Dear Friends,

The 2019-2020 academic year has been both busy and unpredictable for the Entrepreneurial Leadership Program and the eHIVE. In the midst of the unique challenges this year has presented, our overarching goal remains to build a culture surrounding the entrepreneurial mindset for all students at Waynesburg University. Our second year started with a bang in July as we traveled with students to the Praxis Academy at Biola University, just outside of Los Angeles. Then, we welcomed our new freshmen on campus during convocation with a visit to the eHIVE and a mini innovation challenge. This year marked the campus-wide roll out of our entrepreneurial mindset curriculum in our first year (Fiat Lux) seminar. In November, we were thrilled to welcome to campus Clifton Taulbert, the author of our Fiat Lux text “Who Owns the Ice House?”. Our October Innovation Challenge grew exceptionally and this year included a category for Greene County High School students. We returned to campus in January 2020 accepting our first students in the Entrepreneurial Leadership minor and with a full slate of eHIVE events planned for the spring semester.

We frequently teach our entrepreneurship students the “power of the pivot” or how to quickly adjust to obstacles and move forward. On March 16, as COVID-19 began to change our campus, community, and the world, we pivoted. All in-person classes were suspended and our campus community was relocated home. We all needed to rapidly adjust to remote delivery. In our entrepreneurship courses, we used a variety of formats and technologies to allow us to both deliver content and engage with our students, one-on-one and in groups. At the eHIVE, we modified two competitions that were already in progress from face-to-face to remote delivery. Like all entrepreneurs, we also looked for opportunities in the problems we were facing. As the economic impact of COVID-19 began to take hold, many students and community members were losing their jobs. We partnered with the University of Pittsburgh Small Business Development Center to offer a webinar to provide necessity entrepreneurs a quick-start guide to starting a business. We also offered our first-ever summer pitch competition focused on solutions to pandemic problems.

2020 has taught us the value of an entrepreneurial mindset. The ability to see problems as opportunities, to quickly pivot, and to implement innovative solutions are all skills that are invaluable in uncertain times. With your generosity and support we will continue to expand this culture at Waynesburg University.

Best regards,

Mindy Walls
W. Robert Stover Chair of Entrepreneurial Leadership
Entrepreneurial Leadership

Vision

Create a culture of proactive, innovative and ethical problem solving which will provide Waynesburg University students with the skills, abilities and experiences they need to thrive in a rapidly changing world.

Goals

• Instill an entrepreneurial mindset in all students as a way to think, learn and execute
• Provide multiple pathways for students to develop targeted skills based on the student’s level of interest and career aspirations
• Create an inclusive, coordinated and collaborative infrastructure to support this culture development across campus

Approach

STEP 1: We will expose all students to the entrepreneurial mindset through our first year Fiat Lux seminar.

STEP 2: We will develop in our students the key skills necessary to thrive in the future. We will accomplish this by intentionally infusing project-based and experiential learning, focused on these skills in courses across the curriculum as well as providing co-curricular opportunities for development.

STEP 3: We will teach our students the venture creation process and provide them with the opportunities and support to develop their own ventures.

We believe that entrepreneurial leadership is both a study and a practice. Therefore, to foster this type of learning, students should engage both inside and outside of the classroom. We have accomplished this using a two-pronged approach:

• The Entrepreneurial Leadership Program focuses on the study and practice of entrepreneurial leadership in the academic setting through a cross-campus minor and selected courses.
• The eHIVE is a co-curricular, innovative hub focused on the practice of entrepreneurial leadership through individual coaching, workshops, competitions and speakers. The eHIVE’s services are available to all students of any major or minor, at any time.

Key Skills

• Analytical thinking and innovation
• Active learning and learning strategies
• Creativity, originality and initiative
• Technology design and programming
• Critical thinking and analysis
• Complex problem-solving
• Leadership and social influence
• Emotional intelligence
• Reasoning, problem-solving and ideation
• Systems analysis and evaluation

At the end of the 2018-2019 academic year, the Entrepreneurial Leadership Program outlined the following objectives for the second year. We have reached all of these objectives except one, Objective Three: Revise the existing Entrepreneurship major in the Department of Business Administration. We did not revise the existing major because the Department of Business Administration began the process of a full curriculum review. We will be submitting our major revisions with other Department of Business Administration curriculum changes in the coming academic year. Detailed information follows in the outcomes section of this report to highlight how these objectives were achieved.

**Year-Two Objectives:**

1. Expand entrepreneurial mindset content to all first-year students through Fiat Lux Entrepreneurial Mindset

2. Expand the Entrepreneurial Leadership minor by including additional cross-campus courses Innovative Problem Solving

3. Revise the existing Entrepreneurship major in the Department of Business Administration Entrepreneurial Mindset, Innovative Problem Solving, Venturing

4. Add additional courses in Creativity and Innovation, Social Entrepreneurship and Entrepreneurial Leadership Entrepreneurial Mindset, Innovative Problem Solving, Venturing

5. Offer at least three, campus-wide, co-curricular events per semester Entrepreneurial Mindset, Innovative Problem Solving, Venturing

6. Identify at least one town and gown project/program to implement with the WU community Entrepreneurial Mindset

7. Continue to offer faculty development, training and select next cohort of Entrepreneurial Leadership Faculty Fellows Innovative Problem Solving

8. Explore funding sources

9. Establish key external partnerships – including but not limited to:

   - Innovation Works and Greene County Public Schools Entrepreneurial Mindset, Innovative Problem Solving, Venturing
Year-Two Outcomes

Culture Building
In addition to the objectives outlined, we also had an overarching goal of building a culture surrounding the entrepreneurial mindset. This year, we focused on building culture through both larger, campus-wide events and smaller, more targeted events. We also developed partnerships across campus.

Targeted Growth
A key strategy for the eHIVE this past academic year was to engage with different groups across campus. While all of our events were open campus-wide, we held targeted events with campus partners that would appeal to different groups across campus. The chart below details the different groups we partnered with and the programs completed.

Student Groups
Freshmen Students at WU
Fiat Lux, Taulbert Lecture, and Mini Innovation Challenge

Bonner Scholars
How to Tell Your Story

Biblical & Ministry Studies
Redemptive Entrepreneurship Lunch and Learns

Partnerships Across Campus

Writing Center
The How to Tell Your Story (Writing and Oral Pitch) Workshop was held in partnership with the Writing Center

Department of Communication
The How to Tell Your Story (Visual) Workshop was held in partnership with the Department of Communication

Center for Campus Ministry
The Logo Design Competition was held in partnership with Campus Ministry, as students designed a logo for the Center for Campus Ministry

Department of Business Administration
Certain business professors incorporated eHIVE coaching or events into course requirements

During Fall 2019 New Student Orientation, freshman students visited the eHIVE and signed their names on the eHIVE whiteboard wall.
Programming Details

Large Events

2nd Annual Something from Nothing Innovation Challenge - On October 3, 2019, the eHIVE hosted a campus-wide, weeklong innovation challenge. In total, 30 teams completed the challenge of creating value from plastic bags. This year was the first year the competition was open for local high schools, and six high school teams, consisting of 18 students, participated. In total, 222 members of the campus community cast votes during the competition. Additionally, a team of judges consisting of Greene County Commissioners and Innovation Works representatives selected the winners. In total, $4,800 was awarded and of that, $1,550 went to high school students. Fall 2019 Objective Five, Objective Six.

Rosetta Kormuth DeVito Lecture Featuring Clifton Taulbert - Approximately 300 students, faculty, and staff attended a Rosetta Kormuth DeVito Lecture with Clifton Taulbert on November 13, 2019. Clifton Taulbert is the author of “Who Owns the Ice House?”, a book which is required for all Fiat Lux courses. The book introduces students to the entrepreneurial mindset principals of: Choice, Opportunity, Action, Knowledge, Brand, Wealth and Community and Persistence. The event was sponsored by the DeVito Lecture Series especially for freshmen Fiat Lux students. Fall 2019 Objective One, Objective Five.
2nd Annual Something from Nothing Innovation Challenge

Rosetta Kormuth DeVito Lecture Featuring Clifton Taulbert
Smaller, Targeted Events

Fall 2019

Mini Innovation Challenge - As part of Freshmen Orientation weekend, the eHIVE hosted a Mini Innovation Challenge, and teams were tasked with creating a bridge that could hold weight out of unconventional materials. Students who participated in the event learned about the eHIVE during their first weekend on campus. **Objective One, Objective Five**

Fall 2019 Open House - To highlight the different programs available through the eHIVE, we held an open house for students and faculty. Students were able to learn about opportunities, programming, and the new minor, all of which are available through the eHIVE. **Objective Five**

Social Entrepreneurship Panel - On October 22, the eHIVE held its first Social Entrepreneurship Panel. On the panel were Amy Kofmehl-Sobkowiak (Founder and Owner of Women of the Cloud Forest and Flatboat Fair Traders), Jennifer Legler (Pittsburgh Ten Thousand Villages Store Manager), and Kim Garrett (Founder of Rooted Beauty and Giving Grounds). **Objective Five**

Spring/Summer 2020

Redemptive Entrepreneurship Lunch and Learns - Led by our Praxis Fellows, two Redemptive Entrepreneurship Lunch and Learns were held on January 28 and February 11, 2019. This was a great way for students to learn more about the Praxis Academy, redemptive entrepreneurship, the application, and scholarship opportunities through Waynesburg University. While these lunches were open to the whole campus community, Campus Ministry assisted us with sharing these events with Biblical Ministry students and students involved in campus ministry. **Objective Five**

How to Tell Your Story Workshops - These two workshops were designed to teach students how to better communicate stories of their service, internship, work experience, etc. The first workshop focused on telling a story visually and was co-led by Dr. Chad Sherman, Associate Professor of Communication, and Professor Kristine Schiffbauer, Instructor of Communication. The second workshop focused on telling a story through writing and the oral pitch and was co-lead by Professor Jill Sunday, Director of the Writing Center, and Professor Mindy Walls, W. Robert Stover Chair for Entrepreneurial Leadership. **Objective Five**

Logo Design Competition - This year, the eHIVE introduced a logo design competition to give students a real-world client experience. This campus-wide competition was introduced on campus and then transitioned online due to COVID-19. Students who submitted designs competed for a cash prize. Brendon Connett was selected as the winner of the Logo Design Competition for his design. **Objective Five**
External Partnerships

**Carnegie Mellon University** - This past fall, Waynesburg University became a sub-recipient of a grant from the Department of Energy to Carnegie Mellon University for their Rural County Mobility Platform (RAMP) project. The three-year project will study transportation issues in Greene County with the goal of developing and piloting a solution. This project is a direct result of the Food Insecurity micro-course we delivered last year, through which we learned that transportation was a significant barrier to food security for many Greene County residents. **Objective Six, Objective Eight, Objective Nine**

**University of Pittsburgh SBDC** - Waynesburg University has partnered with the Small Business Development Center at the University of Pittsburgh. This past year, we co-led a webinar for the Waynesburg campus and Greene County Community. **Objective Six, Objective Nine**

**Innovation Works** - The Startable Greene Program is now in its second year in Greene County. Startable Greene participants gain a wide range of skills focused on entrepreneurship and prototyping. Last year, two of the high-school participants were awarded second and fourth place in the Startable Pittsburgh competition. Additionally, a Waynesburg University student, John-Glen Davis, was a mentor for the program. **Objective Nine**

**Praxis Academy** - The first group of Praxis Student Fellows attended the Praxis Academy in August 2019 at Biola University, located just outside of Los Angeles. This week-long gathering for student innovators and entrepreneurs is focused on redemptive entrepreneurship, which infuses Christian values into entrepreneurial endeavors. Attending the conference were four students and Mindy Walls, Stover Chair, and Cassy Dorsch, Program Coordinator. Due to COVID-19, the Summer 2020 Praxis Academy has been transformed into an eight-week remote program, which may include a weekend conference at Biola University. One student has been selected to receive a scholarship for this year’s program. **Objective Nine**

**SEED** - During fall break, Cassy Dorsch, Program Coordinator, attended a conference in the Dominican Republic. During the trip, she was able to visit and evaluate the on-site internship site for Utah State University's Award-Winning SEED program (Small Enterprise Education and Development). The internship site was found to be incredibly professional and making a huge impact for the women served. We began pursuing this partnership last year and are very impressed with the program. We still want to offer this opportunity for students, but due to COVID-19, this initiative has been paused. **Objective Nine**

**See It, Solve It Pitch Competitions** - The eHIVE hosted its second annual campus-wide pitch competition in March and April 2020. Originally, this competition was planned to be a two-round event hosted on campus. However, as the campus closed due to COVID-19, the competition transitioned to an online single-round format. Students submitted video pitches outlining their solution to a problem they identified. **Objective Five**

In June, we hosted a second See It, Solve It pitch competition. This online pitch competition followed the pattern of our spring competition, but focused on solutions to pandemic problems and was open to both students and non-students. Cash prizes were awarded for the top three pitches in both competitions. **Objective Five, Objective Six**

**Quick Start Guide to Becoming a Gig or Hobby Entrepreneur Webinar** - As a result of stay-at-home orders related to COVID-19, we realized that many of our students’ summer employment plans fell through. This was also the case for some of our alumni and Greene County community members. We wanted to give students, the WU community, and the Greene County community tools to start a short-term gig or hobby business. We partnered with the University of Pittsburgh Small Business Development Center (SBDC) and offered a free, online webinar for the University community and Greene County community. The webinar was a great first step to anyone interested in opening a short or long-term business. **Objective Six**
Waynesburg students, Nathan Jecelin, Kyle Warmbein, and John-Glen Davis at LAX airport while traveling to the Praxis Academy 2019.

Waynesburg University students John-Glen Davis and Ryan Brownfield (front row, bottom right) attend a workshop led by Dave Evans during the Praxis Academy 2019.

During the Praxis Academy 2019, students were invited on stage to lead worship. Waynesburg University student Ryan Brownfield is seen in the back row, right side.

Waynesburg student John-Glen Davis (right side of photo) attends a round table discussion at Praxis 2019.

Waynesburg student Brendon Connett has been selected as the 2020 Praxis Scholar.
Entrepreneurial Leadership Minor and Course Development

This year the 18-credit-hour minor has seen some big changes. The minor was added to the 2019-2020 Academic Catalog. Students were able to enroll in the minor classes beginning in the spring semester. Creativity and Innovation and Fiat Lux courses, which were piloted last academic year, grew and reached wide scale roll-out. Additionally, Introduction to Entrepreneurial Leadership and Social Entrepreneurship courses were piloted as new classes. The Survey of Music in Worship course, taught by Professor Melanie Catana, was the first course implemented by an Entrepreneurial Leadership Faculty Fellow. Additionally, a Prototyping Course will be taught this upcoming fall by Entrepreneurial Leadership Faculty Fellow Professor Andrew Heisey. These courses have been built with a focus on Key 2022 Skills, include an experiential component, and will be electives in the Entrepreneurial Leadership minor. **Objective Two, Objective Four**

**Wide Scale Course Roll-Out**

**Fiat Lux** - After piloting two sections of Fiat Lux in Fall 2018, this year we expanded to offer wide-scale adoption for all WU freshmen. All Fiat Lux sections used the book “Who Owns the Ice House?” and were introduced to the entrepreneurial mindset principals. In the fall of 2019, 24 instructors taught 327 students enrolled in 30 sections of Fiat Lux. Additionally one section of 15 students was offered in Spring 2020. **Objective One**

**Creativity and Innovation** - This course was initially piloted in the 2018-2019 academic year (Spring 2019) and was implemented on a wide scale this year. A required course for all business students and one of the first courses students take in the Entrepreneurship Minor, the course is run every semester, often with several sections. Students are introduced to a variety of problem-solving and creativity methods with a goal of generating business ideas. For the final project, students work through an idea all the way from the problem-solving beginnings, to product design, focus groups, product redesign, manufacturing, fundraising, and marketing. **Objective Four**

**New Course Pilots**

**Introduction to Entrepreneurial Leadership** - Students were introduced to the Entrepreneurial Thought and Action (ET&A) methodology and then practiced this methodology throughout the semester using a series of experiential exercises. Students learned and practiced effective techniques for customer interviews, observation and prototyping and then used this information to develop a business model for a student-run business concept that could be implemented at Waynesburg University. The semester culminated with student teams preparing a modified feasibility plan and investor pitch for four separate business concepts. **Objective Four**

**Social Entrepreneurship** - This course introduced students to socially focused innovative problem solving. Students explored social issues in their communities and globally through interviews, case studies, and research. Students also learned how to think critically to measure a social venture’s impact on the beneficiary and minimize harm to the beneficiary served. After developing a unique social solution, students tested and analyzed the feasibility of their idea. They also learned how to move a social venture idea from the startup phase, through the research, planning, launching, and scaling phases. **Objective Four**
Entrepreneurial Leadership Faculty Fellows Program

In May 2019, Professor Melanie Catana, Assistant Professor of Vocal Music and Director of Choral Music, and Professor Andrew Heisey, Chairperson for the Fine Arts Department and Associate Professor of Art, became the first two faculty fellows from Waynesburg University to attend the Babson Symposium for Entrepreneurship Educators (SEE). This specialized training prepared the fellows to introduce entrepreneurial leadership concepts into new or existing courses. Additionally, this year four new Faculty Fellows were selected as the next cohort:

**Objective Two, Objective Seven**

- Dr. Evonne Baldauff, Chairperson for the Chemistry and Forensic Science Department and Associate Professor of Chemistry and Assistant Provost for Online/Distance Learning and Curriculum Development
- Dr. Abolade Ezekiel Olagoke, Associate Professor of Sociology
- Dr. Janet Paladino, Professor of Biology
- Professor Melinda Roeder Skrbin, Instructor of Communication

Student presenting facts on Martin Luther during the Survey of Music in Worship course.

Students lip sync performance of Handel's Messiah during the Survey of Music in Worship course.
This review was written by Professor Melanie Catana and highlights her course, Survey of Music in Worship, and her first year as a Faculty Fellow. Her Survey of Music in Worship course had 17 students and she also implemented similar ideas in her other courses: Music in the Elementary (18 students) and Lamplighters (40 students).

There are so many exciting things happening in my courses since I have begun applying the principles I learned at the Babson SEE. I would like to share with you some of the experimental changes I implemented into a lecture course called “Survey of Music in Worship”. This is a course that outlines the origin and evolution of church music from the Renaissance to the present in all Christian denominations. Usually the format for this course is lecture with power points, printed notes, music listening, a group project and an individual presentation.

**THE GOAL:**
Incorporate the Principles of the Entrepreneurship Mindset into a music course.

**THE EXPERIMENT:**
Implement creative teaching methods into the course “Survey of Music in Worship”
1. Lecture for no more than 10 minutes at a time
2. Activities for students incorporating all of the fine arts to encourage creativity and problem solving (music, art, theatre, dance, creative writing)
3. Students teaching other students through creative presentations

**THE OUTCOME:**
There was a lot of talking, laughing, learning, and creating in every class. I became a facilitator and they became the teachers. We were all working as a team and yet every student incorporated their own personal creative ideas into every topic. Overall, I consider this experience a huge success. As the teacher/facilitator, I was energized and rejuvenated preparing for every class. As for the students, their reviews and comments for this course were extremely positive and enthusiastic. I will definitely be using these methods again next year in all of my courses.

**What are the students saying?**

“Definitely learning in an active way; participation in activities always helped me remember the information much much better than when we had a lecture.”

“The emphasis on experimental learning was extremely helpful and allowed the topics to be applied outside of the classroom.”

“Fun activities helped me learn the material!”

In Fall 2020, Professor Andrew Heisey will be introducing a new course, Prototyping. Here are a few highlights of his goal to create a Makerspace:

“Originally, I was imagining a better studio space for art students to work. As I developed this space, my dream turned into building a “Makerspace” here at Waynesburg University for all students. We are taking our first steps into making a dream a reality. As I train students to think through designing concepts using CAD software, they will be able to work with others to help them design the future.

Imagine what our students can dream up to solve problems all around them. Food insecurity, inexpensive housing, transportation issues or even our nursing students working in the hospitals might imagine a tool that could help thousands in the medical field. The possibilities are endless and it has already begun here at WU through the Entrepreneurial (or Art-repreneurial) Leadership initiatives brought to you through the eHIVE.”
### Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clifton Taulbert DeVito Lecture</td>
<td>300</td>
</tr>
<tr>
<td>Innovation Challenge (Including 30 Teams)</td>
<td>222</td>
</tr>
<tr>
<td>SBDC Gig/Hobby Webinar</td>
<td>44</td>
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<tr>
<td>Social Entrepreneurship Panel</td>
<td>38</td>
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<tr>
<td>Mini Innovation Challenge</td>
<td>33</td>
</tr>
<tr>
<td>Praxis Event &amp; Applications</td>
<td>31</td>
</tr>
<tr>
<td>See It, Solve It Pitch Competitions (Spring/Summer)</td>
<td>21</td>
</tr>
<tr>
<td>How to Tell Your Story Sessions</td>
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<td>Fall Open House</td>
<td>17</td>
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<td>eHIVE Fall Focus Group</td>
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<tr>
<td>Logo Design Competition</td>
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<td>Event Workshop Totals</td>
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### Individual Coaching

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<tr>
<td>Repeat Appointments</td>
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<td>Total Appointments (3 Students Came More Than Once)</td>
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### Courses

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<th>Course</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Fiat Lux (Fall 2019: 30 Sections, 24 Instructors &amp; Spring 2020: 1 Section)</td>
<td>342</td>
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<tr>
<td>Creativity and Innovation (Fall 2019: 3 Sections &amp; Spring 2020: 1 Section)</td>
<td>74</td>
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<tr>
<td>Survey of Music in Worship</td>
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<tr>
<td>Introduction to Entrepreneurial Leadership</td>
<td>15</td>
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<td>Social Entrepreneurship</td>
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<td>Total Courses</td>
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### Faculty Fellows

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<td>New Faculty Fellows Accepted</td>
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<td>Existing Faculty Fellows</td>
<td>2</td>
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<tr>
<td>Total Faculty Fellows Engagement</td>
<td>6</td>
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### Total Entrepreneurial Leadership Engagement 2019-2020

Total 1,238

*As this figure represents total engagement, individuals may have been counted more than once if they attended multiple events*

### Monetary Awards

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<th>Award</th>
<th>Amount</th>
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<tr>
<td>Innovation Challenge</td>
<td>$4,800.00</td>
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<td>High School Awards ($1,550)</td>
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<td>See It, Solve It Pitch Competitions (Spring/Summer)</td>
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<td>Praxis Scholarships</td>
<td>$495.00</td>
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<td>Logo Design Competition</td>
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<td>Total Monetary Awards 2019-2020:</td>
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Looking Forward to Year Three

Although we are in an unprecedented time of uncertainty, the Entrepreneurial Leadership Program continues to look to the future. During the 2020-2021 academic year, the program has the following overarching goals of innovative delivery, culture building, and targeted growth. Our objectives for the year are to:

- Expand remote delivery programming so that eHIVE activities and services can be easily accessible to those who may need to work remotely
- Expand the Entrepreneurial Leadership minor by including additional cross-campus courses
- Revise the existing Entrepreneurship major in the Department of Business Administration
- Redesign at least one course for the Entrepreneurial Leadership minor for online delivery
- Offer at least four, eHIVE sponsored, co-curricular events this year
- Continue to offer faculty development, training for the Entrepreneurial Leadership Faculty Fellows
- Continue to engage students from across campus in eHIVE activities and Entrepreneurial Leadership minor
- Continue to focus on our town and gown project - Greene County transportation issue project with CMU
- Continue to establish key internal and external partnerships
- Explore funding sources

Meet the 2019-2020 eHIVE Team

Mindy Walls
W. Robert Stover Chair for Entrepreneurial Leadership; Director of the Entrepreneurship and Innovation Program, Assistant Professor of Business Administration

Cassy Dorsch
Program Coordinator for Entrepreneurial Leadership, Lecturer

Chyanne Vanzant
eHIVE Student Worker
Class of 2020
Major: International Business
Minor: Political Science

Madison Schwartzmiller
eHIVE Student Worker
Class of 2021
Major: Digital Design

Joshua Radakovich
eHIVE Student Worker
Class of 2023
Major: Forensic Accounting
Contact Information

If you have any questions or would like more information, please email ehive@waynesburg.edu or follow us on Instagram (waynesburg_ehive).

This report was prepared by: Cassy Dorsch and Mindy Walls.