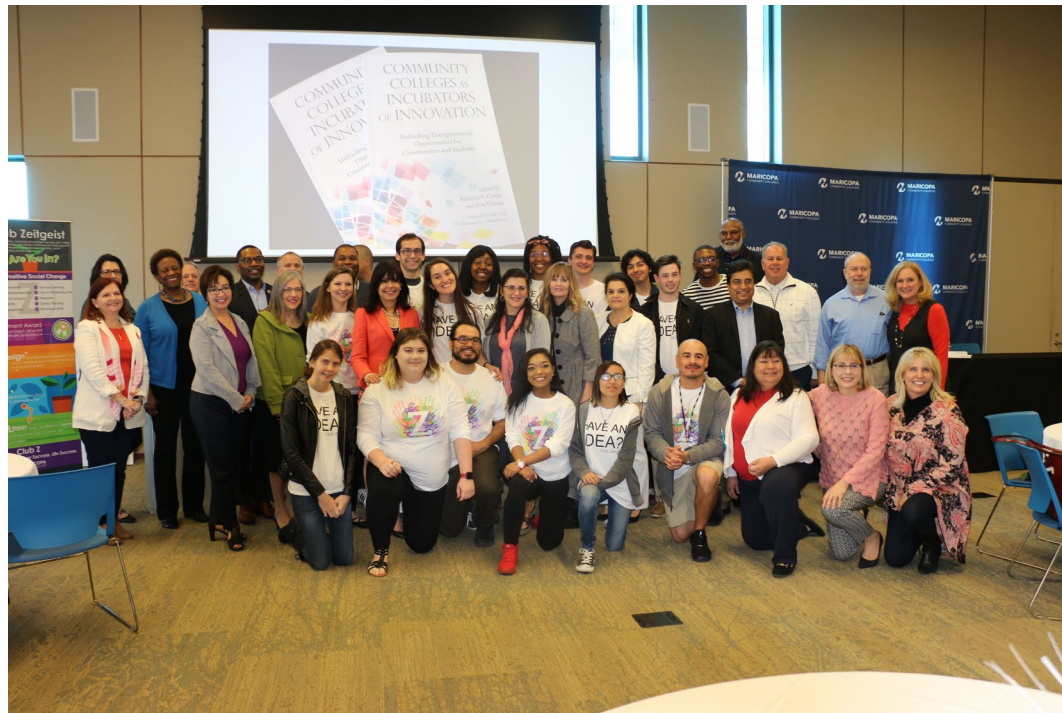
Internationally recognized as the convergence gathering for creative professionals, **SXSW EDU** extends **SXSW's** support for the art of engagement to include society's true rock stars: educators!

*Dr. Rebecca Corbin and Dr. Gene Giovannini at the book signing*

March 4, 2019 – SXSW EDU (Austin, TX)



# Maricopa Community College District



March 9, 2019 – Paradise Valley Community College (Phoenix, AZ)

# VentureWell – HCC & NACCE Win “People’s Choice Award”



March 29, 2019 –  
Washington, DC

Over 30 poster submissions  
– HCC | NACCE win due to  
engagement with audience!

# Verizon Public Policy Event



April 2, 2019 – Over 150 attendees on Capitol Hill (Washington, DC)



# Best Advice for Leaders



- Don't go it alone. Engage your community, as it takes a village (**Langemo**).
- The Canvas provides community college champions with a scientific method for program development (**Gold & Kerly**).

# More good advice...



- Leverage your institution's reputation to develop partnerships in new ways (**Giovannini**).
- Community Colleges have the opportunity to take the lead with ESHIP training in workforce development (**Mullin & Winkel**).

# More good advice...



- Early collisions offer long-term benefits ... and, raise your hand to volunteer (**Tello**).
- Celebration of successes builds awareness and encourages others to be entrepreneurial (**Hoover**).

# More good advice ...



- Embed principles of entrepreneurship across curriculum and disciplines (Pumariega & Henderson).
- Protect those willing to change (Ton Quinlivan).



# The Art of ESHIP is in the Doing



“You see things; you say ‘Why.’ But I dream of things that never were; and I say ‘Why not?’ – George Bernard Shaw

“Now is the time for doing. It is time to become habitual entrepreneurial community college leaders (J. Noah Brown).