

ENTRnews

Fall
2020

CERTIFICATE IN ENTREPRENEURSHIP AND INNOVATION

INSPIRING ENTREPRENEURS IN A CHANGING ENVIRONMENT



Photo Courtesy Purdue Marketing and Media

THE PLACE FOR ENTREPRENEURSHIP EDUCATION @ PURDUE

Instructor Retires After
12 Years of Teaching &
Mentoring

Students Learn to
Consult with Businesses
in a COVID-19 World

Alumni Ryan Anderson
Achieves Success on His
Own Terms



Photo Courtesy Purdue Marketing and Media/John Underwood

Nathalie Duval-Couetil, MBA, Ph.D.,
Director of the Certificate in Entrepreneurship & Innovation Program; Associate Director of the Burton D. Morgan Center for Entrepreneurship

A NOTE FROM NATHALIE

Needless to say, the past few semesters were unlike any other for the Certificate in Entrepreneurship and Innovation Program. Faced with COVID-19 in the spring, we dove into the development of online courses to accommodate students registered for our summer courses. Our early acceptance and adoption of online learning, coupled with the opportunity to do curriculum revision as we transitioned to a new learning management system, really paid off.

We wound up doubling our summer class enrollment and were well prepared for a unique fall semester.

This semester, Certificate Program faculty taught online and residential students while adhering to all of the COVID-19 precautions that Purdue had put in place. In some cases, to meet social distancing guidelines, this even required splitting classes into two, with half of the students attending on Tuesdays and the other half on Thursdays. Online offerings were for students who were unable to make it to campus, and for those who were quarantined in West Lafayette. Moving to online learning required that everyone get acquainted with new ways of doing things and master the technology necessary to be able to host guest speakers, record lectures, organize virtual team meetings, and evaluate presentations. While each task may not be difficult on its own, orchestrating all of these activities, while at the same time keeping students engaged, is very demanding. Our thanks go out to all of the dedicated faculty, staff, and students who helped Purdue rise to the challenge. It has certainly taught us how to do things in new and innovative ways, and we will carry these new skills forward into the future.

Amid these disruptive events, we received the very good news that we moved up eight spots in the Princeton Review and Entrepreneur magazine's ranking of the best undergraduate entrepreneurship education programs. We just cracked the ranking last year and this year moved up to 42. We look forward to sustaining our ranking with the help of our successful students and alums who send us data and information that we submit as part of Purdue's application. Bravo to all of our students and alums who are putting their entrepreneurship education to work in their own ventures as well as in established companies and organizations!

In this newsletter, you will get a sense of student experiences as they adapted to the realities of the fall semester. You will also read about some successful alums, get introduced to a new instructor, and say farewell to an instructor who has taught and mentored thousands of students for more than a decade. Thank you for your support of the Certificate in Entrepreneurship and Innovation Program. Please get in touch and keep up-to-date by following our social media!

Stay well and best wishes for the new year!

Nathalie Duval-Couetil

NATHALIE DUVAL-COUETEL
Director



Share Your Story

Are you an alumnus or current student with a great story of how you have put your entrepreneurship education into practice? If so, please contact Terra Kline, klinetm@purdue.edu. We look forward to hearing from you!



Cheers to 12+ Years



Photo Courtesy Purdue Marketing and Media/John Underwood

Please join us in thanking one of our dedicated ENTR Instructors, Chris McEvoy, who retired from teaching this semester. His support and dedication to the program has been unwavering. Chris has taught over 3,000 students, leading over 50 class sections of both ENTR 20000 and 31000. His expertise and mentoring have influenced so many.

Thank you, Chris!

To reach out to Chris, connect with us on LinkedIn to share your best wishes: <https://www.linkedin.com/groups/2072459/>



Photo Courtesy Purdue Marketing and Media

CREATING COMMUNITY WITH FRESHMAN STUDENTS FROM AROUND THE GLOBE

Each fall semester, Mike Cassidy teaches and leads our Entrepreneurial Learning Community (ELC). The ELC brings together incoming freshmen who have a common interest in entrepreneurship. Our goals are to inspire budding entrepreneurs and build community as a way of strengthening first-year retention. ELC students typically live together in a dorm and take *ENTR 20000 Introduction to Entrepreneurship and Innovation* as a cohort. Since many freshmen students accepted into the ELC were unable to get to campus this fall, the ENTR 20000 course was postponed, and a number of new community-building activities were organized to safely bring together students from all over the world. Through socially distanced gatherings and Zoom meetings, they got acquainted with one another, and they even created teams and prepared for the *ENTR 20000* course they will take together next spring. For this group, which normally builds camaraderie through sharing meals, we arranged a special meal from Jane's Gourmet Deli, carry-out style.

CONSULTING IN A COVID WORLD

Despite logistical challenges this semester, the ENTR Program's *Consulting for Emerging Enterprises* course, led by entrepreneurship instructor Susan Woods, was a great success for both clients and students. Excellent communication skills allowed students to continue the tradition of making an economic impact on our local business community.



Photo Courtesy Purdue Marketing and Media/John Underwood

The capstone consulting course offers senior-level students the opportunity to apply the knowledge and skills gained in previous entrepreneurship courses to a business development project with a local business or non-profit. Student teams use a three-stage consulting model to guide contracting, data gathering, and the development of recommendations for their clients. The in-class time focuses on learning concepts that students apply directly to the experiential consulting project.

A client's willingness to dedicate time to sharing the ins-and-outs of their company with students is an integral part of the success of students who take this course. It's a win-win for everyone. Companies offer real-world learning experiences for students, and students research and recommend implementable solutions for business success.

Susan shared "the pandemic presented several opportunities and challenges, and like entrepreneurs, the students and I had to pivot to move forward. One big adjustment was a switch to virtual meetings with clients. To keep the projects on schedule, students created formal agendas and kept meeting notes for each weekly meeting. By using these methods, they were able to remember details, keep the project organized, effectively communicate, and remain on track with deadlines."

Recent consulting clients were Home with Hope, SOS Relocation Services, Right Steps Child Development Centers, United Way of Greater Lafayette, and Community Yoga.

All of these companies were hit hard by the pandemic. The companies chose to work with the class because they were looking for personalized solutions to apply to their business challenges, they also valued the relationship with Purdue and recognized the potential for future collaborations and partnerships.

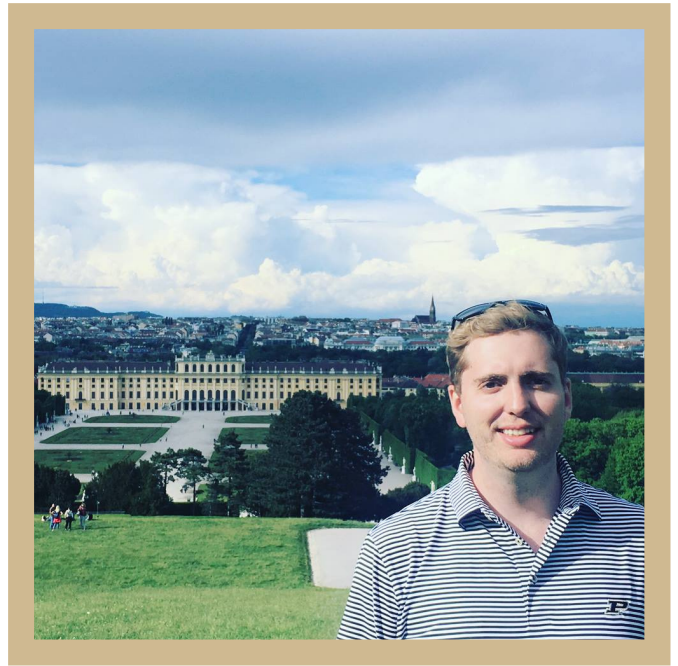
United Way of Greater Lafayette and Right Steps, both nonprofits, were experiencing hardship from the cancellation of in-person donor engagement. To address this issue, students developed and proposed options to keep donors connected. They took into consideration the constraints of these organizations and created detailed plans, while keeping in mind the realities of the pandemic. Ultimately, the student recommendations were implemented!

"Given that their summer internships were canceled due to the pandemic, many of the students faced challenges. This experiential course provided students with hands-on experiences working with real businesses. Students have shared their appreciation for the course and the professional experience they gained since it has put them in a better position when interviewing for internships and jobs," said Susan.

A key take-away for students has been the importance of developing a good relationship with a client. A successful consulting relationship is not about being an expert who comes in, consults with a client, and provides feedback. Students learn that through positive relationships, they build trust with their clients. The result is that clients are more likely to accept and take action on their advice and recommendations.

Networking with the business community has been a great source of company client referrals. If you know of any small business or non-profit in the Greater Lafayette area that may be interested in being a part of this valuable experience, please connect with us at entrcert@purdue.edu.

ALUMNI SPOTLIGHT RYAN ANDERSON



Roughly six years after graduating from Purdue, Ryan Anderson launched Print Revolution - a progressive online print and mail company developed to make it fast and easy to order print marketing products online. At the same time, he bought a synergistic franchise, FASTSIGNS, which offers illuminated signs, vehicle & fleet wraps, banners, and vinyl signage. Ryan said that if the two legal entities were recognized as one, they would likely make the Inc 5000's list of fastest-growing companies for 2020. As this tumultuous year comes to a close, Ryan says it has been an exciting ride.

Ryan reflected on his time in the Certificate in Entrepreneurship and Innovation Program and expressed several ways the program influenced his career choices and businesses.

"I thoroughly enjoyed the process of creating a business plan in teams. One of my teammates turned our idea into a successful business in Indianapolis. It was also quite exciting to present the plan to local community leaders who gave us real-life feedback on our ideas.

I still go through this process each year with my companies. I create a business plan strategy and present it to a peer group of about 15 other printing business owners. The truth can hurt sometimes, but it is an awesome experience and extremely valuable to have peers who are willing to give advice on your business strategy for the upcoming year.

Finding a good mentor or coach is key, preferably someone who has actually built what you want to build. I have a coach with whom I speak on a weekly basis about my business."

Ryan remembers a lesson from one of his first ENTR courses. That lesson is "CASH IS KING." Always making sure you have cash in the bank is a security blanket for unexpected challenges or economic downturns like the ones so many business have experienced this year.

To Ryan, this lesson also shows that entrepreneurs often have to make great sacrifices in their personal lives to find success, especially in a venture's early stages. He says that starting a company is not for everyone, but if you put in the work and relentlessly pursue your goal, you can be far more successful than you ever dreamed.

Ryan emphasized that being entrepreneurial does not require a high-tech product or service.

"If you find a business or industry you like and find a way to make the same product a little better or better serve the customer base, you can find great success by taking on even a small sliver of the market space," said Ryan.

Ryan is a lifelong learner. He believes that continuing education after college is essential for growth. Ryan has pursued education in leadership, teamwork, and entrepreneurship from books and podcasts, which provide great advice.

Ryan ended the interview with a piece of advice:

"If you decide to start a business, it is possible that your family, best friends, colleagues will tell you that it is a bad idea and you shouldn't waste your time. Let that be motivation. Make it your job to prove every single one of them wrong. Your stubborn pursuit of success and the strong foundation you get from the Certificate in Entrepreneurship and Innovation Program can keep you going through the toughest of days. Let this be your motivation to continue on your entrepreneurial journey and build a legacy in your name."

Student Reflections...

LEARNING EXPERIENCES DURING THE PANDEMIC

Neal Ottinger ● Morgan Pierce ● Olivia Shaul ● Matthew Toth



Photo Courtesy Purdue Marketing and Media

“ The flexibility of a hybrid course was great given that you have access to learning material and resources when you need them, as well as the opportunity to connect in person and network with those around you.

Zoom office hours really helped with my busy schedule and oftentimes many students would have the same questions, so we could ask and learn together. - Neal Ottinger ”

“ *Motivation has been a huge struggle this semester. It is much harder to work when my classes were mostly online or a hybrid since there is not a structured time schedule. I have had to incentivize myself with rewards and definite cutoff times.* - Morgan Pierce ”

“ The flexibility in my schedule, learning to be independent, and living on my own allowed me to grow and be successful in different ways.

Instructor support for mental health needs is so important in this stressful time.- Olivia Shaul ”

“ Not being able to have a normal social atmosphere with friends and classmates was difficult. I feel masks really hindered the casual talk that would typically happen in the classroom and which would lead to collaboration, a friend to study with, etc. It felt rather isolating.

On the bright side, well-organized remote courses were the ones I found the most successful! Consistency in the learning management system made it so much easier to navigate a course when there was a need to be remote. - Christina Crawford ”

“ *Being a fully online student, I found it easier to take tests in a Zoom proctored meeting rather than sitting in a room full of hundreds of people. However, I also have struggled with being in one location and the lack of a change in environment.* - Matthew Toth ”





Instructor Spotlight

ANGIE STOCKLIN

The Certificate in Entrepreneurship and Innovation welcomed a new instructor this summer with the arrival of Angie Stocklin. Angie comes to us with a rich background in startups. In 2005, she co-founded and became Chief Operating Office of One Click, an eyewear company that operated three ecommerce brands. One Click was known for its company culture and a mission to be the world's most people-focused eyewear company. Angie led customer service, fulfillment, inventory, logistics, and merchandising. In 2018, the business was sold to Foster Grant which is an Essilor company. Angie exited the company in March of 2019 in pursuit of new entrepreneurial endeavors, including mentoring and teaching.

The Certificate in Entrepreneurship and Innovation Program's tradition of having practicing entrepreneurs in the classroom gives Angie the opportunity to share her personal entrepreneurial experiences with students. She is passionate about encouraging Purdue's diverse population to explore entrepreneurship. Angie uses her own experience to de-stigmatize entrepreneurship and inspire the next generation. Beyond the curriculum, she helps students get comfortable with ambiguity and autonomy by focusing on creating a community in the classroom to facilitate conversations and grow connections between students.

Many positive experiences have resulted from Angie's first two semesters in the classroom. She joined our teaching staff during the pandemic, so quickly got acquainted with both online and hybrid learning. She incorporates articles, videos, and podcasts in her online lessons to reinforce lecture content, and uses Microsoft Teams to foster community among her students. Packback, a discussion platform, has also been effective for facilitating discussions about entrepreneurship concepts.

Hannah Snyder, a senior in Genetics, stated, "My most important takeaway from this class is the importance of creating a comfortable atmosphere and 'culture'. I realize the importance of a healthy culture at work, but now I personally recognize the impact culture has in the classroom.

At the beginning of the semester, I was a little nervous about speaking up, but as we worked with others in class I became more comfortable. The welcoming and accepting culture of the class allowed me to interact more, which helped me get the most out of the experience -- I really enjoyed going to class.

Having experienced the development of a classroom culture, I feel like I have a better understanding of the importance of having a good company culture, how it is built, and how it helps with employee recruitment and retention."

Angie's time with the program has already made a lasting impact on students. The positive culture she created at One Click is now a part of the Certificate Program. We are fortunate to have her on our team!

OTHER NEWS & HAPPENINGS:

Stay Informed



Visit our website below to see videos, get the latest news, see student and alumni spotlights, and more!

Follow us on social media for the latest happenings, including information about guest speakers, professional development workshops, and extra-curricular and experiential learning opportunities.

PURDUE.EDU/ENTR



Ready for the Spotlight?



The ENTR Program loves spotlighting successful students and alumni. If you have a great story related to your career or

business, please share it with our new Senior Instructional Design and Program Specialist, Terra Kline, at klinetm@purdue.edu. We look forward to seeing you in the spotlight!



A big thank you to our students and alumni for their contributions to our Princeton Review application. Our application is strong because of your successes, and your willingness to complete our annual survey. Thank you and keep in touch!

Welcome Terra Kline!

Instructional Design and Program Specialist

Terra leads our instructional design and communication activities. Her entrepreneurial spirit and background in curriculum development, student engagement, and technology enhance our ability to seize the inbound and outbound education and communication opportunities that continue to evolve in higher education.

We look forward to her many contributions!



Please welcome Terra to the ENTR community by connecting with her on LinkedIn.



Congratulations to all ENTR December Recipients

Hats off to all ENTR graduates this semester! Best wishes to all!