

COMMUNITY FOCUS



CENTER FOR
**STRATEGIC
ENTREPRENEURSHIP**
COPPIN STATE UNIVERSITY | COLLEGE OF BUSINESS

GLOBAL IMPACT!



CSE Assessment Framework & Logic Model

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**CENTER FOR STRATEGIC ENTREPRENEURSHIP
ASSESSMENT & PLANNING
LOGIC MODEL
January 2023**

PRIORITY & INVESTMENT			OUTPUTS			OUTCOMES IMPACT			INFRASTRUCTURE REQUIREMENTS
Pillars and Programs	Inputs	Grants & Sponsorship	Output (Mission)	Output (Audience)	Output (Measures)	Outcomes H1 (2021-2022)	Projected Outcomes H2	Projected Outcomes H3 ⁱ	Administration, Coordination, and Grant Management
GENERAL									Executive Assistant
Economic Development									Prog. Coordinator A
Startup Assistance* • TEDCO • SBDC* • PNC	• Students • Stipend • Coordinator • Student stipends		Early-stage support	Business startups	• Program collaborations • Participants served	Programs in place with SBDC and TEDCO	• 30 Startups served/year • 30 paid student participants	• 90 Startups served/per year • 30 paid student participants	Grants and Sponsored Prog. Manager A
• Real Estate Acquisition Program for Students (REAPS) *	• Real Estate Course (60 hours per student) • Real Estate Exams		Create earn-while-you-learn opportunities for students	Coppin students	• Students served • Licenses received	First cohort completed training	One cohort completing each year	Three cohorts completing each year	
Education									Prog. Coordinator B
• NP- Future Founders Literacy*	• Transportation • Teacher Stipends • Curriculum Design		• Infuse entrepreneurial thinking • Provide examples • Improve literacy	Baltimore City Public School Primary Grades	• Students served • Schools served • Literacy scores in grades/classes engaged	Two schools launched with 20K funded and an additional 70k pledged	• Four participating schools • 300 students served • Develop PD Curriculum	• 10 Participating Schools • 500 students served • Professional development contract with BCPSS	Grants and Sponsored Prog. Manager A
• BCPSS CTE Work Based Learning PAC	• Transportation • Lunch • Give-aways		Expose CTE students to entrepreneurship opportunities in the disciplines	• Management, Business, Finance	• PAC meeting participation • School engagements	Five engagements with each of the two PACs on which we serve	Five engagements with each of the two PACs on which we serve	10 engagements per year with all CTE schools in our two focus areas	

				<ul style="list-style-type: none"> • Adv Man, Tech, Engineering 	<ul style="list-style-type: none"> • Student engagements 			
<ul style="list-style-type: none"> • Coppin Entrepreneurship Organization for Students (CEOs) 	<ul style="list-style-type: none"> • Stipends • Uniforms • Transportation • Registrations 		Provide exposure to and experience in entrepreneurship for Coppin students	Coppin Students	<ul style="list-style-type: none"> • Students registered • Student event participation 	Database of 90 students in the organization and a minimum of three engagements per semester	200 students engaged annually in CEO activities and programs	200 students engaged annually in CEO activities and programs
<ul style="list-style-type: none"> • CSE Alumni Advisory Board 	<ul style="list-style-type: none"> • Monthly Meetings • Promotional Material • Program Development 		Provide an opportunity for entrepreneurial alumni to give back	College of Business Alumni	<ul style="list-style-type: none"> • Member program engagement • Member program support 	Monthly meetings and planning by a six-member advisory board	Monthly meetings and planning by a six-member advisory board	An 11-member Alumni Advisory Board that is producing entrepreneurial programs
<ul style="list-style-type: none"> • Entrepreneurship & Innovation Certificate Program 	<ul style="list-style-type: none"> • Recruitment • Student Engagement 		Provide a one-year, undergraduate entrepreneurship credential	Undergraduate students	<ul style="list-style-type: none"> • Enrollment • Completion 	Certificate established and ongoing recruitment is occurring	25 students enrolled in the certificate program	50 students enrolled in the certificate program
<ul style="list-style-type: none"> • Economic Inclusion Conference @ Coppin (EICAC) 	<ul style="list-style-type: none"> • Promotion • Presenter Recruitment • Media • Technology • Student Ambassadors • Food • Faculty Session Monitors • Project Manager 		Provide a convergent learning opportunity to ecosystem stakeholders	Corporate, academic, governmental, & community stake-holders	<ul style="list-style-type: none"> • Attendance • Multi-sector participation • Participant feedback 	Second consecutive annual event with national participation from multiple sectors	Demonstrate growing collaborations and ecosystem leadership with a 10% increased participation from all sectors	Increased corporate sponsorship and attendance by 15% annually
Faculty Fellows Research <ul style="list-style-type: none"> • Open Works Makerspace Pilot 	<ul style="list-style-type: none"> • Research stipends • Faculty recruitment • Professional Development 		Produce impactful, transdisciplinary, applied research	Coppin Faculty	<ul style="list-style-type: none"> • Research project participation • Reports generated 	The fellows program established with five members	Conduct research and publish economic	A minimum of three sponsored research projects engaging faculty

Initiative Implementation**	•					and several funded projects under consideration	impact projections for the Makerspace Pilot Initiative	and students from diverse disciplines	
• UMD iCorps MD Innovation Extension**	<ul style="list-style-type: none"> • Student recruitment • Faculty recruitment • EIR Stipends • Faculty Facilitator Stipends 		Provide academic entrepreneurship support for faculty and students	Coppin Faculty and Students	<ul style="list-style-type: none"> • Students served • Faculty served 	iCorps event held introducing academic entrepreneurship to the campus	Hold the first iCorp Summer Launch Program	Three faculty fully engaged in the academic entrepreneurship process through iCorps	
• Excellence in Entrepreneurial Learning (EXCEL)*	<ul style="list-style-type: none"> • Faculty Researcher Stipends • Research Study Design • Participant Stipends • Editing • Graphics • Technology • Report dissemination 		Assess and make recommendations for improving entrepreneurship training outcomes for the targeted population in Baltimore City	Entrepreneurs ages 16-29 and their training programs	18-month project completion	Initial funding in place (91K) and January 2023 launch planned	Complete the first phase of the EXCEL Program	A completed EXCEL project that attracts national attention for its contribution to entrepreneurship preparation for the targeted group	
• HBCU-CREST Integrated Center for Emerging Contaminants (Natural Sciences)	<ul style="list-style-type: none"> • Scientific Workforce Infusion program development • Program coordination • Student recruitment • Corporate and public sector recruitment 		Recommend and implement research-based solutions for a more inclusive scientific workforce	STEM majors entering the scientific workforce	<ul style="list-style-type: none"> • NSF award • Workforce infusion program implementation 	Initial NSF application submitted December 2022	Include Scientific Workforce Infusion programming in student activities	A framework for scientific workforce infusion that is unique to CSU	
Social & Community Innovation									Prog. Coordinator C

<ul style="list-style-type: none"> • Westside on the Rise Webinar Series 	<ul style="list-style-type: none"> • Production Coordinator • Content Development • Promotion 		Provide economic empowerment information that is easily accessible	General public	<ul style="list-style-type: none"> • Episodes produced • Listeners per episode 	Six episodes are currently on YouTube. Season 2 production begins in the spring of 2023	Produce five episodes with PNC Bank	A podcast with national reach and known for groundbreaking ideas about the operation of a community-centric, urban academic innovation center	Grants and Sponsored Prog. Manager A
<ul style="list-style-type: none"> • Open Works Partnership 	<ul style="list-style-type: none"> • Student recruitment & engagement • Faculty recruitment & engagement • Faculty Professional Development • Sponsored research proposals 		Continue expanding Coppin's thought-leadership in making and local small-scale manufacturing solutions	General public		The partnership has resulted in legislative policy influence and an opportunity to do further research	Promote the outcomes of the Coppin – Open Works Collaboration as a means of influencing policy, attracting funding, and transregional economic development	The partnership is already a national model. In H3, we will have a fee-for-service model for replicating the CSU approach	
<ul style="list-style-type: none"> • Open Works Board Seat 	Quarterly Meetings		Continue to expand influence with leading sector organizations on the local and national levels	General public	Years of continuous service	The Board seat continues to provide an opportunity for Coppin's voice to be included in the workforce and urban production conversations	Continue board presence as a means of demonstrating meaningful, impactful partnerships	Presence on at least five national and local Boards by CSU CSE surrogates	
<ul style="list-style-type: none"> • Urban Manufacturing Alliance Board Seat (President & Chair) 	<ul style="list-style-type: none"> • Monthly Meetings • Board leadership 		Continue to expand influence with leading	Manufacturing sector	<ul style="list-style-type: none"> • Years of continuous service 	The Board leadership elevates Coppin's	<ul style="list-style-type: none"> • Bring UMA national conference to 	Presence on at least five national and local Boards	

	<ul style="list-style-type: none"> • Organizational Advisement • Board / Operations Facilitation 		sector organizations on the local and national levels		<ul style="list-style-type: none"> • Program Participation 	influence to a national level regarding manufacturing policy and the future of manufacturing	Baltimore and co-brand with an opening event in the new College of Business Building. <ul style="list-style-type: none"> • Utilize the national MEP/NIST network to expand research 	by CSU CSE surrogates	
<ul style="list-style-type: none"> • Global Entrepreneurship Week Observances & Student Entrepreneurship Fair 	<ul style="list-style-type: none"> • Student recruitment and advisement • Faculty recruitment and coordination • Staff recruitment and engagement • Facilities engagement • K-12 Work Based Learning CTE Engagement • Food • K-12 Transportation 		Demonstrate increasing entrepreneurial energy (activities) on the CSU campus	General public	<ul style="list-style-type: none"> • Student participation • Faculty participation • Staff participation 	The inaugural Student Entrepreneurship Fair was included in the 2022 week of events	Increase student participation in the Student Entrepreneurship Fair by 20%	A student fair that has grown to attract outside student participation.	
<ul style="list-style-type: none"> • SEED Grant Principal Investigator & Mills Liaison 	<ul style="list-style-type: none"> • Student Recruitment and Engagement 		Demonstrate involvement in West Baltimore economic empowerment initiatives	West Baltimore Community & Partners	<ul style="list-style-type: none"> • Student participation • Coppin branding presence 	Coppin is engaged in the development of entrepreneurial opportunities in its footprint	Recruit students and develop food-preneur pathways program	A minimum of five students participating in a food-preneur pathway project through the food court at The Mill	

<ul style="list-style-type: none"> • TEDCO Liaison 	<ul style="list-style-type: none"> • UBII Quarterly Meetings • Representation on the Open Institute for Black Women Entrepreneur Excellence Project • Engagement associated with the Makerspace Pilot Initiative 		Continue to influence policy and policy implementation through engagement.	General Public	<ul style="list-style-type: none"> • Faculty and student participation in TEDCO programming 	Coppin is positioned to produce the report projecting the impact of the Makerspace Pilot Initiative funding, in addition to participation in the UBII and OIBWEE	Develop and recruit funders for the economic impact services project	Established an arrangement with TEDCO to provide services to the MD economic development community at a reasonable rate	
		\$311,000							

* Sponsored Programs

** Sponsored Research

CSE Assessment Areas

1. Artefactual Development (Publication)
2. Community Engagement
3. Corporate Engagement
4. Funding Acquisition and Revenue Generation (Fee-for-Service)
5. Inter-institutional Engagement
6. Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni)
7. K-12 Subsector Engagement
8. Knowledge Development & Dissemination (Research)
9. Public Sector Engagement
10. Administrative Efficiencies and Innovation

2022 EVENTS (Mapped to the 10-Area Assessment Framework w/ Participation & Evidence)

Event	Date	Assessment Area	Participation	Artifact
USM Ecosystem Development Partners (DEI)	January 4	Inter-institutional Engagement	12	Request Letter from Lindsay Ryan
MD Innovation Extension Project (iCorp) Monthly	January 6	<ul style="list-style-type: none"> • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) 	93	Agenda Flyer
Walbrook Mill SEED Grant Meeting	January 13	<ul style="list-style-type: none"> • Community Engagement • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Public Sector Engagement 	10	SEED Project Slide Deck
Leadership Academy Presentation (Life Balance: You are more than your job)	January 18	<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	21	Teams Recording Full Presentation Deck
CSE Alumni Advisory Board Meeting (Monthly)	January 18	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) 	7	Minutes Initial Strategy Doc
Westside on the Rise (Monthly)	January 19	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Public Sector Engagement 	193	Flyer Episode 1
HBCU-CREST Integrated Center for Emerging Contaminants	January 20	<ul style="list-style-type: none"> • Artefactual Development (Publication) • Corporate Engagement • Funding Acquisition and Revenue Generation (Fee-for-Service) • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • K-12 Subsector Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement • Administrative Efficiencies and Innovation 	0	LOI to NSF
AAAS HBCU Making& Innovation Advisory Board (Quarterly)	January 22	<ul style="list-style-type: none"> • Inter-institutional Engagement 	203	

		<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) • Public Sector Engagement 		HBCU Making & Innovation showcase Presentation
West Baltimore Entrepreneurial Sustainability Project Student Onboarding (SBDC)	January 31	<ul style="list-style-type: none"> • Community Engagement • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Public Sector Engagement 	20 Students 60 SBDC <u>Clients</u> 80	Flyer Meeting Recording
CSU Black History Month Engagement (Sick & Tired of Being Sick & Tired: Overcoming the Impact of Racial Injustices)	February 1	<ul style="list-style-type: none"> • Community Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	30	CSU Black History YouTube Presentation
TEDCO Urban Business Innovation Initiative (UBII) Partnership Meeting	February 2	<ul style="list-style-type: none"> • Community Engagement • Inter-institutional Engagement • Public Sector Engagement 	0	TEDCO Website (UBII)
Excellence in Entrepreneurial Learning (EXCEL) Weekly Meeting	February 8	<ul style="list-style-type: none"> • Artefactual Development (Publication) • Community Engagement • Corporate Engagement • Funding Acquisition and Revenue Generation (Fee-for-Service) <ul style="list-style-type: none"> • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • K-12 Subsector Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement • Administrative Efficiencies and Innovation 	0	EXCEL IRB Approval
TEDCO Open Institute for Black Women Entrepreneur Excellence (OIBWEE)	February 17	<ul style="list-style-type: none"> • Community Engagement • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	0	TEDCO Website (OIBWEE)
Anne Arundel Community College HBCU Panel Discussion	February 22	<ul style="list-style-type: none"> • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) 	12	Follow Up and YouTube File

Open Works (Quarterly Meeting & Research Planning)	March 26	<ul style="list-style-type: none"> • Artefactual Development (Publication) • Community Engagement • Corporate Engagement • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	0	IRB Support Letter from Open Works
Work Based Learning PAC Meetings (Manufacturing & Management) - Monthly	Quarterly	<ul style="list-style-type: none"> • Community Engagement • K-12 Subsector Engagement • Public Sector Engagement 	25	PAC Meeting Hosting Letter
Maryland Economic Development Agency (MEDA) Annual Conference Panel	April 25	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	80	Presenters Webpage Registration MEDA Annual Report
CSE Economic Empowerment Gubernatorial Candidate Forum	April 26	<ul style="list-style-type: none"> • Community Engagement • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Public Sector Engagement 	2,300	CSE Economic Empowerment Gubernatorial Candidate Forum
Economic Inclusion Conference at Coppin (EICAC)	April 27	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • K-12 Subsector Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	130	EICAC 2022 Website
Carver, Coppin Academy, Mervo, Edmondson Campus Visit	April 29	<ul style="list-style-type: none"> • Community Engagement • K-12 Subsector Engagement • Public Sector Engagement 	57	BCPSS CTE Thank You Correspondence
Real Estate Acquisition Program for Students (REAPS)	April 29	<ul style="list-style-type: none"> • Corporate Engagement • Funding Acquisition and Revenue Generation (Fee-for-Service) 	10	MD Realtor Magazine

		<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) 		
Faculty Fellows Program Launch	May 13	<ul style="list-style-type: none"> • Artefactual Development (Publication) • Community Engagement • Corporate Engagement • Funding Acquisition and Revenue Generation (Fee-for-Service) • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • K-12 Subsector Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement • Administrative Efficiencies and Innovation 	6	Faculty Fellow Meeting Faculty Fellows Overview
Faculty Fellows Danko Visit	June 2	<ul style="list-style-type: none"> • Corporate Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) 	6	Thank you and acknowledgement to Fellows
American Manufacturing Communities Collaborative (AMCC) Panel	June 7	<ul style="list-style-type: none"> • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	78	US House Briefing Prep US House Briefing Agenda
Nation of Makers Conference Presentations	June 9 June 27	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) 	50	NomCon June 9 Presentation NomCon June 27 Presentation
Deshpande Conference (HBCU Entrepreneurship Panel Discussion) Cleveland	June 16	<ul style="list-style-type: none"> • Corporate Engagement • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) 	823	Deshpande Symposium of Innovation & Entrepreneurship in Higher Education
MAGNET Fireworks Conference Presentation (Ohio MEP)	June 23	<ul style="list-style-type: none"> • Corporate Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	45	Presentation Deck Air Travel
New Psalmist Future Founders Literacy Program Launch	August 11	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement • Funding Acquisition and Revenue Generation (Fee-for-Service) 	20 Students 20 Volunteer	

		<ul style="list-style-type: none"> • Inter-institutional Engagement • K-12 Subsector Engagement • Public Sector Engagement 	<u>5 Educators</u>	Flyer
University Day Presentation on Developing a Research Culture	August 15	<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	143	University Day Slide Deck
AAAS HBCU Making and Innovation Showcase Presentation	September 23	<ul style="list-style-type: none"> • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	27	Presentation Slide Deck
Bowie State University Entrepreneurship Conference Panel 1 (InBIA)	October 6	<ul style="list-style-type: none"> • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) 	37	Presentation Confirmation
Bowie State University Entrepreneurship Conference Panel 2	October 6	<ul style="list-style-type: none"> • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) 	343	Presentation Confirmation
National Council for Workforce Education Conference Panel	October 13	<ul style="list-style-type: none"> • Corporate Engagement • Inter-institutional Engagement • K-12 Subsector Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement • 	18	Conference Agenda
MakerUSA Learning Network	October 25	<ul style="list-style-type: none"> • Funding Acquisition and Revenue Generation (Fee-for-Service) • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) 	34	Confirmation of Participation
Global Entrepreneurship Week – Alphonso May Presentation	November 14	<ul style="list-style-type: none"> • Community Engagement • Inter-institutional Engagement • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	16	Class Presentation by local social entrepreneur
Global Entrepreneurship Week – Westside on the Rise Replay	November 15	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement 		

		<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	62	College of Business Episode II
Global Entrepreneurship Week – Staff Startup Assistance Day	November 16	<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	10	Staff Entrepreneurship Day Flyer
Global Entrepreneurship Week – Student Entrepreneurship Fair	November 17	<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	46	Student Entrepreneurship Fair Flyer
Global Entrepreneurship Week – NP Future Founders Literacy Program (James McHenry)	November 18	<ul style="list-style-type: none"> • Community Engagement • K-12 Subsector Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	1 School 9 sessions 1 class 20 Students	Class Photo 1 Class Photo 2
Baltimore Together Conference Presentation	November 22	<ul style="list-style-type: none"> • Community Engagement • Corporate Engagement • Inter-institutional Engagement • Knowledge Development & Dissemination (Research) • Public Sector Engagement 	34	Final Agenda
Academic Empowerment Workshop – Business Plan Development/Legal Aspects of Business Development (School of Graduate Studies)	November 29	<ul style="list-style-type: none"> • Intra-institutional Engagement & Support (Faculty, Staff, Students, Alumni) • Knowledge Development & Dissemination (Research) 	10	Presentation File and Acknowledgement
Achievement Academic Alternative School Presentation	November 30	<ul style="list-style-type: none"> • K-12 Subsector Engagement • Knowledge Development & Dissemination (Research) 	7	Achievement Academy Group Achievement Academy Thank you

ⁱ Recognizing the rapid, disruptive nature of 21st Century innovation, the CSE focuses heavily on Horizon 3 (H3) ideation and operation. (see [McKinsey's Three Horizons Model Defined Innovation for Years. Here's Why It No Longer Applies](#) by Steve Blank)