



WAYNESBURG  
UNIVERSITY™



2021-2022 Academic Year

# Entrepreneurial Leadership Annual Report



## Our Program

### Our Vision:

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



We believe that entrepreneurial leadership is both a study and a practice.

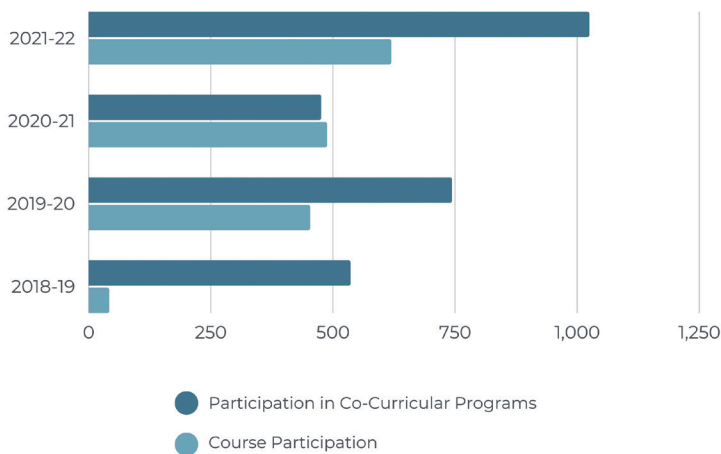
Our **Entrepreneurial Leadership Program** teaches students the theory behind entrepreneurship and challenges them to put theory into practice through experiential projects.

The **eHIVE** is our co-curricular innovative hub.





## Impact Over the Years



## Year at a Glance

- **Over 1,000 total engagements in co-curricular events and programs**
- **Over 600 student engagements in the classroom**
- **\$6,675 in competition prizes distributed to students**
- **1 Rising Star Award**

## Year Four Objectives

We are happy to report that the Entrepreneurial Leadership Program has met all its objectives for the 2020-2021 academic year.

### Year Four Objectives:

- ① Expand eHIVE offerings to include both face to face and hybrid programming  
**Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- ② Engage students from across campus in Entrepreneurial Leadership coursework  
**Entrepreneurial Mindset, Innovative Problem Solving**
- ③ Offer at least 4 eHIVE sponsored, co-curricular events this year **Entrepreneurial Mindset, Innovative Problem Solving**
- ④ Continue faculty development and expansion of Entrepreneurial Leadership coursework through the Faculty Fellows Program **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- ⑤ Expand creative maker capabilities on campus **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- ⑥ Launch Entrepreneurial Leadership Student Scholars Program **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- ⑦ Expand social entrepreneurship to promote community change **Entrepreneurial Mindset, Innovative Problem Solving**
- ⑧ Continue to establish key internal and external partnerships **Entrepreneurial Mindset, Innovative Problem Solving, Venturing**
- ⑨ Explore funding sources





## Highlights

During the 2021-2022 academic year, we continued to expand our focus on creating and serving through a variety of programs and curriculum development.

This year, our Entrepreneurial Leadership Program was nationally recognized as a 'Rising Star' at the Deshpande Symposium. This title was awarded in recognition of the fall semester's Plastics to Progress course. This team-taught class was presented the award for their innovative style of teaching and the curriculum, which centered around finding a social entrepreneurial solution to the problem of plastic waste.



"The Deshpande Symposium is a national gathering of entrepreneurship educators, policy planners, and practitioners. The awards are peer-reviewed. Being recognized by our peers across the country as a rising star in curricular innovation is exciting and affirming."

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

## Create and Serve Through Programming

4th Annual Innovation Challenge	595
Spring Service Showcase	231
Fun Friday Events	78
Pumpkin Drop	76
Stover Writing Competition	33
Maker Nights	11
<b>Total Participation in Co-Curricular Programs &amp; Events</b>	<b>1,024</b>

### Create

#### 4th Annual Something from Nothing Innovation Challenge –

This year's virtual innovation challenge was our largest competition to date. Students were challenged to create something of value out of repurposed plastic. Students practiced storytelling through a pre-recorded, online pitch. Students competed in various categories.

**Pumpkin Drop** – This year, students in Creativity and Innovation, an introductory business course, participated in the eHIVE's sponsored Pumpkin Drop. Students cushioned their pumpkin with various materials to protect it when dropping it off the third floor of Hanna Hall.

**Fun Friday** – These events were held once a month in the eHIVE. Students were invited to solve puzzles, play games, color, eat snacks, and hang out.

**Maker Nights** – This fun series of events allowed students to take home an object of their own creation. Students were invited to the “Heisey-Hive” to learn about prototyping from EL Faculty Fellow Professor Andrew Heisey. Students were able to use both the laser engraver and the 3D printer to create a box.

### Serve

**2nd Annual Spring Service Showcase** – This spring, WU students gathered to showcase the service they participated in throughout the year. Students represented seven different service sites: On Eagles Wings, West Sides, Open Door, The Unity Trail, Project GROW, St. Ann's, and WWJD Afterschool Program. The students shared highlights of their service and inspired audience members through authentic storytelling, visual evidence, and testimonies. In total, \$2,000 in funding was given back to four different service sites.

**The Stover Writing Competition** – In this new competition, students were invited to tell a story of an inspiring business leader and the redemptive mindset in written form. Each competing student chose a leader in their own field of study and highlighted how leaders use their entrepreneurial gifts to exemplify Christ. Student winners received a combined total of \$1,200.







## Entrepreneurial Leadership Student Scholars

This academic year, we selected our first cohort of Entrepreneurial Student Scholars. The new cohort will be given opportunities that cultivate innovative and creative entrepreneurial mindsets. The students, either majoring or minoring in Entrepreneurial Leadership, will receive a \$2,000 scholarship. The cohort will receive specialized training and opportunities to engage in entrepreneurial activities both on and off campus. Selected students become part of a cohort and act as student ambassadors for entrepreneurship and the eHIVE on campus.





## Create and Serve Through External Partnerships

### Carnegie Mellon University

Waynesburg University and Carnegie Mellon University's Rural County Mobility Platform (RAMP) project restarted this year, after being on pause due to the pandemic. The campus community was first surveyed and then students gathered data in the Greene County community. Students working on the project received IRB training and this important research is contributing to community improvement.



Two new transportation services—a shuttle service and a volunteer-based ridesharing service—are being considered to make it easier and more affordable for people to travel within, to, and from Greene County. Results from this research project will be used to determine the locations of shuttle stops, as well as the frequency and pricing of service. The project is having real-world community impact.







### **Praxis Academy**

During Summer 2021, W. Robert Stover Chair for Entrepreneurial Leadership Mindy Walls and Faculty Fellow Dr. Ezekiel Olagoke participated in the Praxis Academy's summer-long online academy. In Summer 2022, Chaplain Joshua Sumpter (Assistant Professor of Biblical and Ministry Studies, University Chaplain), Dr. Ezekiel Olagoke (Professor of Sociology), and business student Deborah Neil attended the academy in person at Biola University. The Praxis Academy teaches both faculty and students how to create programs, non-profits, and businesses that incorporate faith and service.

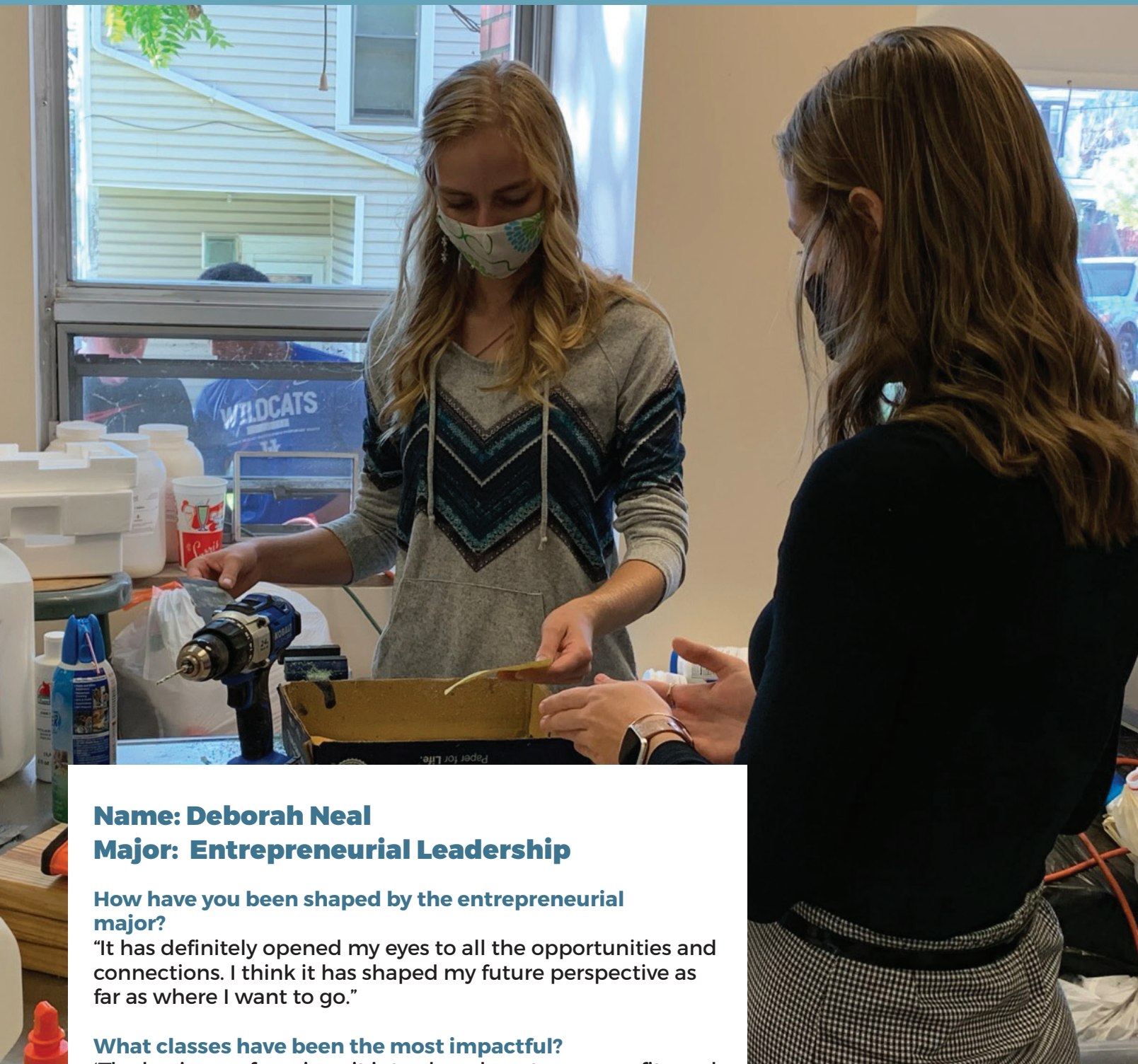
### **United States Association of Small Business and Entrepreneurship (USASBE)**

This year, our partnership with USASBE continued and professors Andrew Heisey, Mindy Walls, and Cassy Dorsch presented at the conference in January 2022. Presentations included:

- Innovative Programming – Showcased WU's Plastics to Progress course (Heisey/Walls)
- Innovative Programming – Showcased WU's Project GROW (Dorsch/Walls)
- Impactful Programming – Makerspaces (Heisey/Walls)

Mindy Walls, W. Robert Stover Chair for Entrepreneurial Leadership, remained USASBE Board Chair.





**Name: Deborah Neal**

**Major: Entrepreneurial Leadership**

**How have you been shaped by the entrepreneurial major?**

"It has definitely opened my eyes to all the opportunities and connections. I think it has shaped my future perspective as far as where I want to go."

**What classes have been the most impactful?**

"The business of service - it introduced me to non-profits and social enterprises. I discovered I would like to pursue these more. New Venture Creation was really impactful because it helped me create a business model canvas and I liked the thinking exercises we did."

**How do you see yourself using entrepreneurship in the future?**

"I want to mesh my faith with entrepreneurship. Learning about Praxis encouraged me to be able to integrate it more. I want my business to represent an image that's built on ethics and respect and care for people and the kind that encourages a higher purpose."



**Name: Katelyn Hrubetz, May 2022 Graduate**  
**Major(s): Business Management**  
**Minor(s): Entrepreneurial Leadership**

**How have you been shaped by the entrepreneurial classes?**

"They taught me to think outside of the box and not just go with what other people would usually do."

**What classes have been the most impactful?**

"The class that has probably been the most impactful was the Social Entrepreneurship and seeing how you can help people in your everyday business. Also, seeing how being entrepreneurial is more than just creating a business and making money but also how you can be impactful towards the world and other people. Intro to Entrepreneurship was also very impactful since it taught me that entrepreneurship is more than creating a business - it is a way of thinking and it really taught me how to think outside of the box."

**How do you see yourself using entrepreneurship in the future?**

"I honestly don't think I am ever going to start my own business but I can see using the thinking - thinking what can we do better, differently, more critically, and more out of the box."



**What are the students saying?**

"My major is very individualized, which is super nice, and I find lots of value in all the classes I am taking. My career goal is to have my own business in the wedding industry doing wedding photography, videography, and wedding planning." - Sadie Mink



# Course Enrollment

## Core Minor Courses

Creativity and Innovation (BUS 155)	76
Introduction to Entrepreneurial Leadership (ENT 225)	17
Topics in EL: The Business of Service (ENT 406)	16
New Venture Creation (ENT 325)	11
Topics in EL: Plastics to Progress (ENT 406)	11
Social Entrepreneurship (ENT 355)	10
Entrepreneurship Internship Program (BUS 467)	3
Service-Learning Added Credit (ENT 355)	1

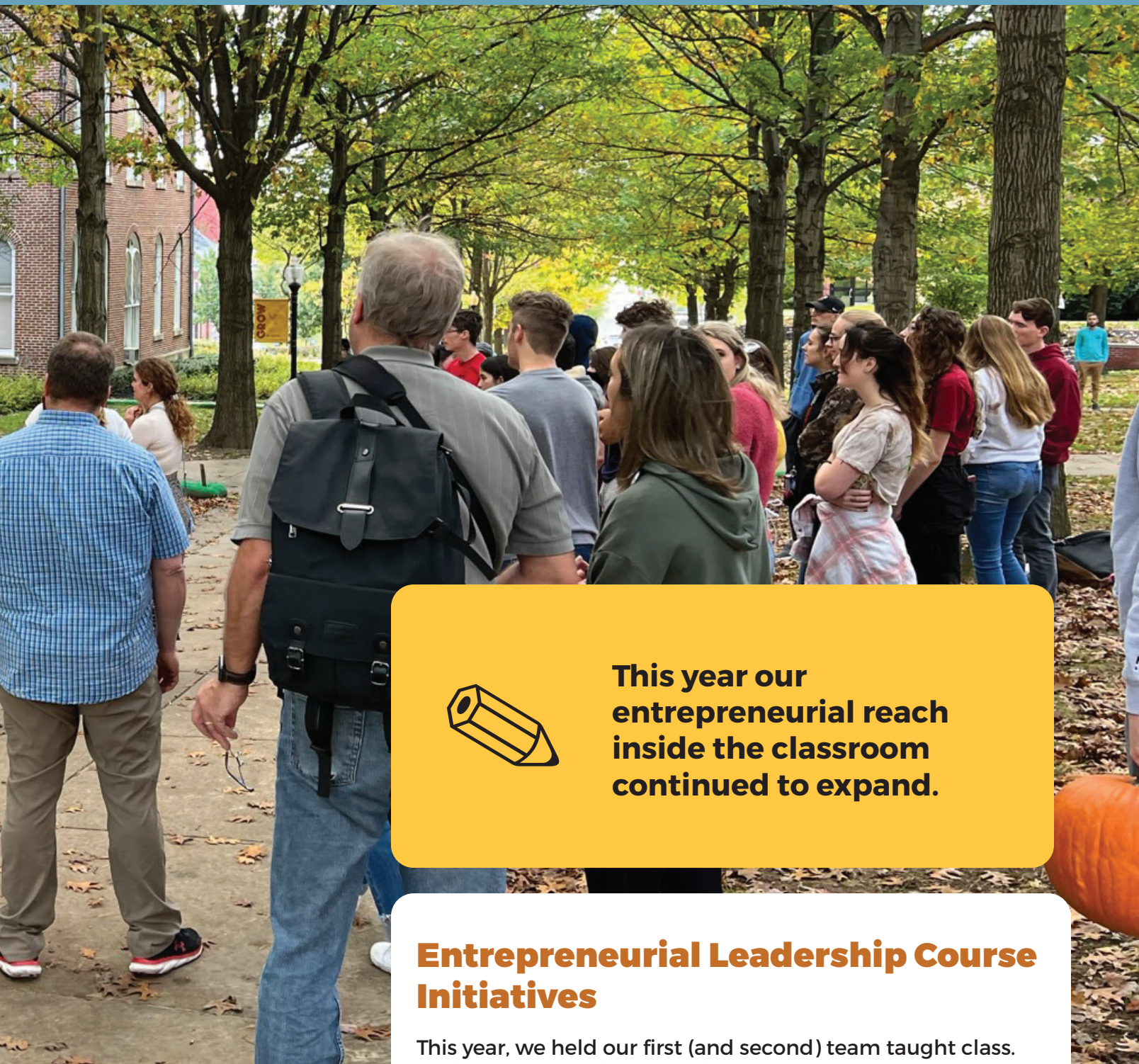
## Courses Outside Core Minor

Fiat Lux (WBE 108)	313
Introduction Environmental Science (Env 117)	72
Cultural Differences in the 21st Century	22
Research Methods for the Social Sciences	16
Survey of Music in Worship (MUS 108)	16
Sociological Theory	14
ST: Digital Prototyping (ART 295)	7
Chemistry & Forensic Science Junior Seminar (CHE/FSC 385)	7
Global Environmental Issues (Env/Bio 409)	7

<b>Total Course Enrollment</b>	<b>619</b>
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**This year our entrepreneurial reach inside the classroom continued to expand.**

## **Entrepreneurial Leadership Course Initiatives**

This year, we held our first (and second) team taught class. Nationally recognized, Plastics to Progress was a new team-taught course taught by all faculty fellows and W. Robert Stover Chair for Entrepreneurial Leadership Mindy Walls.

Walls also partnered with Stacey Brodak, Vice President for Institutional Advancement and University Relations, and Cassy Dorsch, Entrepreneurial Leadership Program Coordinator, to team teach another new course, The Business of Service.



## A Spotlight on How Our Classes Create and Serve

### Plastics to Progress

This nationally recognized class was offered for the first time in Fall 2021. Students were challenged with the task of finding a way to solve the problem of plastic waste in a way that resulted in profit. By the end of the semester, students had re-purposed plastic waste found on campus and sold two finished products: recycled plastic rings and recycled plastic flowerpots. The profits were donated to the local food bank and 2nd Sam 9 (a faith-based non-profit for adults with disabilities). Especially of interest was the format of this course, as it was an interdisciplinary course taught by Mindy Walls, W. Robert Stover Chair for Entrepreneurial Leadership, and all six EL faculty fellows.



"In this class, we considered plastics across the spectrum of micro- to macro-scale, i.e. from the atoms that fuse together to give it form and unique properties, to the problems that plastic solved and then the new problems plastic created on a global scale, plus the added dimensions of re-forming plastic with an aesthetic and entrepreneurial eye! It was comprehensive, complex, and convoluted, but it showcased the real-world more than any class I've ever taught." - Dr. Evonne Baldauff



**With backgrounds ranging from chemistry and environmental science to fine arts, sociology and communication, the multidisciplinary collaboration challenged students to focus on more than just the business aspect of the project.**





## A Spotlight on How Our Classes Create and Serve

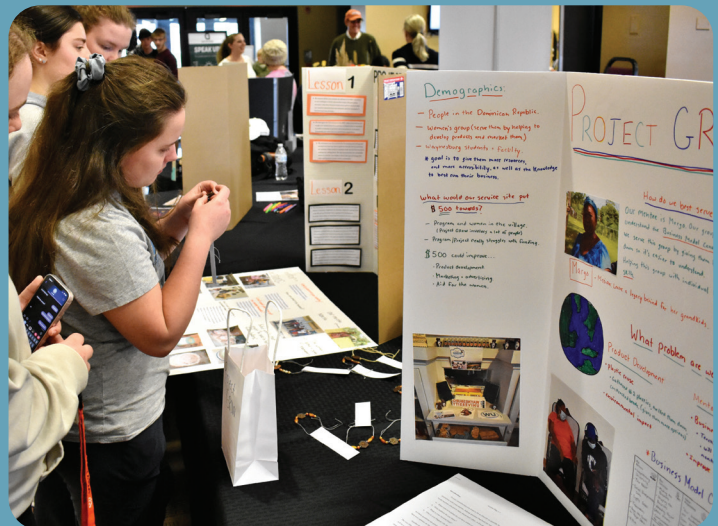
## Social Entrepreneurship

This year, we continued our social entrepreneurship class project, Project GROW, by leading remote business mentoring in a small, impoverished village in the Dominican Republic. Utilizing the business model canvas and WU's partnership with a women's association, student mentors aided a bakery startup and jewelry startup. This social entrepreneurship project has resulted in community change as it has helped to empower necessity entrepreneurs in the developing world start ventures.

As a class, students represented the project at the eHIVE's Spring Service Showcase and students won \$500 toward their service site. The class chose to give these funds directly to the women's association to become a legally registered organization in the Dominican Republic, a goal the group had been saving toward since 2013.

This year, two students helped the project expand outside of the classroom. Katelyn Hrubetz served as a student intern and provided additional remote mentoring. She also spearheaded prototyping efforts in developing WU inspired jewelry. Joshua Radakovich earned service-learning credits by providing microfinance resources and training to aid the group's community savings bank.

**This year, Project GROW moved from the idea phase through product development and to sales! Jewelry developed and prototyped in Waynesburg was sent to the Dominican Republic, where it was handcrafted, and the products were then sold on campus and in the Nest.**



# Faculty Fellows Spotlight



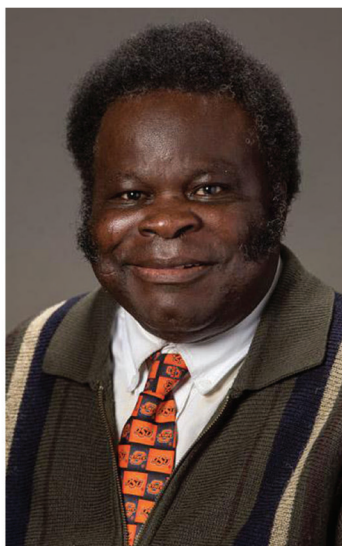
**Professor Andrew Heisey**, Chairperson for the Fine Arts Department and Associate Professor of Art (2019 Cohort)



**Professor Melanie Catana**, Assistant Professor of Vocal Music and Director of Choral Music (2019 Cohort)



**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 (2020 Cohort)



**Dr. Abolade Ezekiel Olagoke**, Associate Professor of Sociology (2020 Cohort)



**Dr. Janet Paladino**, Professor of Environmental Science (2020 Cohort)



**Professor Melinda Roeder Skrbins**, Instructor of Communication (2020 Cohort)





### Dr. Janet Paladino

Dr. Janet Paladino, Professor of Environmental Science, has been an Entrepreneurial Leadership faculty fellow since 2020. She attended the Babson Symposium in May 2022. Some of the ways she has incorporated the entrepreneurial mindset inside the classroom include participation in the innovation challenge, research and evaluation of environmental entrepreneurs, and brainstorming activities focused on global issue problem-solving.

💬 **“The Babson Symposium helped me to create new ideas to promote the development of innovation and inventiveness in STEM education.”**

In her role as a fellow, she was awarded grant funding for the Unity Trail and outdoor classroom to foster experiential learning across the University. The funding has allowed physical improvements to the outdoor classroom stage, amphitheater, and trail. The funding also allowed two student interns to maintain the trail and participate in special projects.

One of these projects is The Unity Tree, a recycled tree sculpture that will stand as the focal point of the outdoor classroom. The project, which will be constructed from abandoned iron water pipe and recycled rebar, represents the university's commitment to environmental sustainability and connection to God's Creation. Another project that is currently being developed is a 360-video tour of the trail. The video will highlight the interpretative signage along the trail to teach trail visitors about native trees and birds, and the importance of forest conservation.



### Dr. Ezekiel Olagoke

Dr. Ezekiel Olagoke, Professor of Sociology, has been an Entrepreneurial Leadership faculty fellow since 2020. He attended the Babson Symposium in May 2020. At the conference, educators from around the world learn about action-based teaching methods in entrepreneurship education. In one of the presentations, Dr. Olagoke was surrounded by other instructors with a social or humanities background. Here is his reflection from one presentation:

💬 **“The presentation addresses the key question: How can I engage students and faculty in transformative experiences? Two words: Un-conference and Un-classroom. It is a radical departure from traditional sage on the stage way of teaching and learning.”**

He also attended the Praxis Academy in summers 2021 and 2022. Here is how Dr. Olagoke has incorporated the redemptive entrepreneurial mindset in his classroom: “In a couple of upper-level classes, students read a short essay on the book: “Leading Lives That Matter.” In a short class presentation, each student discusses the author read with the firm aim of education or career with a redemptive purpose: a key aspect of Praxis that has remained with me since last year. I also introduce the article from Praxis entitled: The Prophet, Anthropologist, and the Custodian.” This is a powerful piece that resonates with the students as they connect the key characters to their young lives and experiences.”

Dr. Olagoke has also been very active in the WU/CMU Rural County Mobility Platform (RAMP) project. Using his background in sociological research, he has trained students in proper research methodologies and served as an advisor for the project.



## Yearly Recap

Co-Curricular Programs & Events	1,024
Course Enrollment	619
Individual Business Coaching Sessions	8
<b>Total Engagement in the Entrepreneurial Leadership Program:</b>	<b>1,651</b>

Innovation Challenge	\$3,275
Spring Service Showcase	\$2,000
Stover Writing Competition	\$1,200
Pumpkin Drop	\$200
<b>Yearly Award Totals:</b>	<b>\$6,675</b>

## Looking Forward to Year Five

We look forward to continued growth within the Entrepreneurial Leadership program. Our objectives for our fifth year are to:

- ① Expand the Entrepreneurial Leadership minor by including additional cross-campus courses
- ② Move forward with new eHIVE and makerspace plans
- ③ Launch the first cohort of Entrepreneurial Leadership Scholars
- ④ Offer at least four eHIVE sponsored, co-curricular events this year
- ⑤ Continue to offer faculty development, training for the Entrepreneurial Leadership Faculty Fellows
- ⑥ Continue to engage students from across campus in eHIVE activities and the Entrepreneurial Leadership minor
- ⑦ Continue to focus on our town and gown project, Greene County transportation issue project with CMU
- ⑧ Continue to establish key internal and external partnerships
- ⑨ Explore funding sources



## Exciting New Additions

We are growing and on the move! Plans are in the works for a new eHIVE and construction will start soon. Our new eHIVE home will be on the first floor of Stover. This much-needed space will provide room for more advanced product development with both a prototyping lab and a wood shop. The area will also hold a classroom and space for meetings and events.



## Meet the 2021 - 2022 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



**Liliane Portman**  
Graduate Assistant for the Entrepreneurial Leadership Program



**Katelyn Hrubetz**  
eHIVE Student Worker  
Class of 2022  
Major: Business Management  
Minor: Entrepreneurial Leadership

## **Contact Information**

If you have any questions or would like more information, please email [ehive@waynesburg.edu](mailto:ehive@waynesburg.edu) or follow us on Instagram ([waynesburg\\_hive](#)).

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