

7a - Establishment of Miller School of Entrepreneurship at ECU..... Courtney Thornton

Situation: East Carolina University requests authorization to establish the Miller School of Entrepreneurship within its College of Business. The ECU Board of Trustees voted to approve establishment of the school at its February 19, 2016 meeting.

The mission of the proposed school is to inspire an entrepreneurial mindset across the university and region; to develop entrepreneurial competencies that lead to successful innovation and venture creation; to integrate and build the resources needed for economic development in the region; and to support entrepreneurial research.

Background: Per UNC 400.2.1.1[R], the UNC Board of Governors “must approve any proposals for major reorganization of the administrative structure of the institutions (e.g. establishment of new colleges or professional schools, mergers, name changes, new vice chancellor positions).”

Assessment: Approval of the reorganization is recommended.

Action: This item requires a vote.



Creation of the Miller School of Entrepreneurship

East Carolina University proposes to create a new academic unit within the College of Business. This new unit will address multiple items within the ECU strategic plan.

The very best innovation and entrepreneurship programs are not focused solely on business programs; rather they actively integrate all aspects of the campus behind a fundamental concept of encouraging and supporting innovators and entrepreneurs. The stated goal of this school is to serve the campus in growing generations of students who will take an entrepreneurial mindset into their work environment, whether it be a small business or a conglomerate. This school will have many working pieces and will require substantial private involvement and support. During the pre-planning phase, significant external resources have been identified and they have expressed an interest in partnering with ECU to make a positive impact on the region. The concept has already received generous external support from Fielding & Kimberly Miller and from members of the Business Advisory Council.

This proposal begins by outlining the purpose, vision and mission of the proposed school. It then identifies steps that will be taken to achieve the mission of the Miller School of Entrepreneurship.

Purpose

To positively impact communities by equipping students and intended entrepreneurs with the skills needed to open and to successfully run businesses.

Vision

To be the destination program for students seeking to develop their innovative and entrepreneurial abilities.

Mission

The School will:

- a) Inspire an entrepreneurial mindset across the university and region.
- b) Develop entrepreneurial competencies that lead to successful innovation and venture creation.
- c) Integrate and build the resources needed for economic development in the region.
- d) Support entrepreneurial research.

Goals

This mission will be accomplished by:

- a) Establishing creative, applied, cross disciplinary programming leading to degrees and certificates that materially enhance the likelihood of successful product and business launches.
- b) Serving as a regional hub for the integration of the resources available in Eastern North Carolina for entrepreneurial and small business support.
- c) Supporting and encouraging applied research that supports business ventures in the region.

Action Plan

The mission of the College of Business has long included a focus on leadership. Innovation and entrepreneurship are leadership in action.

The School will have four primary areas of focus: Academic Programs, Campus Integration, Regional Service, and Research and Scholarship. In each of these areas, it will work with the Regional Transformation Council (described in Appendix A) and Drive East: A Collaborative Strategy for Regional Transformation in Eastern North Carolina (described in Appendix B). Additionally, it will work to assure broad support and inclusiveness.

1) Academic Programs:

- a. The School will plan a degree in Entrepreneurship and Small Business with enhanced course offerings supporting innovation, small and family business, and entrepreneurship.
- b. The School will continue to support and enhance the Certificate in Entrepreneurship designed for non-business majors.
- c. The School will create a graduate Certificate in Innovation and Entrepreneurship.
- d. The School will support a minor in Small Business and Entrepreneurship.
- e. The School will explore offering a new interdisciplinary degree or certificate program in Innovation and Entrepreneurship.
- f. The School will lead integration of innovation and entrepreneurship concepts throughout all College of Business courses.

2) Campus Integration:

- a. The School will establish collaborative entrepreneurship courses that integrate across programs, such as engineering, design, computer science, medicine, and nursing.
- b. The School will coordinate with the many units focused on innovation and entrepreneurship across campus including the Small Business and Technology Development Center (SBTDC), the Office of Technology Transfer, and the Entrepreneurship Initiative to provide a more coordinated, collaborative and focused effort.
- c. The School will create and support a campus wide student entrepreneurship organization.
- d. The School will explore an entrepreneurship Living Learning Community open to all disciplines.

3) Regional Service:

- a. The School will facilitate regional transformation through enhanced support for small business and regional coordination of support assets.
- b. The School will work with and support the Small Business and Technology Development Center (SBTDC). For example, SBTDC counselors are working with teams of students providing business counseling for regional firms. Further, graduate students from the College of Business work with counselors in the SBTDC.

- c. The School will host the Small Business Institute that provides small business consulting using student teams. This program has provided support to over 900 companies since inception.
 - d. The School will house the Bureau of Business Research, which will be repositioned to focus more emphasis on research of value to small businesses in our region.
 - e. The School will host events to facilitate entrepreneurship in the region, such as an entrepreneurship summit and case competitions.
 - f. The School will support innovation and entrepreneurship activities on the East Carolina Research and Innovation Campus (“millennial campus”).
- 4) **Research/Scholarship:**
- a. The School will continue to host and produce the Small Business Institute Journal.
 - b. The School will provide technical reports and research through the Bureau of Business Research.
 - c. The School will work with faculty across campus to produce valuable, applied, and interdisciplinary published research supporting entrepreneurship and small business.

Miller School of Entrepreneurship – Detail

The Miller School of Entrepreneurship will be an example of efficient and effective academic management. It will have a lean administrative structure and will work collaboratively across campus and the community to achieve its objectives.

- a. **The leader:** The Director of the school will be critical to it reaching its aggressive goals. This position will be supported by a \$1.5 million endowed professorship. The initial donation and matching UNC-GA funds have already been secured.
- b. **The staff:** This will be an intensely active school with extensive programming and outreach. It will interact with all campus colleges and will work to integrate local, state, federal, and private resources across the region. A highly qualified experienced executive assistant will be required.
- c. **The faculty:** We will draw on faculty from across the college and campus. Faculty in the COB are extremely interested in entrepreneurship and are eager to participate in research, course development and instruction, and regional service. Some of the courses can be best taught using highly experienced fixed term faculty. It is intended that a significant portion of the instructional content will be provided by active entrepreneurs from the region. Other courses will require Ph.D. qualified faculty. Two additional professorships will be required to bring in the best faculty from highly successful programs to build the school.
- d. **The programs:** The best innovation and entrepreneurial programs are primarily experiential. This aligns perfectly with the college’s instructional philosophy. Experiential learning is more resource intensive than traditional lecture-based instruction. It will require contests with prize money, extensive travel by students and faculty to meet with business owners, creation of a business incubator, and other similar support activities. As this expands to include other programs such as engineering, medicine, and design, additional infrastructure will be required. For example, product development would likely require a rapid prototype lab. We will need to create a student consulting lab with conference rooms and technology support. Ease of access will require that some of these resources be located off campus. Additionally, the best programs strive to inspire and influence thought by bringing successful business entrepreneurs to campus for lectures and close student interaction. The School will partner with the East Carolina

Research and Innovation Campus (“millennial campus”) for access to many of the required assets.

- e. **The Curriculum:** The Miller School of Entrepreneurship will develop and offer programs of study that are unique, bold, effective, engaging and that will attract the best students from across an expanded region. The certificates and degrees will be officially housed in the School of Entrepreneurship. It is anticipated that all faculty assignments will be in their traditional departments within the University for promotion, tenure, and annual evaluations. All courses will be taught using existing department course codes for measuring productivity. This will extend to courses offered outside the college. There will be close collaboration between the director of the School of Entrepreneurship and the department chairs for the purpose of faculty evaluation and curriculum development. A multi-disciplinary steering committee has been formed that will oversee curriculum development.
- f. **Support:** Alumni, foundation, state, and federal support will be critical to the program’s success. The school administration must seek and obtain every grant possible. It will organize and facilitate the creation of seed capital sources. It must coordinate with campus, city and regional agencies for space and student opportunities. It will continue to aggressively seek alumni support.

Oversight of the Miller School of Entrepreneurship will utilize a Faculty Oversight Committee with faculty representation from across the university. In addition, it will have Regional Advisory Councils comprised of serial entrepreneurs with a commitment to fostering entrepreneurial development in their region.

Faculty Oversight Committee:	
Josh Bendickson, PhD	Assistant Professor of Management
Phil Davis, PhD	Assistant Professor of Management
Kim Everett, MSA	Teaching Instructor, Accounting
Shanan Gibson, PhD	Professor of Management
Michael Harris, EdD	Professor of Management
Christine Kowalczyk, PhD	Assistant Professor of Marketing
Frank Lee, MBA	Teaching Instructor, Management
David Mayo, MBA	Teaching Instructor, Management
Ravi Paul , PhD	Associate Professor of Management Information Systems
Tracy Tuten, PhD	Professor of Marketing
Brenda Wells, PhD	Robert F. Bird Distinguished Scholar of Risk & Insurance
Gene Dixon, PhD	College of Engineering and Technology
TBA	College of Fine Arts and Communication
TBA	College of Arts and Sciences

Regional Advisory Councils	
Raleigh	
Fielding Miller	Captrust
Benny Ward	BioDelivery Sciences
Player Barefoot	Southtech Orthopedics
Van Isley	Professional Builders Supply
David Bond	Patient Pay

Steve Jones	Yadkin Bank
Vern Davenport	Medfusion, Inc
Anthony Patterson	Investor
Sam Wornom	The Pantry
James Maynard	Golden Corral
Kel Norman	The Norman Financial Group
Charlotte	
Jim Smith	Contec
Eric Laster	Edifice, Inc.
Paul Adkison	Imax, Inc.
David Fisher	BB&T
Gary Snyder	Compass
Greenville	
Jim Ward	Ward Holdings LLC
Bubba Rawls	Development
Mike Aman	One Source Communications
Brandon Tate	Atlantic Wireless
Bill Blount	Home Builders Supply
Rich Ballot	A Wireless
Jim Chesnutt	National Spinning Co., Inc
Connelly Branch	Clark Branch Realtors, Inc.
Tom Taft	Taft Family Offices
Edwin Clark	Amicus Investments, LLC
Wilmington (Pending)	
Scott Diggs	Lanier Parking
Sean Frelke	BB&T Scott and Stringfellow
Norfolk/Richmond (Pending)	
Al Hutzler	Cliff Weil, Inc.

Signatures:



 Dr. Ron Mitchelson
 Provost and Senior Vice Chancellor for Academic Affairs

11/19/2015
 Date



 Dr. Phyllis Horns
 Vice Chancellor for Health Sciences

11-19-15
 Date



Dr. Michael Van Scott

Interim Vice Chancellor for Research, Economic Development and Engagement

11-19-2015

Date



Dr. Stan Eakins

Dean of the College of Business

11/19/15

Date