



AN ENTREPRENEURIAL MINDSET FOR SUCCESS IN COLLEGE ... AND IN LIFE

A National Imperative

THE UNITED STATES HAS FALLEN TO 16TH IN THE WORLD IN COLLEGE CREDENTIAL COMPLETION, YET BY 2018, TWO-THIRDS OF U.S. JOBS WILL REQUIRE POST-SECONDARY EDUCATION.

Meanwhile employers are increasingly demanding an innovative and entrepreneurial workforce seeking individuals with critical thinking, problem solving, collaboration, communication, and other entrepreneurial skills.

Funding models for higher education are now shifting their focus from college access to completion therefore creating an urgent need to increase completion rates while producing graduates who possess the knowledge and the skills that the workforce demands.

The Ice House Student Success Program is designed to equip students with the perseverance and determination of an entrepreneurial mindset at the onset of their academic journey, empowering them to take ownership of their future while helping them develop the knowledge, skills, and behaviors that will enable them to succeed in college and in life.

Course Description

The Ice House Student Success Program is a student success course that inspires and engages students with the perseverance and determination of an entrepreneurial mindset needed to succeed academically and in life. Drawing on the early success of the Ice House Entrepreneurship Program, this program expands upon *Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur*, by encompassing student success concepts in the context of an entrepreneurial mindset. The program provides for experiential learning beyond the classroom, making connections, and building relationships that can support students throughout college and beyond.

Course Concepts

CORE CONCEPTS

Lesson 1: Choice

An entrepreneurial mindset empowers students to be mindful of their choices, choosing the life they want rather than accepting life as it is.

Lesson 2: Opportunity

An entrepreneurial mindset challenges students to see problems as opportunities, helping them learn to solve problems for others as a viable path toward individual empowerment.

Lesson 3: Action

An entrepreneurial mindset is action oriented, encouraging students to solve problems through active experimentation and collaboration

Lesson 4: Knowledge

An entrepreneurial mindset fosters a self-directed approach to learning that encourages students to seek knowledge, think critically, and develop problem solving skills.

ADVANCED CONCEPTS

Lesson 5: Resourcefulness

An entrepreneurial mindset is resourceful, encouraging students to leverage existing resources to find solutions, overcome challenges, and advance their goals.

Lesson 6: Reliability

An entrepreneurial mindset is self-directed and solution-oriented, and reliability is the key that can expose students to unforeseen opportunities and their own untapped potential.

Lesson 7: Community

An entrepreneurial mindset understands the importance of creating an international community of positive influence, critical guidance, and support.

Lesson 8: Persistence

Perseverance and determination are the hallmarks of an entrepreneurial mindset that encourages students to persist in the face of challenges, setbacks, and self-doubt.

PRACTICAL APPLICATION

The Ice House Opportunity Discovery Process: The Ice House Student Success Program utilizes an experiential, problem-based methodology that encourages students to apply what they are learning in real-world circumstances, enabling them to develop entrepreneurial attitudes, behaviors, and skills. The Opportunity Discovery Canvas is a tool that leads students through the entrepreneurial process of searching for ideas and solutions to problems they have identified. Students test their ideas and seek additional knowledge from experienced entrepreneurs and traditional research methods.

Student Success

Program Outcomes

The Ice House Student Success Program Outcomes are designed to:

- Drive Student Engagement
- Strengthen Student Learning
- Develop Skills, Attitudes and Behaviors
- Improve Student Persistence
- Increase College Course Pass Rates
- Increase College Completion Rates
- Produce Employable Graduates

General Education Outcomes

General Education Outcomes are the 21st Century Workforce Skills students will need to approach complex problems including:

- Critical & Creative Thinking
- Effective Problem Solving
- Communication
- Collaboration
- Lifelong Learning

In addition, students will develop entrepreneurial skills that will help them approach changing environments:

- Curiosity
- Initiative
- Persistence/Grit
- Adaptability
- Leadership

Source: World Economic Forum

How Students Learn

Working in peer groups, students identify a problem to be solved, determine what they already know, what they need to know, and how and where to access new information that may lead to the resolution of the problem. Students apply their ideas in the real world by working through their solutions to problems with mentors and advisors to help their ideas evolve. Students then share experiences, conduct presentations, and hear guest lectures.

- Self-Directed Learning
- Problem-Based Learning
- Peer-to-Peer Learning
- Experiential Learning

Course Elements

Content

Digital lesson content, the companion text, *Who Owns the Ice House? Eight Life Lessons from an Unlikely Entrepreneur*, and video case studies featuring entrepreneurs and students who have succeeded in college and in life by embracing the eight life lessons

Discuss

Discussion topics and in-class activities designed to foster peer-to-peer interaction and analysis

Share

Shared experiences, presentations, and guest lectures to foster communication and collaboration

Review

Multiple choice lesson reviews to assess basic knowledge comprehension of the eight life lessons

Apply

Application assignments designed to immerse students in real-world problem-based entrepreneurial experiences through the opportunity discovery canvas process

Reflect

Individual reflections that engage students to reflect on what they are learning and how it can be applied to academic and life goals

Course Delivery

- All-Digital Content Delivery
- Full Learning Management System (LMS) Integration
- Full Semester (15 Weeks) or Half Semester (8-10 Weeks) Schedule
- Classroom or Online Course Delivery
- 1 Credit Hour or 3 Credit Hour Versions

Facilitator Training & Support

Facilitator Role

With an experiential problem-based learning method, facilitators do not need to be subject matter experts in the field of entrepreneurship. The role of the instructor is to facilitate learning by supporting, guiding, and monitoring the learning process. Rather than providing specific directives, the instructor encourages students to solve identified problems, find and apply new knowledge, take action and cope with uncertainty and challenges that they confront. After all, entrepreneurship is a search process of discovery that requires students to take ownership of their ideas as well as their ability to learn.

Facilitator Materials

Facilitators are equipped to be successful with the following materials:

- Facilitator Manual
- Facilitator-Prep Guidelines
- Syllabus
- Lesson Plans With Slides
- Lesson Quizzes & Exams
- Lesson Discussion, Application & Reflection Assignments

Facilitator Training & Support

The Ice House Facilitator Training is designed to equip facilitators with the necessary tools and techniques to effectively implement the program. Visit <http://elimindset.com/services> for the facilitator training and webinar schedule.

Case Study

Pikes Peak Community College (PPCC), the second largest community college in Colorado with 22,000 students, was the first community college in the nation to roll out Ice House as a required first-year student success course for interdisciplinary students who were simultaneously enrolled in remedial courses. PPCC's impact on Student Success includes:

28% IMPACT ON PERSISTENCE

83% of students who passed Ice House reenrolled the next semester, compared to 55% of the control group of students who did not take the course

14% IMPACT ON COLLEGE-LEVEL COURSE SUCCESS RATES

91% of students who passed Ice House progressed on to pass college level courses compared to 77% pass rate for the control group of students who did not take the course

Testimonials

“If you look at our numbers as community colleges and how we serve the students who come to us with their dreams, you cannot possibly defend the status quo as being good enough, it is not good enough, we’ve got to make a bigger difference for those people. So, if we’re going to make a bigger difference, knowing the things that we’ve already tried and that have been a part of community college efforts around this for decades, I think we’ve got to break away from that and really look to bold, new solutions. And I see this [Ice House], as a bold, new solution.”

- Dr. Lance Bolton, Pikes Peak Community College President

“By taking the time and taking this class and learning how to manage my academic career as well as my life career...I am way more prepared. Ice House is reinventing the way we make ourselves successful, you have to think outside of the box, go that extra step, think about new ways to innovate, and I think that is going to be the marker of the next few generations.”

- Crystal Haynes, Pikes Peak Community College Student

“You must become entrepreneurs of your life. And when I heard that, I had already started the shift but that was the last little kick that shifted me over to really understanding that this is a mindset that is successful for life.”

- Steven Holmes, Pikes Peak Community College Student

“I start to see that shift, some of them see such a shift that they change their majors, some of them change their attitudes about the class and about school, and some of them start to change who they are as a person.”

- Dr. Regina Lewis, Pikes Peak Community College Faculty

INFLUENCED BY RESEARCH, DESIGNED BY EXPERTS

The Ice House Student Success Program is developed by faculty experts in student success and is influenced by research and data including the National Center for First Year Experience, the Center for Community College Student Engagement, John N. Gardner Institute and the Collegiate Employment Research Institute.

The Need for Student Success


COMPLETION CHALLENGE

U.S.
IS CURRENTLY

16th
in world for
college credential
completion

19%
OF UNIVERSITY
STUDENTS

Will complete a
CREDENTIAL
within 4 years


45%
of Students entering
**COMMUNITY
COLLEGE**
will complete a
credential in 6 years

SKILLS GAP CHALLENGE

BY 2018

2/3
of all jobs will
REQUIRE
post- secondary
education

5.4
Million
Number of
CURRENT
**JOB
OPENINGS**
in the


50%

**COLLEGE
GRADUATES**
are unemployed
or underemployed

Promising Practice – Student Success Course

The Community College Research Center reports that there is evidence that colleges should require students to complete student success courses as students have an increased chance of persistence, credential completion or transfer.

The Center for Community College Student Engagement reports that “students who complete these (student success) courses are more likely to complete other courses, earn better grades, and have higher overall GPAs, and obtain degrees.”

The Need for Entrepreneurship Education



World Economic Forum

Entrepreneurship is an essential life skill that every student will need to survive in the 21st Century.⁸



Harvard Business Review

Current research indicates the need to invest in and scale entrepreneurship education as business creation is not the only beneficial outcome of entrepreneurship education. Entrepreneurship is a key 21st century workforce skill and is also linked to higher academic achievement.⁹



New York University Pathways to Progress Study

90% of students linked learning entrepreneurial skills to academic success in other subject areas. 95% of the students indicated that the entrepreneurial skills would help them in their life.¹⁰



The Chronicle of Higher Education

Colleges are turning to entrepreneurship education to produce work-ready graduates and next-generation innovators through experiential learning with the entrepreneurial process, preparing students to apply knowledge, skills, and judgment in uncertain environments.¹¹

Call to Action

The World Economic Forum's call to action is to move entrepreneurship education from the perimeter to the core of the way education operates. Entrepreneurship is more than an academic discipline and reaches far beyond the concept of traditional enterprise creation and small business management. Entrepreneurship education empowers students to remain adaptable when facing obstacles, persist through failure, communicate better, and become problem solvers and opportunity finders. Learning about entrepreneurship ignites an entrepreneurial mindset and students begin to think and act like entrepreneurs in all aspects of their lives. And in today's world, entrepreneurship embodies the 21st Century skills every student needs.



About the Entrepreneurial Learning Initiative

The Entrepreneurial Learning Initiative (ELI) is a social enterprise dedicated to expanding human potential through entrepreneurial mindset education. An entrepreneurial mindset is about looking at the world in terms of creating value for others, an empowering and necessary approach in today's dynamic global economy. ELI partners with education institutions, governments and non-government organizations around the world to empower their constituents with an entrepreneurial mindset.

Please contact your ELI representative today to bring Ice House Student Success Program to your campus.

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Sources:

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- ² "Empowering Community Colleges to Build the Nation's Future," American Association of Community Colleges
- ³ "The Game Changers," Complete College America (Non-Flagship Universities)
- ⁴ "A Matter of Degrees," Center for Community College Student Engagement
- ⁵ "Empowering Community Colleges to Build the Nation's Future," American Association of Community Colleges
- ⁶ Bureau of Labor Statistics (April 2015)
- ⁷ U.S. Department of Labor
- ⁸ "Educating the Next Wave of Entrepreneurs," World Economic Forum
- ⁹ "Young People Need to Know Entrepreneurship is Hard," Harvard Business Review (April 2015)
- ¹⁰ "NYU Study: 90% of Students Connect Entrepreneurial Mindset to Academic Success," VPO Press Release (Feb. 2015)
- ¹¹ "Now Everyone's an Entrepreneur," The Chronicle of Higher Education (April 2015)