BEST PRACTICES IN PROMOTING ENTREPRENEURSHIP PROGRAMS INTO THE
COMMUNITY: WORKSHOP

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Two Additional Presenters, TBA

ACADEMIC ABSTRACT

This panel discussion will present best practices from Entrepreneurship Center Directors and faculty in how they promote their programs so as to gain both visibility and community support. A case illustration will be presented on Chapman University's efficient and effective methods of promoting its entrepreneurship program into the Orange County, California community. With both limited staffing and marketing budget, the program was able to generate extensive regional, national, and even global recognition.

In addition to Chapman University, two other panelists will be solicited to share their experiences and recommendations. An interactive workshop with participant engagement is planned.

EXECUTIVE SUMMARY

Key issues to be addressed in the workshop:

1. Why the discipline of entrepreneurship needs additional promotional activity efforts relative to traditional business functional areas.
2. Emphasize how promotional activity efforts are in the best interest of each professor of entrepreneurship. It is not just the job of directors and it is not enough to just assume central media relations/public relations departments will take care of everything.
3. Identify top reasons and excuses made for not doing enough promotional activities and ways of overcoming barriers, constraints, and institutional inertia.
4. Suggested dos and don’ts in dealing with the media and reporters.
5. Promotional activities can vary and yet be efficient and effective. With three illustrative examples, workshop participants will see similarities and differences between the three presented programs.
Objectives of the workshop:

1. Communicate the need for Promotional activities by entrepreneurship professors and administrators.
2. Discuss current barriers and constraints faced by entrepreneurship professors and administrators that inhibit promotional efforts.
3. With three panelists, present three illustrative models of efficient and effective promotional efforts at different campuses (ideally will identify a small private university, a small public university, and a large public or private university).
4. Engage workshop participants to share their experiences and current frustrations with promotional efforts. Panelists and others in audience can respond to these concerns with suggested approaches to overcome barriers.

So What?

Entrepreneurship programs cannot be effective without community awareness and appreciation of their efforts. In an era of limited resources and historical views as to the relative importance of entrepreneurship in a business curriculum--- external resources and support are critical for the survival and growth of entrepreneurship programs. The benefits of this workshop are both immediate and long-term in nature.

ADDITIONAL WORKSHOP INFORMATION

Structure of the workshop:

1. Introduction of Panelists and audience background survey (raising hands based upon questions: professor or administrator? Public or private university? Small or large campus?
2. Reviewing the following via Power point slides:
   - Why the discipline of entrepreneurship needs additional promotional activity efforts relative to traditional business functional areas.
   - Emphasize how promotional activity efforts are in the best interest of each professor of entrepreneurship. It is not just the job of directors and it is not enough to just assume central media relations/public relations departments will take care of everything.
   - Identify top reasons and excuses made for not doing enough promotional activities and ways of overcoming barriers, constraints, and institutional inertia.
   - Suggested dos and don’ts in dealing with the media and reporters.
3. Three illustrative examples presented:
   - Chapman University, small private university with limited resources for promotions; despite barriers and constraints, the program professors were able to gain regional, national, and international attention to their entrepreneurship program at no financial costs (see Appendix A: The Chapman University Experience)
• Small public university
• Large public or private university

4. Audience Engagement Question: What still is stopping you from engaging in promotional activities?
5. Discussion led by panelists and engaging audience participation also.

Target Audience:

Entrepreneurship professors, Directors of Entrepreneurship Programs, Entrepreneurs.

Outcomes from the workshop:

Workshop participants will leave with:

1. A change in attitude about the importance of promoting their activities
2. A plan of how to approach the media and reporters
3. A long list of ideas that have been proven to work in practice
4. Contact information of panelists for follow-up questions and follow-up

Promotion Practices Example: The Chapman University Experience

Press Release from P. K. Shukla, Director of Leatherby Center for Entrepreneurship at Chapman University:

In October 2006, The Princeton Review and Entrepreneur Magazine ranked our Entrepreneurship program #15 among Undergraduate Programs out of 700 schools that were surveyed. With a goal of increasing national visibility of both Chapman University and the Argyros School of Business and Economics, the Leatherby Center for Entrepreneurship and Business Ethics this past year aggressively pursued further opportunities to gain national awareness and recognition of our excellent entrepreneurship programs. We also expanded and improved upon our course offerings in entrepreneurship at the undergraduate and graduate levels.

During the past 12 months, we received two Global First Place Awards (Mike Brown, GSEA; Shukla, CEO Faculty Advisor), three National Firsts (SIFE Post-it Challenge Award, 1st Event in the nation to kickoff Entrepreneurship Week USA, 1st Entrepreneurial Film Marathon), and two Semi-Finalist Awards in International Business Plan Competitions (Kona Girl Coffee Soda entry in the USF International Business Plan Contest, and their entry in MBA Jungle Magazine International Business Plan Contest).

These efforts and awards have given our Entrepreneurship programs favorable visibility outside of Orange County with articles/coverage in the Los Angeles Times, Young Money Magazine (nationally distributed), Collegiate Entrepreneur Newsletter (sent to every Entrepreneurship Program Director), BizEd (sent to Business School Deans/Administrators), Entrepreneur Magazine, Entrepreneur.com, The Public Forum Institute/National Dialog on Entrepreneurship, Siliconeer, India West, and other media.
I am proud to inform you that on October 10th, 2007 the embargo will be lifted so that we may publicly announce our national rankings in the 2007 Survey of Entrepreneurship Programs by The Princeton Review and Entrepreneur magazine:

Chapman University Rank of # 6 Among Entrepreneurship Undergraduate Programs
Chapman University Rank of # 8 Among Entrepreneurship Graduate Programs.

The actual ranking of top 25 entrepreneurship programs at the Undergraduate and Graduate levels appeared in the November, 2007 Entrepreneur Magazine issue. We were featured as a Top 10 campus in: the print copy of Entrepreneur magazine, a slideshow of Top 10 programs on entrepreneur.com, and also on The Princeton Review website/publications.

I believe that our efforts with the first National Entrepreneurship Week USA, February 24, 2007-March 3, 2007, sponsored by The Kauffman Foundation ($2 Billion) and The New York Times made a big difference. We beat both Stanford University (they had planned to have the first event as a national kickoff) and every other campus in the U.S. to launch the week with our countdown to 9:00 P.M. (midnight EST 2-24-07) on February 23, 2007 followed by our Film Marathon--- this is where we earned the label of “Chapman University- The Times Square of the Entrepreneurship World”. When a local reporter asked Stanford University’s President and a Kauffman Foundation Director what they thought of Chapman University beating them to launch the week of nationwide entrepreneurship events, their response was to the effect that they had asked organizations to be creative and entrepreneurial---and that they realized that Chapman University was certainly creative and entrepreneurial.

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