

COMMUNITY COLLEGE

ENTREPRENEURSHIP

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**DISRUPTIVE INNOVATION
& LEADERSHIP**



Hope: A New Strategy for Student Success



By Gary Schoeniger, founder and CEO, The Entrepreneurial Learning Initiative

Recent Gallup research indicates that hope is a better predictor of academic achievement than intelligence, personality, previous academic success, ACT or SAT scores. And, according to Shane Lopez, Ph.D., senior scientist and research director at Gallup, hopeful students graduate at higher rates than non-hopeful students.

For some, hope is a touchy-feely concept that is difficult to articulate and easy to overlook within an academic context. Yet researchers define hope as the conceptualization of goals, the establishment of strategies to achieve those goals, and the motivation to pursue those goals. Lopez describes hope as “the belief that the future will be better than the present, coupled with the belief that you have the power to make it so.”

So how do we instill hope in the community college experience?

For a growing number of colleges, the answer is the Ice House Student Success Program, a first year experience course designed to inspire and engage students with the perseverance and determination of an entrepreneurial mindset needed to succeed academically and in life.

Inspired by the life-story of Pulitzer nominee Clifton Taulbert and the influence of an “unlikely” entrepreneur, students learn how an entrepreneurial mindset provides a powerful framework for thinking that can empower them to succeed, regardless of their circumstances or chosen path.

Students in the Ice House Program begin by articulating the future they would like to create. Using their vision as a guide, students are then immersed

in entrepreneurial experiences that encourage them to take ownership of their education, seeing -- perhaps, for the first time -- how engaging their academic experience can directly contribute to the lives they endeavor to create.

Students are also exposed to video case studies featuring a variety of *unlikely* entrepreneurs; relatable social models who have overcome adversity by embracing an entrepreneurial mindset, reinforcing the belief that the future can be better than the present.

PROMISING RESULTS

Two promising Ice House pilots demonstrate the power of hope as an effective strategy for increased persistence and higher academic achievement.

At Edmonds Community College (EDCC), 250 “high risk” students participated in the Ice House Program. Impressively, 100 percent completed the course, and 90 percent persisted from fall to spring -- a rate well above the national average. In addition, EDCC saw a 42 percent impact on student GPAs. Over a three-year period, 74 percent of Ice House students earned GPAs in the 3.0 - 4.0 range; 32 percent more than non-Ice House students.

Reflecting on her experience as an Ice House facilitator, Theresa Allyn noted, “If students learn that... they have choices to better their life, they are more apt to own their educational process and become active directors of it, rather than a bystander simply meeting course requirements.”

A larger sample at Pikes Peak Community College (PPCC) also yielded significant results. In a random study, the Ice House students persisted to the spring semester at a rate 28 per-

cent higher than those who did not take the course. Additionally, students who completed the Ice House Program went on to pass college level courses at a rate 14 percent higher than those who did not take the course. Finally, 7 percent more of Ice House students stayed in their course in the beginning weeks compared to the non-Ice House student success course.



Regina Lewis, Ph.D., an Ice House facilitator at PPCC, saw a shift in her students: “Some students see such a shift they

change their majors. Some

change their attitudes about the class and about school. And some of them start to just change who they are as a person. And if nothing else, they start to change the fact that they can really believe in themselves, that they don’t have to depend on somebody else to solve their problems.”

Students are also reporting an impact on their personal and academic lives. As one student reported, “I know that my success in my three other courses is a direct result from what I learned in this course...This course has also allowed me to realize the value of dedication and perseverance.”

HOPE IS A BETTER PREDICTOR OF ACADEMIC ACHIEVEMENT THAN INTELLIGENCE, PERSONALITY, PREVIOUS ACADEMIC SUCCESS, ACT OR SAT SCORES.

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Ongoing Business Education Is Pivotal



By Allan Younger, director, Small Business Center, Forsyth Technical Community College, Winston-Salem, North Carolina

As director of a small business center located in Winston-Salem, North Carolina, I can't emphasize enough the importance of ongoing business education. People often say that more needs to be done to prepare businesses for what they will face. We agree 100 percent! All current and prospective small business owners should commit to ongoing opportunities to enhance their skills.

This is true whether they are considering starting a business, have recently started one, or have been in business for many years. The Small Business Center at Forsyth Technical Community College, which opened in 1996, helps small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties.

Approximately 150-200 people use the center each month for business counseling, educational events and to work with and/or meet with other business owners. In addition to offering its own educational programs, the center has frequently collaborated with the



Enterprise Center at Winston-Salem State University, King Chamber of Commerce, Kernersville Chamber of Commerce, and the Lewisville-

Clemmons Chamber of Commerce. Through the Small Business Center Network, we regularly make educational opportunities available at various locations across North Carolina. Here are the types of opportunities we provide:

- **Seminars:** Topics include social media, marketing, starting a business, grant seeking/writing, and more.
- **Roundtables:** Interactive discussions focus on a number of topics such as customer engagement, networking, productivity, and business growth.
- **Clinics:** These experiential learning opportunities allow business owners to practice their skills regarding presentation, business research, sales, LinkedIn, and more. Clinics are designed for repeated participation.
- **Online training:** In addition to our face-to-face opportunities, we also offer online training. HP LIFE is a global program that offers aspiring entrepreneurs and small business-owners valuable business skills. This program is self-paced, making it possible for more aspiring entrepreneurs to participate. It helps students gain the real-life business and technology skills needed to start or grow a business.

THE NORTH CAROLINA COMMUNITY COLLEGE'S SMALL BUSINESS CENTER NETWORK ASSISTS IN STARTING AN AVERAGE OF MORE THAN 600 BUSINESSES EACH YEAR.

The North Carolina Community College's Small Business Center Network assists in starting an average of more than 600 businesses each year. Small business centers have an economic impact in 90 percent of all North Carolina counties each year, helping to create and retain over 3,000 jobs annually.

Visit our website at www.forsythtech.edu.
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➤ Hope

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A SUCCESS STRATEGY

President John F. Kennedy once said: "Let us think of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, fulfilled, can be translated into benefit for everyone and greater strength for our nation."

Community college students arrive with a dream, in search of a better life. It is in our nation's best interest to help

them succeed. By instilling an entrepreneurial mindset at the onset of students' academic experience, we can inspire and empower, instilling hope -- the belief that the future will be better than the present and that they have the power to make it so.

In partnership with NACCE, the Entrepreneurial Learning Initiative is now seeking academic and philanthropic partners who can help implement and measure the impact of this promising

new approach on a national scale. With your partnership, we can redefine what it means for students to succeed in school, at work, and in life.

For more information about becoming a Student Success partner, visit www.studentsuccesscampaign.com.

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