ENTREPRENEURSHIP ACROSS THE CAMPUS:  
EXPERIENCE AT IOWA STATE UNIVERSITY

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ACADEMIC ABSTRACT

The workshop will present the collaborative effort to integrate entrepreneurship into the curriculum in all colleges at Iowa State University. Workshop presenters developed the concepts, organized the initiative, and implemented the plan. Various perspectives will be presented because each presenter was involved in different aspects of initiative. Topics covered during the presentation will include nature of collaboration, planning, work plan development, and implementation of the initiative. Successes and challenges will be presented in a manner that will stimulate discussion and sharing of ideas.
Description of the Workshop

Cross-campus entrepreneurship programs are increasing throughout US academic institutions. The Pappajohn Center for Entrepreneurship at Iowa State University has been supporting a program that is designed to infuse entrepreneurship into the curriculum in all colleges and departments. The objective of the Iowa State University initiative is to immerse the entrepreneurial perspective throughout the university.

The workshop will present the cross-campus entrepreneurship initiative at Iowa State University. This initiative is a collaborative effort among all colleges at Iowa State University as well as several university committees. Workshop presenters were integrally involved in the development of the concepts, organizing the initiative, and implementing the plan. Various perspectives will be offered because all presenters were involved in different aspects of the initiative. Topics covered during the presentation include nature of collaboration between Iowa State University constituents, origination of cross campus initiative, development of work plan, and implementation of initiative. Success and challenges will be discussed.

Background

The Iowa State University entrepreneurship program is now entering its tenth year. The program was designed to integrate and encourage entrepreneurial activity on campus, ranging from coursework to assisting students and faculty starting businesses. The current priorities of the Pappajohn Center for Entrepreneurship were developed in 2003/2004 largely in response to a funding opportunity presented by the Kauffman Foundation. After reviewing the Iowa State University entrepreneurship program, the Kaufman Foundation challenged Iowa State to expand faculty participation throughout the university. The cross-campus entrepreneurship initiative has been designed to infuse entrepreneurship in all colleges and departments at Iowa State University.

The academic goals of the cross-campus initiative at Iowa State University include:

1. Implement proposed changes in Iowa State University’s Entrepreneurial Studies Minor.
2. Develop university-wide resources, programs and services that provide value to the entire Iowa State community.
   a. Establish a set of core entrepreneurship courses for undergraduate and graduate students.
   b. Establish a freshman orientation course in entrepreneurship for all students.
   c. Provide business development services to faculty and students operating businesses or in the process of creating a new business.
   d. Expand the mentor network to provide a large pool of experienced entrepreneurial resources to advise and assist ISU-based entrepreneurs.
   e. Expand the range of experience-based learning opportunities available to students.
   f. Provide a range of resources to faculty to incorporate into classroom activities.
3. Encourage and assist each college in developing an entrepreneurship strategy.
   a. Assist in developing faculty leaders in entrepreneurship.
   b. Develop strategies for creating academic offerings in entrepreneurship at the
undergraduate and graduate level.

c. Build faculty awareness and knowledge of entrepreneurship.

d. Assist in developing fundraising strategies and provide support to college
development staff.

Implementation of the cross-campus entrepreneurship initiative encompassed the following:

1. Entrepreneurship Supervisory Committee: This committee, which is comprised of a senior
academic from each college, staff of the Pappajohn Center and the leader of the faculty
leadership committee, provides a venue for establishing the overall goals of the academic
component of the Iowa State Entrepreneurship program. Committee responsibility includes
(1) establishing goals for undergraduate and graduate entrepreneurship education based on a
review of leading entrepreneurship programs in the U.S. and a determination of valid student
outcomes; (2) restructuring and cataloged the revised Entrepreneurial Studies Minor; (3)
providing a means for communications among colleges: (4) establishing strategies to increase
faculty awareness and knowledge of entrepreneurship and innovation; (5) developing a plan
to better integrate academic and non-academic components of the entrepreneurship program
at Iowa State; and (6) identifying strategies for interdisciplinary efforts.

2. Faculty Leadership Committee: This committee included a faculty leader from each college,
works with faculty who are interested in incorporating entrepreneurship into their courses,
assists in developing and delivering college-based entrepreneurship programs, and serves as a
college-wide entrepreneurship resource. Committee responsibilities include: (1) working
with representatives from each college to identify college-specific goals (linked to university-
wide goals) and a plan for goal implementation: (2) organizing a ½ day entrepreneurship
workshop for each college; (3) meeting with administrators in each college to discuss the
initiative; (4) identifying approximately 10 faculty in each of their colleges who are
interested in integrating entrepreneurship into their courses and are willing to commit to
participating in an entrepreneurship curriculum workshop; and (5) forming college-based
strategies for undergraduate and graduate entrepreneurship education. Activities scheduled
for the end of this university-wide initiative include an event that allowed faculty to share
best practices and recognize faculty participation and a media event to provide external
visibility announcing the integration of entrepreneurship in Iowa State entrepreneurship
curriculum to Iowa leaders.

3. Pappajohn Center for Entrepreneurship: The Pappajohn Center (1) coordinates campus-wide
entrepreneurship activities, (2) develops and delivers outreach and experiential
entrepreneurship program activities to students and faculty, and (3) assists students and
faculty in launching new ventures. Examples of university-wide programming include the
Entrepreneurship & Innovation Learning Community, the Entrepreneur Club, internship
opportunities, visiting entrepreneur or speaker programs, and statewide conferences on
entrepreneurship.

Expected Outcomes of the cross-campus initiative include:

- Establish a freshman orientation course in entrepreneurship in each college.
• Implement the proposed changes to the entrepreneurship minor.
• Develop entrepreneurship academic strategies for each college.
• Diversify and expand experienced based learning opportunities in entrepreneurship.
• Build a graduate program in entrepreneurship.
• Designate and support faculty entrepreneurship leaders in each college.
• Build faculty knowledge and awareness of entrepreneurship.
• Provide a resource network for mentoring, speakers, programs and workshops.
• Integrate the Entrepreneurship & Innovation Learning Community into the university wide entrepreneurship strategy.
• Establish an academic structure that will manage and oversee entrepreneurship education at Iowa State University.

Workshop Audience

This workshop will be of interest to USASBE members who are interested in infusing entrepreneurship beyond business curriculum. Implications of the experience at Iowa State University may be of wide interest to a large group of entrepreneurship educators in both large and small schools.