



WAYNESBURG
UNIVERSITY™



2022-2023 Academic Year

Entrepreneurial Leadership Annual Report

Year At a Glance

This academic year proved a year of tremendous growth in our Entrepreneurial Leadership program. In September 2022, The Nest, Waynesburg University’s official on-campus apparel spirit store, came under the management of the Entrepreneurial Leadership Program. This was an exciting, unexpected addition that allowed our program to open its first revenue stream. We quickly converted the structure to a learning lab that has given students a unique opportunity to learn hands-on business skills. Additionally, we started to operate a second revenue stream with the growth of our eHIVE Makerspace. The Makerspace grew significantly with the arrival of our new state of the art maker equipment. This equipment enabled us to make products for The Nest and to start filling custom orders.

The eHIVE also launched its first cohort of entrepreneurial student scholars and became a founding member of the Entrepreneurial Leadership Council. We broke ground on our new center, which will be located on the first floor of Stover.



Cassy Dorsch, Director of the eHIVE and Nest, began her new role in August 2022. Previously, she served as Program Coordinator for the Entrepreneurial Leadership Program from 2019 to 2022. As a 2014 Waynesburg University alumna, Cassy has a passion to serve and grow entrepreneurship on campus. Her interest in entrepreneurship began on a University mission trip to the Dominican Republic. She has a B.A. in Biblical Ministry and International Studies from Waynesburg University and an M.B.A. in Entrepreneurship from Seton Hill University.

“It has been a blessing and joy to be part of the eHIVE and its work. Entrepreneurship opens doors for new opportunities and sparks God-given creativity. It is exciting to see students growing as they innovate, create, and dream big.”- Cassy Dorsch

Yearly Overview

2022- 2023 Highlights:

- 4,532 Engagement Opportunities Across Our Program
- 553 WU students exposed to entrepreneurial leadership in the classroom
- 17 New Makerspace Machines
- 2 Revenue Streams Started: The Nest & Makerspace
- 1 New Learning Lab: The Nest

Total Program Engagements: 4,532

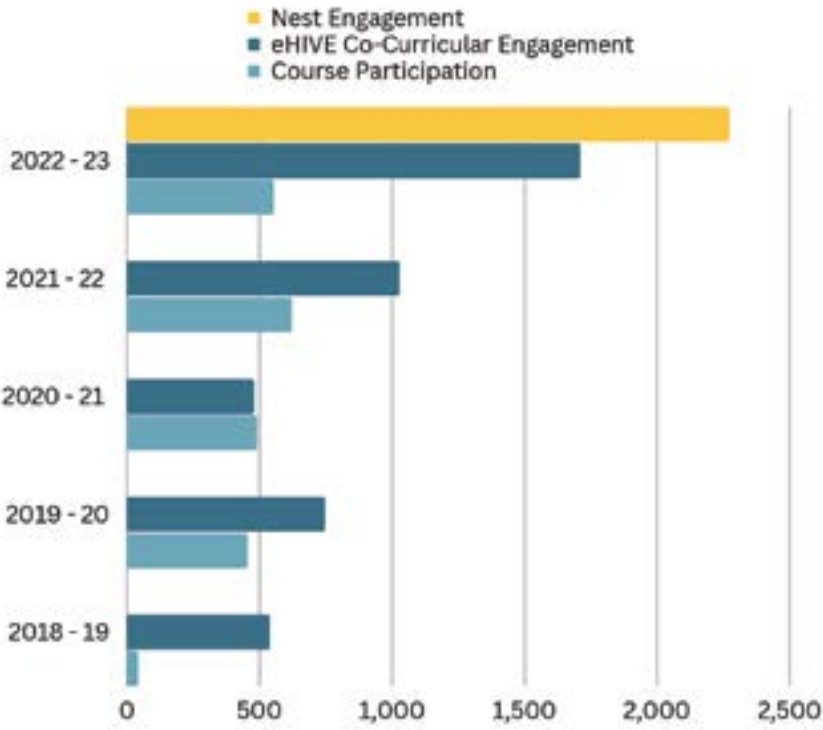
eHIVE Engagement:	
Co-Curricular Programs & Events	1,630
Rain Day Orders	36
Coaching Appointments	22
Makerspace Orders	20
Total	1,708

Nest Engagement:	
Customer Transactions	1,927
Graduation Regalia Orders	321
Experiential Learning Student Involvement	17
Nest Student Staff	6
Total	2,271

Course Enrollment	553
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eHIVE Awards Distributed:	
Innovation Challenge	\$7,175
Spring Service Showcase	\$3,275
Stover Writing Competition	\$2,000
Pumpkin Drop	\$1,200
	\$700

Impact Over the Years:



Entrepreneurial Leadership Program Overview

Our Entrepreneurial Leadership Program focuses on building the entrepreneurial mindset and skill set inside and outside of the classroom. We believe that entrepreneurial leadership is both a study and a practice, so we combine theory with experiential learning.

In the Classroom:

- The Entrepreneurship major & Entrepreneurial Leadership minor, housed in the Department of Business Administration, offer a variety of coursework.
- Faculty Fellows, trained in the entrepreneurial mindset, infuse innovative principles across campus.

Our Centers:

- The eHIVE is our co-curricular innovative hub, open to all students regardless of major
- The Nest is our student learning lab & WU's official apparel spirit store

Our Vision:

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



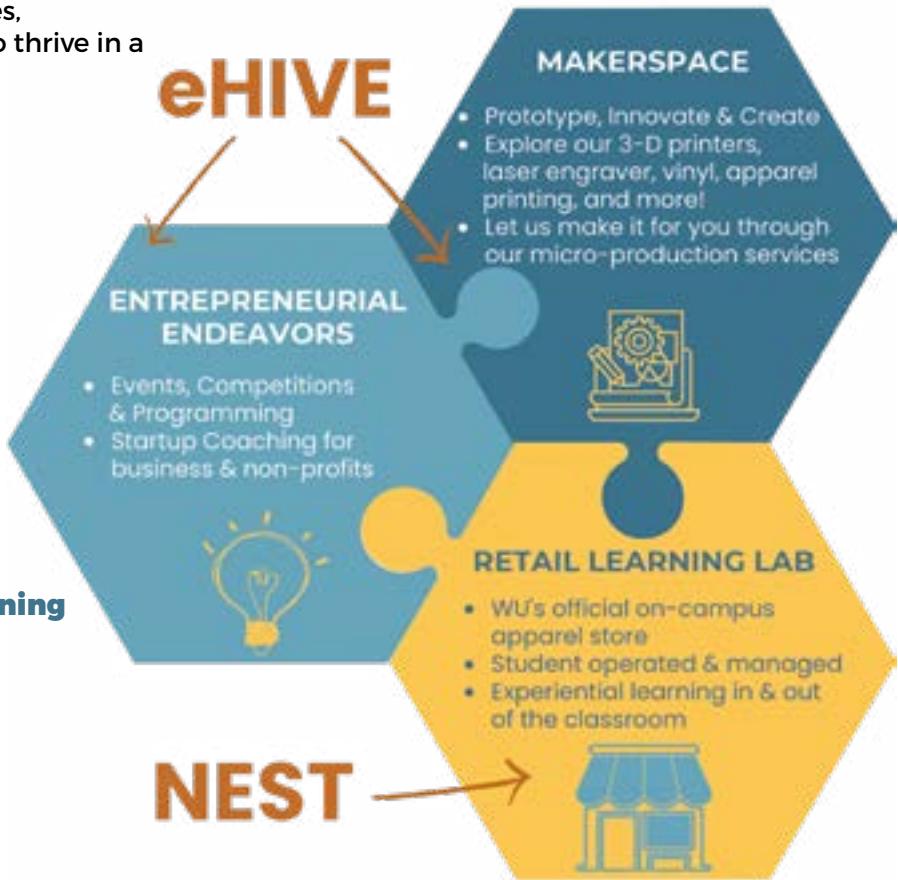
Year Five Objectives

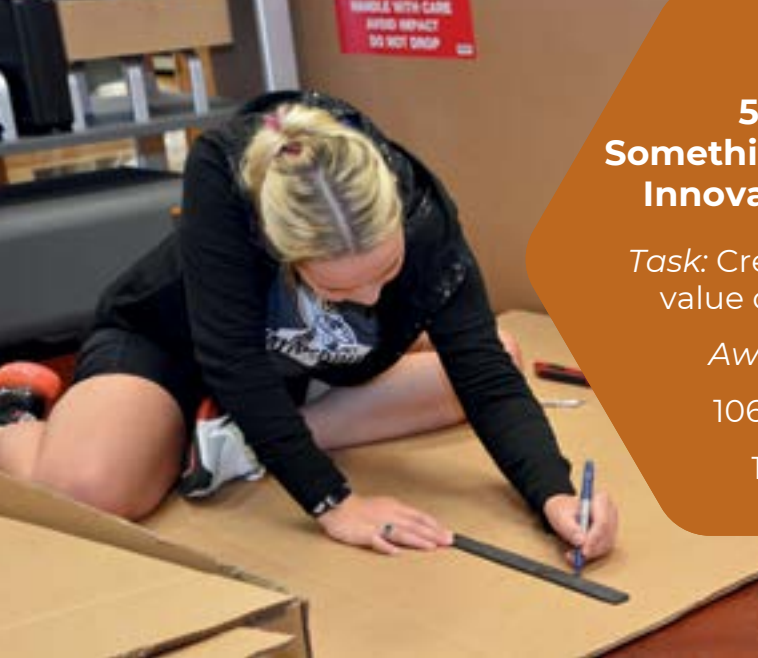
The Entrepreneurial Leadership Program expanded significantly this year. We seized the opportunity to take over the Nest and redesign it to become our first learning lab. As we pivoted to manage a new center, we successfully met most of our objectives for the 2022-2023 academic year, except growing our Faculty Fellows program.

Year Five (2022-2023) Objectives:

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 project with Carnegie Mellon University
8. Continue to establish key internal and external partnerships
9. Explore funding sources

The Nest and Makerspace have provided wonderful real-world learning opportunities right on campus.





5th Annual Something from Nothing Innovation Challenge

Task: Create something of
value out of cardboard

Awarded: \$3,275

106 Participants

1,085 Votes



2nd Annual Pumpkin Drop

Task: Package your pumpkin &
protect it from breaking when
dropped from 3rd Floor Stover

6 Intact Pumpkins, 11 Broken
Pumpkins & 1 Creative
Pumpkin Winner

Awarded: \$700

61 Participants



2nd Annual Stover Writing Competition

Task: Share a story of inspiring
Christian leadership & ethical
business in written form

Awarded: \$1,200

25 Participants



3rd Annual Spring Service Showcase

Task: Showcase Your Service &
Win Funding For Your Service
Site through Popular Vote

Awarded: Four \$500 Awards

28 Participants

214 Votes

Awarded Sites:

Humane Society
of Greene County,
Greene County Veterans
Affairs, On Eagles' Wings
& Corner Cupboard

eHIVE Competitions and Events:



Focus Groups
13 Participants



Maker Nights
40 Participants



eHIVE Appointments
22 Participants



Study Break
33 Participants



Makerspace
20 Custom Orders



Mini Innovation Challenge
16 Participants

Total eHIVE Co-Curricular
Engagement: 1,708
Awards Distributed: \$7,175

Entrepreneurial Leadership Council's Social Innovation Challenge

During this two-day challenge,
nine WU students collaborated in
intercollegiate teams to develop a
solution to mental health challenges on
college campuses. Students Cheyanne
Forson & Lilliane Portman were on
the winning team for their concept,
"The U-Nitiative." University
counselor Chaley Knight
attended as a subject
matter expert.



Rain Day

Rain Day is an annual
Waynesburg, PA festival held each
year on July 29th. The tradition
started in the early 1800s.

This year the eHIVE & Nest were
excited to offer custom shirts
as a town and gown project.

36 Orders



The Nest Learning Lab

In September 2022, The Nest, WU's official on-campus apparel spirit store, came under the management of the Entrepreneurial Leadership Program and the eHIVE. This was an exciting, unexpected addition that allowed our program to open its first revenue stream.

Supervised by Cassy Dorsch, eHIVE & Nest Director, and Mindy Walls, W. Robert Stover Chair for Entrepreneurial Leadership, The Nest allows students to gain real-world business experience in a safe learning-lab environment. Daily operation of the store is managed by a graduate assistant, student managers, and a staff of sales associates. Students take an active role in all operational and buying decisions for the store. Students have gained experience in: store management, cash drawer management, vault management, inventory, customer service, product tagging and display, marketing, event planning, and more.

The Nest also partners with faculty to become a “client” for project-based learning. In Fall 2022, The Nest partnered with Ten Thousand Villages and students from Professor Wall's Entrepreneurship in Action class to develop a fair-trade Christmas pop-up store inside The Nest. In Spring 2023, The Nest also partnered with Dr. Regina's Retailing class, where student groups developed projects focused on: artisan sales, marketing and advertising, and surveying customers.

In addition, The Nest showcases products made by students, faculty, and staff. The eHIVE provides coaching on pricing, packaging and presentation, and facilitates a blind jurying process to select products for inclusion in the store. Our Entrepreneurial Leadership scholars also had two pop-up sales through The Nest: Valentine's Day Flowers and Commencement Flowers.

The Nest team frequently operates pop-up shops at Waynesburg University events and athletic games. Additionally, we were responsible for filling commencement regalia orders and distribution. On any given day, we meet students, future students, alumni, faculty, staff, and friends to the University. This has given our program more opportunities for engagement than ever before.

Total Number of Customer Transactions: 1,927

Total Number of Graduation Regalia Orders: 321

Students Impacted through Experiential Learning at the Nest: 17

Nest Employees: 6

Total Nest Opportunities for Engagement: 2,271



Student Spotlights: Liliane Portman

During her time as a graduate assistant for the Entrepreneurial Leadership Program, Liliane served in both the eHIVE and was the first graduate assistant for The Nest learning lab. In the eHIVE, she was integral to events, research projects, and the Makerspace. In The Nest, Liliane led the Nest's undergraduate staff and a variety of projects, including commencement regalia.

Can you please explain The Nest as a student learning lab and your team?

I functioned as the manager of the store while employing a team of student workers. Together we staffed The Nest, designed product options, and learned how to run a store! It was a fantastic way to develop my leadership skills and learn how to develop a strong team.

How will the skills you developed as a GA help you with your future goals?

I cannot list all the ways that my time as a GA will help me with my future goals. My time as a GA has inspired me to have confidence and walk with grace knowing that whatever opportunities come my way, I can adapt and persevere.



"My time as a GA empowered me to feel confident as a female professional in the workplace."
- Liliane Portman

Reggie Branson

Reggie Branson began his own startup, Reggie's Detailing, during New Venture Creation in Spring 2023. Major: Entrepreneurship

How have you been shaped by the entrepreneurial major?
I started my business because of the impact the classes had on me. The classes helped me develop a more entrepreneurial mindset and now I think - how can I make this better? I identify problems and think of how they can be improved wherever I go in my daily life.

Can you explain the business that grew out of the EL classes?
I wanted to think of a service business for a class project that people would need repeatedly. Dealing with cars is one of my passions, and I wanted to start something related to cars, so I started Reggie's Car Detailing. The classes helped me market, develop prices, and understand my beachhead market. I am happy that the class helped me develop a profitable business that is still growing now.



"The class taught me the steps I would need to take to bring my idea to life."
- Reggie Branson

Entrepreneurial Leadership: Studio

In Spring 2023, a makerspace studio class was taught by Professor Andrew Heisey, our Faculty Fellow and Chair for the Fine Arts Department. As a class, students learned how to use the new makerspace equipment, including: 3-D laser engraver, large format vinyl printer, CNC machine, and more. They also worked to fill custom orders through our micro-production services, giving them real-world experience in production. Additionally, students created products (laser cut earrings) to sell at one of The Nest artisan pop-ups. Students also gained the skills to design custom artwork and reformat artwork for production. At the end of the class, each student created their own final product by utilizing the machines



Course Enrollment

553

Core Minor Courses	
Creativity and Innovation (BUS 155)	61
Introduction to Entrepreneurial Leadership (ENT 225)	17
New Venture Creation (ENT 325)	12
Courses Outside Core Minor	
Fiat Lux (WBE 108)	347
Introduction Environmental Science (Env 117)	31
Retailing	14
Entrepreneurship in Action	13
Fiat Lux Guest Lecture	12
Chemistry & Forensic Science Junior Seminar CHE/FSC 385	11
ST: Digital Prototyping (ART 295)	10
Entrepreneurial Leadership: Studio	7
Research Methods for the Social Sciences	7
Cultural Differences in the 21st Century	7
Internships & Independent Studies	4



Other Exciting Program Updates:

New eHIVE Construction:

Construction broke ground in early August 2023 for our new eHIVE center. The center will include a full makerspace, woodshop, classroom, and flex space. A special thanks to the kindness of the generous donors, who made this project possible.

eHIVE Makerspace: Micro-Production Services

An exciting development in our Makerspace started this year as new machines were received. Our Faculty Fellow and Chair for the Fine Arts Department, Professor Andrew Heisey, spearheaded efforts to learn the new equipment and start creating custom items. Students can now explore our 3-D printers, laser engraver, CNC machine, apparel printing, and more. This year, we also began to offer micro-production services and filled 20 custom orders from students, staff, faculty, and friends of the University.

Entrepreneurial Leadership Council:

This past year, the Entrepreneurial Leadership Council (ELC) was formed with the help of The Allegheny Conference in Pittsburgh. Waynesburg University became one of the founding institutions. The ELC is a center of excellence comprised of top institutions' entrepreneurial and innovation programs in the Pennsylvania, Ohio, and West Virginia regions. It hosts events and offers opportunities throughout the year to allow members' students to grow their knowledge and skills, and to engage with employers in the region. The group's inaugural event was The Social Innovation Challenge.

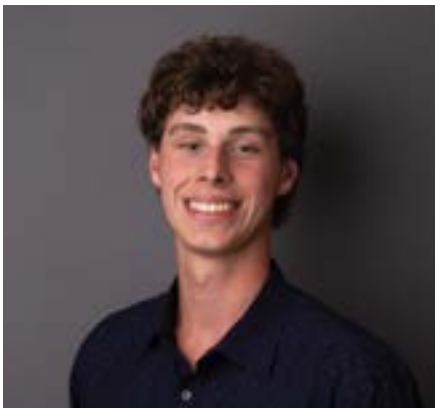
Town & Gown Project - Rural County Mobility Platform (RAMP):

The eHIVE finished its RAMP research project with Carnegie Mellon University. After collecting data collection on and off campus, students in Dr. Ezekiel Olagoke's Research Methods class interpreted the results and submitted their findings to CMU. Results from this research project will be used to determine the locations of shuttle stops for two Greene County transportation pilot programs, as well as the frequency and pricing of service. The project is having real-world community impact.

Entrepreneurial Leadership Scholars:

Our first cohort of Entrepreneurial Leadership Scholars was launched in Fall 2022. Our 2022 - 2023 Scholars were: Sadie Mink, Norah Moore, Hudson Pincavitch, and Guillermo Samudio.

Throughout the year, the scholars spread the entrepreneurial mindset on campus as program ambassadors. They assisted in eHIVE events, competitions, and planned/implemented the Study Break Cookie Decorating Competition. They attended the ELC Social Innovation Challenge and visited Baily Insurance & Real Estate Agency on a business tour. Excitedly, they had inaugural sales through a Valentine's Day flower sale, where 68 flowers were sold, and sold 25 bouquets through a Graduation flower sale.



What impact did becoming an EL Scholar have on you?

"It gave me the chance to grow on campus and within community. Having the opportunity to run events on campus and get more involved has been beneficial to me. I feel like how I handle myself professionally has also been impacted." - Hudson Pincavitch

Looking Forward to Year Six

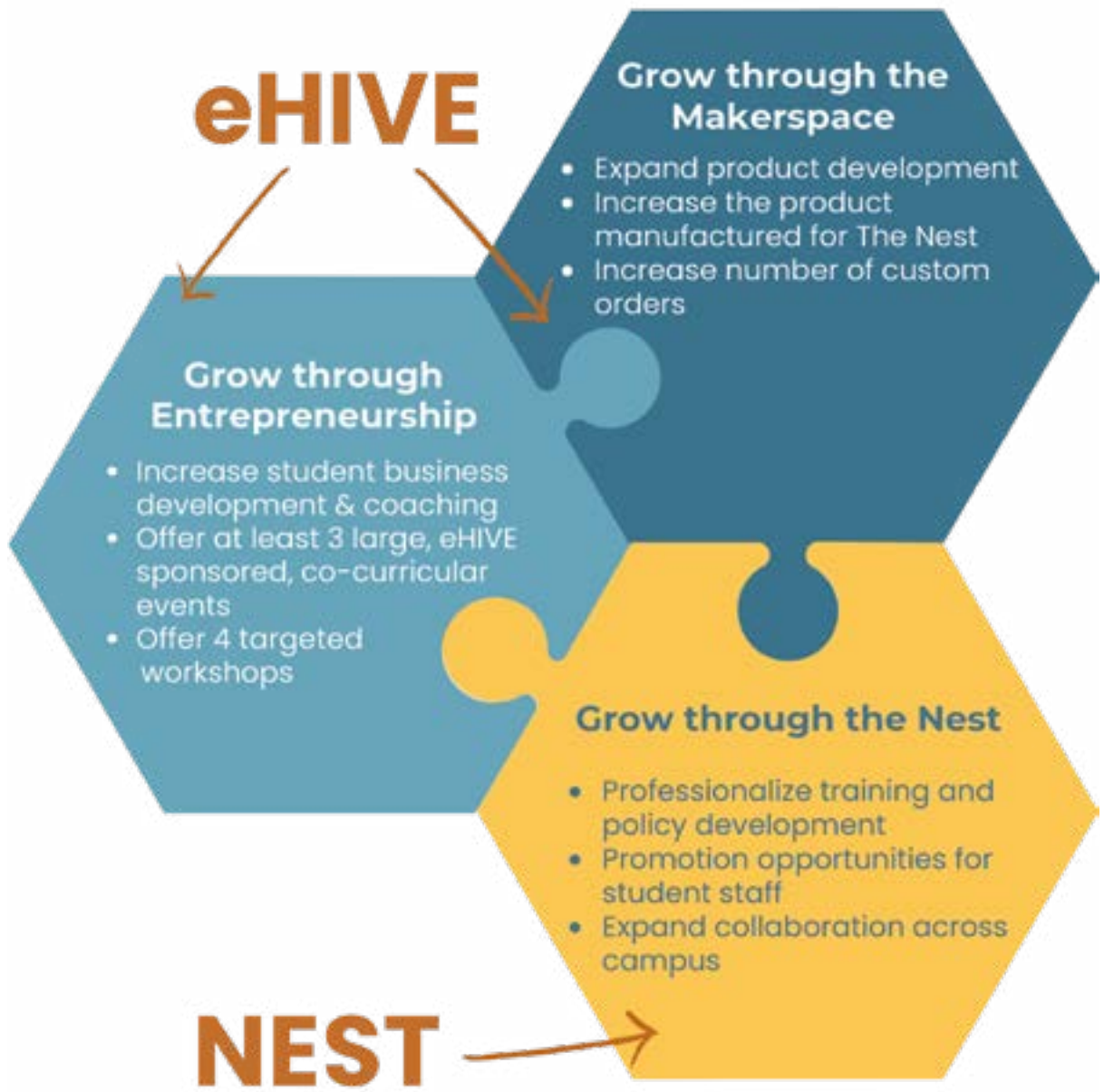
We are excited with this year's development in the program and look forward to continued growth within the Entrepreneurial Leadership Program. Our objectives for our sixth year (2023-2024) are to:

Grow academic opportunities through the Entrepreneurial Leadership Program

- Incorporate our learning lab into more courses across campus

Grow external engagement

Grow co-curricular opportunities campus-wide



eHIVE & Nest Team

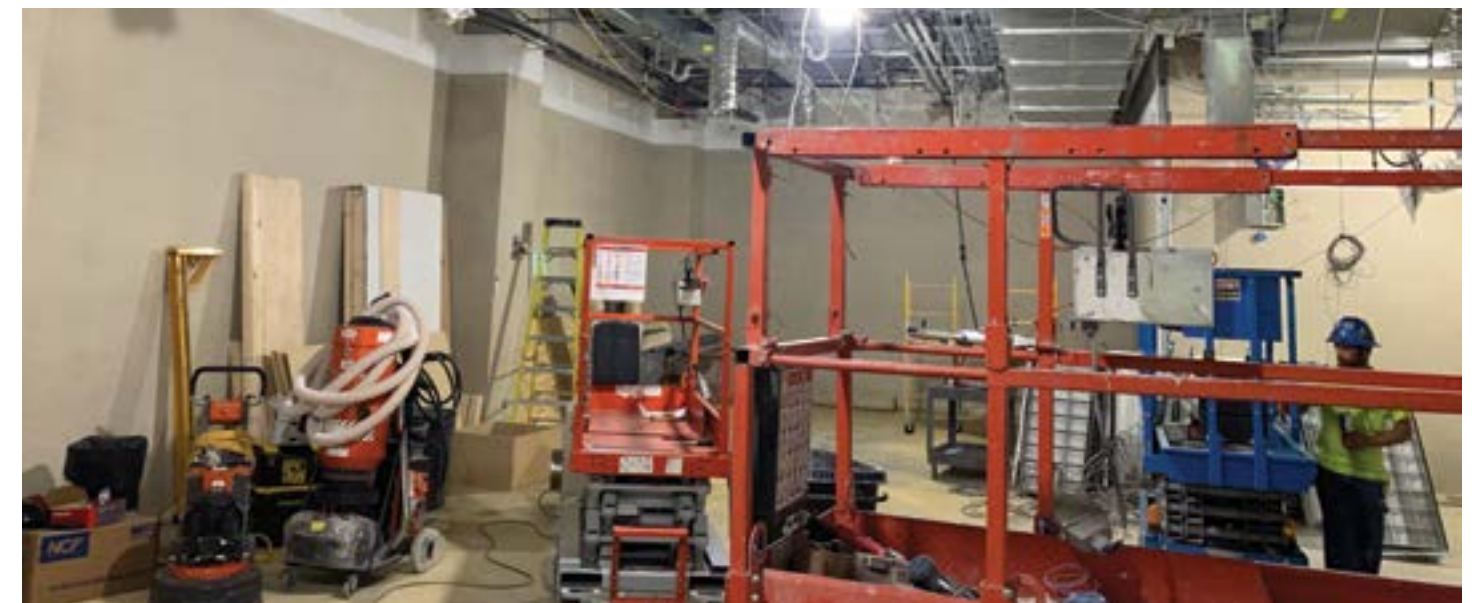


Entrepreneurial Leadership Scholars

Entrepreneurial Leadership Faculty Fellows



Construction has started on the new eHIVE and we look forward to opening our new space in 2023 - 2024.



Contact Information

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

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