



2023 Theme: *Navigating the Future of Entrepreneurial Education*

Day 1 | Monday, July 17

12:00pm **Welcome Lunch | Check-in & Networking**

12:15pm **Welcome from University of Minnesota | Opening Remarks**

12:30pm **Goals for MEEN | Conference Objectives | Agenda Overview**

- **Jed Taylor** | *Assistant Dean of Innovation and Entrepreneurship, The Grainger College of Engineering, University of Illinois Urbana-Champaign*
- **Jonathan Fay** | *Hub Director, NSF I-Corps Hub: Great Lakes Region*

12:40pm **Group Introductions**

- 30 second introduction from each person in attendance

1:15pm **Keynote Speaker**

- **Phil Weilerstein** | *President and CEO, VentureWell*

1:45pm **Interactive Discussion | Building a Unified Entrepreneurship Ecosystem Across Campus**

Please come prepared to discuss the following:

- Entrepreneurship programming tends to be siloed on university campuses with programs independently housed in pockets across a campus with little collaboration, even sparking competition for resources. What strategies and tools help foster a collaborative entrepreneurial ecosystem?
- This discussion will help foster meaningful conversations on how to break down the silos and intentionally build a collaborative culture of entrepreneurship across a campus.
- This active session will encourage discussions of tools, techniques, and strategies that helped tear down silos, as well as examples of times when attempts failed to foster collaboration. We welcome full participation in this discussion and encourage participants to openly share current challenges, strategies, ideas, and potential solutions and recommendations.
- The goal of this session is to provide you with tools and recommendations to try on your campus to build a more collaborative entrepreneurial ecosystem with the goal of a unified innovation and entrepreneurship ecosystem on campus.

2:30pm **Break | Refreshments**



2:45pm **Panel Discussion | Stories from Academic Entrepreneurs, An Open Discussion on Perceptions and Realities**

Our panelists will discuss the following:

- What is it like to be an academic entrepreneur? What did you think it would be like and what was the reality? How might one prepare themselves for the journey? Can one maintain a strong researcher identity while pursuing research translation? How might it look tactically (summers, sabbatical, leave of absence, etc.)?
- *Additional questions are welcome from the audience.*

3:50pm **Walking Tour of Toaster Innovation Hub and Anderson Labs Maker Space**

5:30pm **End of Day 1**

6:00pm **Optional Networking Dinner**

Walking distance | Guests each pay for their own dinner

Day 2 | Tuesday, July 18

8:30am **Welcome | Breakfast**

9:00am **Guest Speaker and Interactive Discussion | Ethics in Entrepreneurship**

Tom Bryant | *Lead Professor, Rutgers, The State University of New Jersey*

Please come prepared to discuss the following:

- Recent cases of forgery of data, untrue claims, and unethical actions open a timely discussion of the ethics of entrepreneurship. How do we foster environments that encourage innovators to “challenge the status quo” and “chase the impossible”, while maintaining a high level of ethics?
- This session will discuss a range of topics that will challenge how you think about ethics in entrepreneurship and help foster ideas on how to keep innovators rapidly innovating while maintaining ethical integrity. We encourage participants to share examples of when they faced ethical dilemmas and what helped them navigate successfully.

10:30am **Break**



10:45am **Interactive Discussion | *Evaluating and Assessing Students***

Please come prepared to discuss the following:

- Building and maintaining academic consistency within entrepreneurial education can be challenging when there is a significant variance in students' educational and entrepreneurial journeys.
- This session will foster an open discussion on the challenges of evaluating and grading students in entrepreneurial education. Participants are encouraged to share tools, rubrics, methodologies, and theories as we dive into a rich pedagogical discussion of how to grade entrepreneurship.
- What are the learning outcomes (that we are grading)?
- Are we grading products or the process of entrepreneurial thinking/experience?
- We will break into two groups to discuss academic and co-curricular tracks.

11:45am **Closing Remarks | Next Steps for MEEN**

12:00am **Optional Grab-n-Go Lunch**