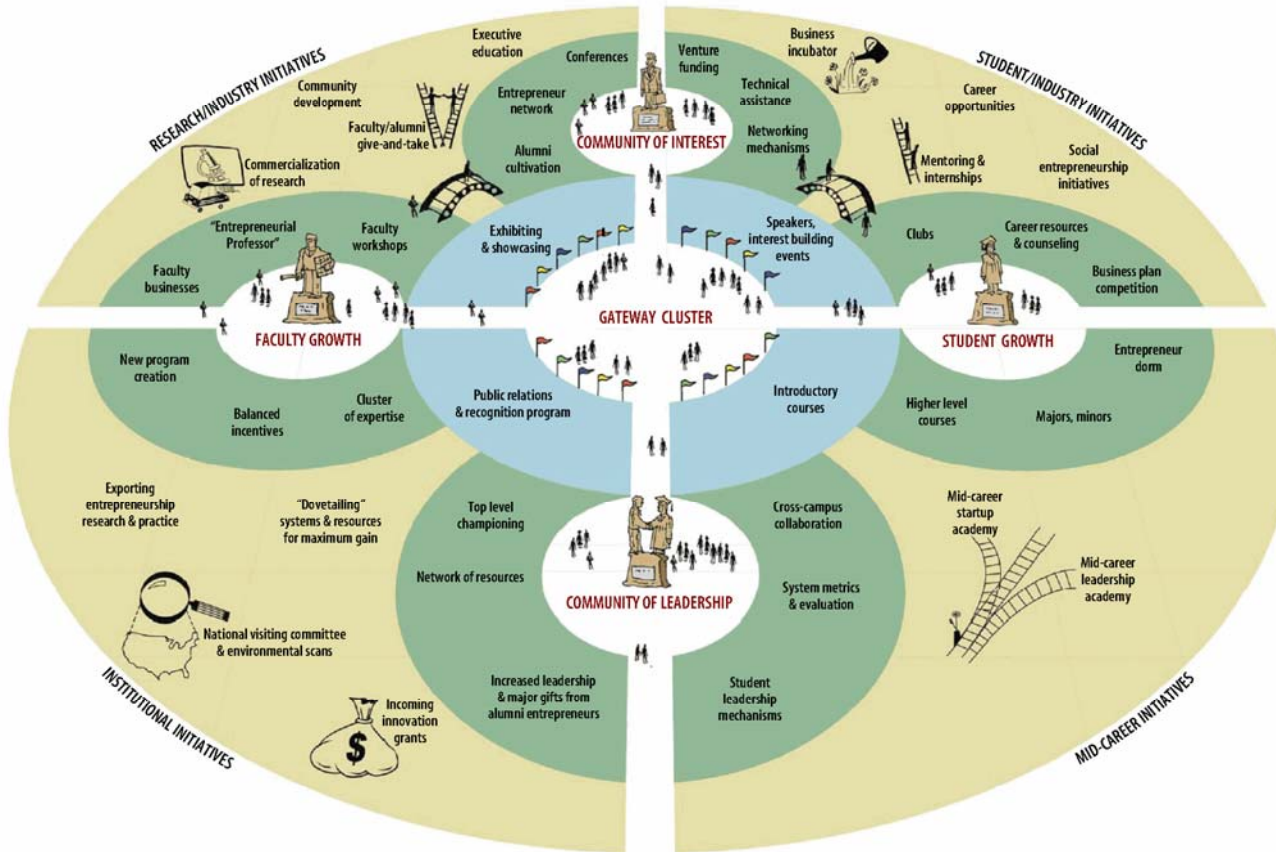


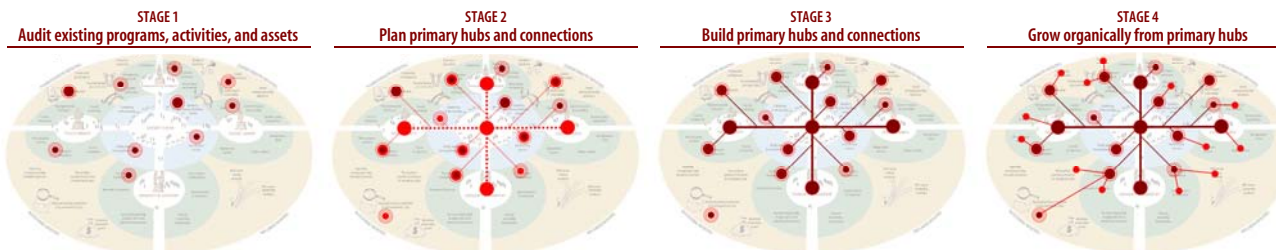
The full build out model of cross campus entrepreneurship

a map of the 5 subsystems fostering ideas, know-how, and resources



Developing and interconnecting the primary hubs

a 4-stage plan for moving from autonomous to synergistic growth



The university as entrepreneurial engine

Entrepreneurship is a hot topic today among students from diverse socioeconomic and academic backgrounds. Their interest is reflected in a major trend: 2,000 U.S. universities offer entrepreneurship courses today, an increase of over 500% since 1985.

Despite this encouraging trend, most entrepreneurship programs are confined to business schools and very few schools have developed, or even considered, the cross campus activities, institutions, and systems that stimulate and support entrepreneurial action among students, faculty, alumni, and the surrounding community.

This model of cross campus entrepreneurship maps 42 entrepreneur-related programs found throughout the country into the five key subsystems necessary to sustain a healthy cross campus initiative. Based on research and work with colleges and universities from coast to coast, the model provides an effective framework for auditing an university's existing entrepreneurship programs, benchmarking with other schools, and developing a well-coordinated entrepreneurship infrastructure.

The five subsystems of cross campus entrepreneurship

- A **"gateway cluster"** of activities and strategies builds awareness of entrepreneurship and stimulates entry into the entrepreneurship system.
- A **"student growth"** subsystem integrates the entrepreneurship activities and resources that complement the traditional progress towards an undergraduate or graduate degree.
- A **"faculty growth"** subsystem integrates the entrepreneurship activities and resources for faculty members in their multiple roles as teachers, advisers, researchers, administrators, program creators, and perhaps business entrepreneurs.
- A **"community of interest"** subsystem encompasses the formal and informal mechanisms fostering a network of students, faculty, alumni, and others bound by a common pursuit of entrepreneurship.
- A **"community of leadership"** subsystem encompasses the formal and informal mechanisms that build and sustain the entrepreneurship initiative.

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