

CCC Maker: Ecosystems Mapping Basics

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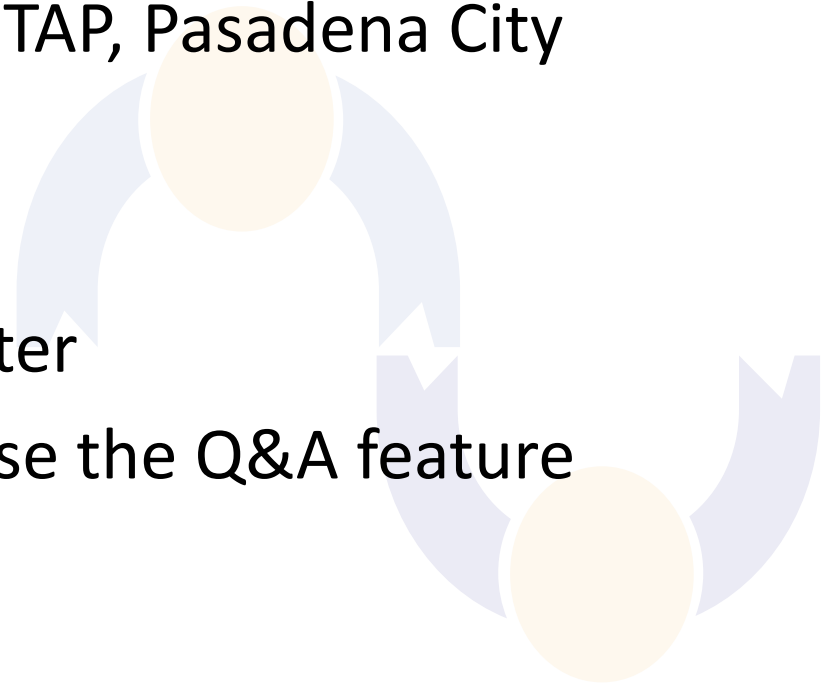


Agenda

Time	Topic
2:00-2:05	Introduction: Overview, Zoom logistics,
2:05-2:20	NACCE Ecosystems Project in Appalachia
2:20-2:25	Overview of CCC Maker Ecosystems project <ul style="list-style-type: none">• Innovation & Entrepreneurial Ecosystems• Workforce development• Your college ecosystem
2:25-2:50	Starting your own map: Overview of Kumu
2:50-3:00	Conclusion: Email Amy to start your Kumu project and receive the template; schulz@nacce.com

Welcome!

- Facilitators
 - Amy Schulz, NACCE
 - Will Watson, Kumu
 - Deborah Bird, CCC Maker TAP, Pasadena City College
- Zoom Logistics
 - Recorded and available later
 - Questions—Feel free to use the Q&A feature



- National Association for Community College Entrepreneurship
- 300 community college members
- Best Practice sharing around entrepreneurship education
- Role of CC in the entrepreneurial and economic development ecosystems
- Entrepreneurial leadership

Appalachian Regional Commission

- NACCE awarded federal ARC grants to support colleges in distressed communities in Appalachia
- Entrepreneurial Ecosystem Mapping is the first step to identifying opportunities, partners & resources

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Why entrepreneurial ecosystems?

The Aspen Institute first examined best practices in developing entrepreneurial economies in their 1996 report, *Developing Entrepreneurial Economies in Rural Regions: Lessons from Kentucky and Appalachia*. In it, they identify the core challenge of culture change as “creating an entrepreneurial culture in which people are encouraged to seek opportunity and embrace creative approaches to exploiting it – i.e. to say, ‘I can see things that don’t exist and make them exist.’”

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Ecosystems in Appalachia

- How can community colleges provide an infrastructure for research, development, and access to capital for small businesses in their communities?
- How can community colleges encourage communities and economies that tend to resist change adopt and embrace an entrepreneurial culture?
- What models of small business support work best in each community where these community colleges are located?
- How can all of the above activities be sustained at the local level?

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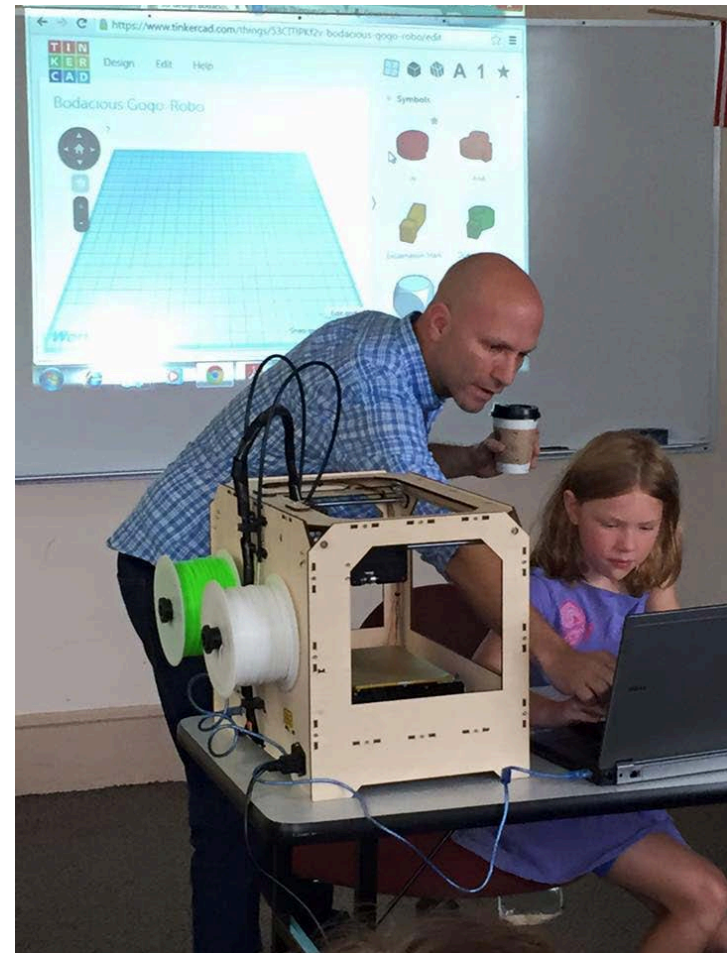
Northeast State Community College

- Emerging Technologies Complex
- Used ecosystem map to identify partners, mentors & SME, resources
- Awarded \$843K statewide grant
- <http://www.northeaststate.edu/Faculty-and-Staff/Grant-Development-Office/Grant-Awards/TBR-Governor-s-Competitive-Grant/>



Eastern West Virginia CTC

- Joe Kapp, EIR
- New Biz Launch Pad
- Part incubator, part maker space, part Main Street revitalization
- Recently awarded \$250K in EDA fund for acceleration



Patrick Henry Community College

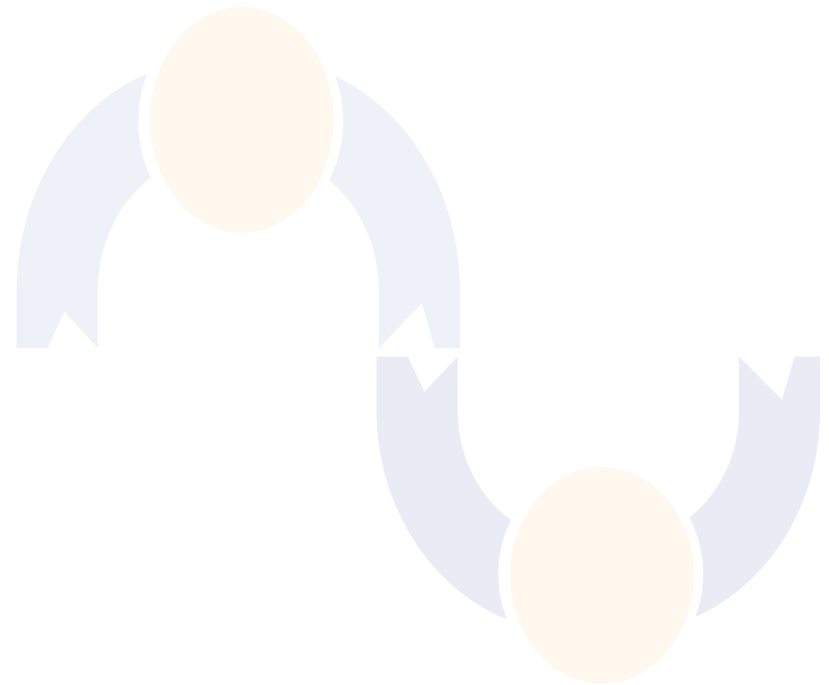
“The EDC has partnered with PHCC and NCI from day one to establish and fund the Fab Lab, and we are excited to see it evolve to a higher level” said Mark Heath, president and CEO of the EDC. “We view the Fab Lab as a critical component of small business development by providing the link between ideas and prototyping, to actual industrial production. The EDC will expand its partnership with PHCC and NCI in this initiative by allocating additional staff and financial resources through our Small, Minority & Entrepreneurial division under the direction of Valerie Harper.”



<http://www.patrickhenry.edu/phcc-news/new-dalton-idea-center-announced>

Overview of CCC Maker Ecosystems

- Innovation & Entrepreneurial Ecosystems
 - Entrepreneurial support
 - Innovation services & SME's
 - Mentors
- Workforce development
 - Workforce partners
 - Intern placements
- Your college ecosystem



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Guiding Questions for your ecosystem map:

- What is the region for your workforce and economic development players who are already working together?
- Identify some previous successful collaborative projects.
- Who were the players in the projects?
- List potential partners have expressed interests in making, innovation, entrepreneurship, and workforce development.

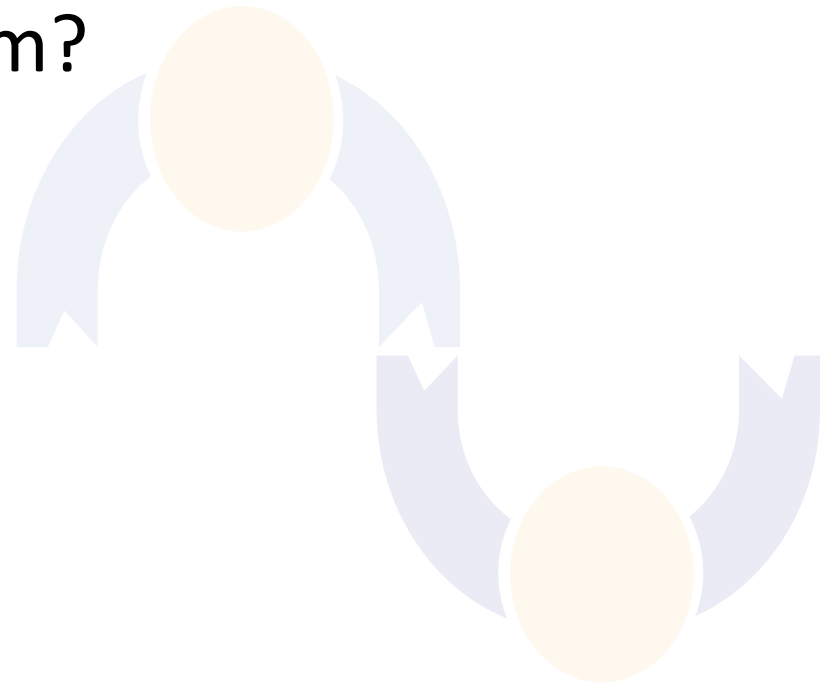
Tour of Kumu

Will Watson

Head of Customer Development & Support

Kumu

- How to map an ecosystem?
- Template for CCC Maker



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Next Steps

- Register with Kumu
- Email your username to Amy at schulz@nacce.com
- Contact Amy Schulz for additional support
- Jump in & start your map

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Thank you for your time!

- Next webinar:
 - Jan. 12, 2:00 p.m.
 - Mapping Your College Ecosystem
 - Thank you for your time & attention

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