

Ancillary Unit Annual Report

Reporting Period: July 1, 2019 – June 30, 2020

Deadline for submission to Reporting Administrator: October 30, 2020

This report is required by [FAM 105.4 \(FSD 87-17.R6\) -- POLICY GUIDELINES FOR THE FORMATION AND REVIEW OF INSTITUTES AND CENTERS](#). The report is due by October 30, 2019 this year. **Please make sure to sign and forward scanned signed copies of the report. Thank you.

Basic Information	
Ancillary Unit's name	Inland Empire Center for Entrepreneurship (IECE)
Director(s)	Dr. Michael Stull, Director; Stacey Allis, Assistant Director
Administrator to whom the unit reports	Dr. Lawrence C. Rose, Dean, Jack H. Brown College of Business and Public Administration
Purpose and current goals (as approved by Faculty Senate)	Delivering a wide range of programs and services, IECE is the catalyst for entrepreneurial activity at Cal State San Bernardino and the local community.

Advisory Board	
Member	Affiliation
Amro Albanna	Aditx Therapeutics, Inc.
Glen Price	Best, Best & Krieger LLP
Sean Varner	Varner & Brandt LLP

Beyond helping to create and move through the process the proposal for the School of Entrepreneurship and coordinate the academic programs in Entrepreneurship (BA, Minor, MBA and the new Master of Science in Entrepreneurship and Innovation program), the Inland Empire Center for Entrepreneurship (IECE) in the Jack H. Brown College of Business and Public Administration (JHBC) supports and promotes entrepreneurship and innovation on campus and in the community through a variety of programs. As it relates to the CSUSB Strategic Plan, IECE has been active in “cultivating a culture of entrepreneurship and innovation as a source of talent for innovation and as an incubator of business and social enterprises.” (Goal 3, Objective 2, Strategy 1). As an example, IECE offers the following programs to achieve that strategy, using a variety of campus, college, center and private funding:

Activities during previous academic year (2019 - 2020)		
Activity (please describe)	Funds spent	Goal advanced (and extent)
CSUSB Innovation Challenge (Spring 2019).	\$0	Due to the unexpected shutdown of the campus in March, right when the Innovation Challenge was gearing up for launch, we elected to cancel the event as there was limited time to pivot the event to virtual operation.

<p>Continued the Entrepreneurship Faculty Fellows program (All Academic Year)</p>	<p>\$30,000</p>	<p>The IECE Entrepreneurship Faculty Fellows Program is an initiative that seeks to support faculty from across the University who are interested in integrating an entrepreneurial mindset and related approaches into their specific discipline through curriculum development, teaching, research, commercialization of research or outreach activities. The program is open to full-time faculty members from all academic areas on campus. The terms of each group of fellows overlaps each academic year, and in 2018-19 we worked with an existing group of three (3) fellows and inducted a new group of three (3) fellows. Areas represented since inception include:</p> <p>Anthropology Chemistry Communication Studies Graphic Design History Kinesiology Music Psychology Public Administration Special Education, Rehabilitation, and Counseling Social Work Theater Arts</p> <p>Notable outcomes include: During this academic year the projects focused on:</p> <ol style="list-style-type: none"> 1. Continued development and pilot test of the new course in Theater Arts, "The Improvisational Mind," which blends entrepreneurship and improvisation in a unique course that will be offered as a part of the new
--	-----------------	---

		<p>entrepreneurship curriculum and as an elective for students in the College of Arts & Letters.</p> <ol style="list-style-type: none"> 2. Finalization of the development of a minor for students in the College of Arts & Letters – “Entrepreneurship in the Arts.” (Music) 3. Commercialization support including a market analysis and licensing of technology for extracting lithium ions from natural sources including sea water. (Chemistry) 4. Support for the development of a course in the History department focusing on the history of capitalism and entrepreneurship in the US. 5. Development of a consulting program for students in the I/O Psychology program.
<p>Entrepreneur in Residence (EIR - providing coaching/mentoring to student and faculty new ventures on campus)</p>	<p>EIR - Part of full-time lecturer position responsibilities;</p>	<p>Established in 2016-17, the Entrepreneur in Residence is a full-time faculty member that teaches entrepreneurship courses and assists in the development and oversight of the Catalyst Business Accelerator program on campus, as well as providing mentoring to student and faculty startup ventures and intellectual property development and protection in areas such as business model development, business plans, team formation, prototype development,</p>

		intellectual property, go-to-market strategies, capital raising and other business related topics.
Continued development of the Catalyst Business Accelerator program that helps move emerging business concepts from students and/or faculty from the idea stage to development of a prototype and business model.	Catalyst Accelerator - \$8,000 (Foundation Funds)	Helps to facilitate the creation of new business ventures in the region with resulting economic impact including job creation. The program is currently working with 5 student startup venture and 3 faculty ventures.
Garner Holt Student Fast Pitch Competition – The annual competition consists of up to 15 student entrepreneurs giving 90-second fast pitches to a panel of investors and other members of Southern California's entrepreneurial community. Each fast pitch is judged for the quality of the presentation and its investment potential.	\$10,000 (fully funded by Garner Holt) \$1,000 in supporting sponsor funding	This program gives CSUSB students an opportunity to jump-start their entrepreneurial dreams by presenting their business venture to a panel of investors and entrepreneurs. Provides students a chance to learn how to present a business concept to potential investors in 90-seconds or less and sharpen their communication skills. Students receive feedback from local business experts on the quality of their business idea and tap into the network of local entrepreneurial supporters in addition to having a chance to win the \$4,000 top cash prize that can help fund their new venture. Fall 2019 numbers – 77 entries 64 students from SB campus, and 13 students from PDC; 15 semi-finalists; 5 finalists; \$7,000 in prize money awarded.
Lunch with an Entrepreneur – semi-annual event where students get a chance to meet and have lunch with successful local business owners.	\$0	Due to the unexpected shutdown of the campus in March, right when this program was scheduled to be delivered, we elected to cancel the event at both the SB campus and PDC as there was limited time to pivot the event to virtual operation.
Dinner with an Entrepreneur event – event where students are	All costs of the program	Due to the unexpected shutdown of the campus in March, right

invited to visit a local firm and meet the owner, key employees and take a tour of the business operation. During this AY we visited Garner Holt Productions, and Phenix Technologies.	covered by the host companies.	when this program was scheduled to be delivered, we elected to cancel the event since most businesses that were due to host the event were shut down or not able to accommodate either a physical or virtual visit.
Spirit of the Entrepreneur Awards – the 17 th annual awards event that honors the top entrepreneurs of the Inland Empire, had more than 1,000 attendees. Also served as the platform for the final presentations of the Garner Holt Student Fast Pitch Competition.	\$212,308	Raises the profile of IECE in the community through event advertising, sponsorship support and branding, introduces us to potential mentors, guest speakers, lecturers and donors. Provides a networking and learning opportunity for attending students. All revenue comes from sponsorship and/or ticket or product sales, which covers the cost of the event. Profits from the event fund the Spirit of the Entrepreneur scholarship, and in 2019 the event raised approximately \$16,055 for the scholarship fund. In addition, the event introduced 30+ new entrepreneurs that we can engage for lectures, business visits, mentoring, donations, etc.
Providing services to the community through the Inland Empire Small Business Development Center (SBDC) and Women’s Business Center (WBC) programs – off campus full-time offices located in Riverside, Ontario, Palm Desert, Colton and variety of part-time offices in Riverside and San Bernardino counties.	SBDC grant – \$1,261,449 WBC grant - \$600,000 Both grants funded by the US Small Business Administration and local cash match partners (banks, local government, foundations)	Both federally funded grant programs provide consulting, mentoring and training programs to the community at no and low cost. The WBC promotes the growth of women-owned businesses through mentoring, business training and business counseling services, and assists women business owners with management issues, business startup, gaining access to capital, federal contracts and more. The SBDC provides similar services to any small business or aspiring business owner. In addition, each program works with teams of students from the

		Jack H. Brown College on special projects which allow students to gain experience providing consulting services and solving critical business problems in real-time, offering students an opportunity to apply the learning of their program in a substantive experience.
Secured the grant for and delivered the State Trade Expansion Program (STEP), a program funded by the US Small Business Administration and coordinated by the California Department of Food and Agriculture.	STEP Grant - \$500,839	<p>The California State Trade Expansion Program (STEP) has two (2) goals: Assist small businesses to begin to export, and help companies expand by exporting into new markets. Activities include support for qualified small businesses to participate in international trade shows; Trade missions; and other export promotion activities.</p> <p>Activity in 2019-20:</p> <p>Number of Clients: 485</p> <p>Number of trade exhibitions and specialty programs implemented: 18</p> <p>Amount of Exports reported by STEP clients: \$19,616,746</p>
Own It! Workshops	Normal IECE operating cost	Due to the unexpected shutdown of the campus in March, right when this program was scheduled to be delivered, we elected to cancel these workshops and pivoted to update the workshop content and filmed the instruction for delivery of the program virtually.
UpStarters Discovery Camp – Entrepreneurship Experience for High School Students (Summer 2020)	\$14,100 Funded by IECE and two local sponsors: Alliance for Education and	We took this program, in its second year of operation, and pivoted it to offer it in a completely virtual and media rich environment. The program provides a unique opportunity for

	<p>the County of San Bernardino EDA registration fees were received in the supporting amount of \$6,260.</p>	<p>regional high school students to learn about entrepreneurship in a college setting while working with the faculty and team from IECE. Students participated in four (4) days of online instruction where they learned & explored the fundamentals of entrepreneurship, participated in virtual sessions with the IECE team and ENTR faculty, virtually met alumni and local entrepreneurs, and learned about the collegiate experience from current CSUSB ENTR students. The program had 72 students participate.</p>
<p>Virtual Enterprise Conference (February 2020)</p>	<p>Funded by IECE - \$5,000</p>	<p>IECE participated in the Virtual Enterprise Los Angeles Area Regional Conference and Exhibition. IECE was the headlining event sponsor and provided the keynote presentation.</p> <p>This event was attended by over 2,000 Virtual Enterprise (VE) students from over 400 different schools who networked, competed, and showcased their budding business concepts to professional business judges. Among the activities, IECE sponsored the Elevator Pitch Competition, Business Trade Show Booth Design, and the Marketing Plan Competition. IECE also presented a trade show booth, making direct introductions and gaining interest and recruiting for the CSUSB Entrepreneurship program. Students were excited to learn of all the unique attributes of available resources offered to them by CSUSB campus and hundreds were very interested to learn more about the UpStarters Discovery Camp program.</p>

		<p>Prior to the closing ceremony, CSUSB Theater Art & Improv. Professor, Johanna Smith delivered a highly anticipated “Improviseational Mind” workshop. This Theater Arts course for Entrepreneurship students demonstrates the unique value that CSUSB Entrepreneurship program brings to its potential student body. The VE students who participated in the workshop had praise-worthy reviews!</p>
High School Entrepreneurship Mentoring (All academic year)	No cost involved – IECE team volunteers its time	<p>IECE administrators Mike Stull and Stacey Allis actively mentored and coached the Virtual Enterprise Team at Bloomington High School, and participated in mentoring with students at Murrieta Valley High School and Chaparral High School. This is part of IECE’s strategic effort to build relationships with local high schools (marketing and recruitment) and help prepare the next generation of local entrepreneurs.</p>
Sigma Nu Tau Entrepreneurship Honor Society (All academic year)	No cost involved – IECE team volunteers its time	<p>IECE provides the administrative support, marketing and oversight of the Sigma Nu Tau Entrepreneurship Honor Society (SNT). The mission is to promote, recognize, and reward academic excellence in entrepreneurship and to encourage and recognize the practice of principled entrepreneurship. In 2019-20, SNT inducted 9 students.</p>

Please also describe planned activities for the current academic year:

1. Continue operation of all major IECE programs – Spirit Awards, Sigma Nu Tau, SBDC, WBC, STEP, Lunch with an Entrepreneur, Dinner with an Entrepreneur, Garner Holt Student Fast Pitch Competition, Catalyst Business Accelerator, Spirit Scholarship, CSUSB Innovation Challenge, Faculty Fellows and others.

2. Continue the SBDC and WBC Consulting Project, which involves entrepreneurship students working on consulting projects with SBDC and WBC staff.
3. Create and disseminate the first ever “State of Entrepreneurship” report for the Inland Empire region. Target complete date of June 2021.
4. Continue offering IECE activities and the Entrepreneurship academic program at the Palm Desert Campus.
5. Pilot test the Mobile App Development Lab program in 2021.
6. Establish office presence and deliver targeted programs at the Palm Desert iHub.
7. High school outreach initiatives: Seek expanded private sponsorship to support the continued operation of the Upstarters Discovery Camp in Entrepreneurship for local high school students; and, sponsor the Virtual Enterprise Regional Conference and sponsor the Winning Women VE conference – goal is to increase awareness of entrepreneurship and as a recruitment tool for CSUSB.
8. Continue delivering the marketing plan for the MS in Entrepreneurship and Innovation.
9. Create and disseminate an IECE “documercial” that will help promote the overall IECE program.
10. Seek additional funding available as part of the CARE Stimulus Act and funding that is coming from private foundations and banks that is targeted at alleviated social and economic issues created or exacerbated by the pandemic.

Use of funds				
	Internal funds		External funds	
	Previous academic year	Current academic year (projected)	Previous academic year	Current academic year (projected)
A. Salaries	\$104,752	\$104,752	\$	\$
B. Assigned time	\$	\$	\$	\$
C. Telephone/fax	\$2,024	\$2,000	\$	\$
D. Office supplies	\$	\$	\$1,000	\$1,000
E. Other	\$157,000	\$196,000	\$2,386,953	\$3,563,551
Total	\$236,766	\$302,752	\$2,387,953	\$3,564,551
<i>On a separate sheet, please itemize A., B., and E.</i>				

Dr. Michael Stull

Director Name

Director Signature

Co-Director Name

Co-Director Signature

Co-Director Name

Co-Director Signature

Director Signature

(Co-) Director Signature

Unit Reporting Person recommendation	
Name and title:	
<input checked="" type="checkbox"/>	Keep on active status.
<input type="checkbox"/>	Move to probationary status.
<input type="checkbox"/>	Move to inactive status.
IECE has an active advisory board and a complete report on activities undertaken over the past year. IECE has pivoted quickly to the operation restrictions required in the pandemic environment and kept their programs in place. Additionally, the IECE leadership has applied for significant external grants to assist firms and individuals affected by the pandemic. Their use of funds statement indicates \$3,563,551 external funds are used to support center programming. I strongly support IECE as it makes a huge difference in our IE community.	

Unit Reporting Person Signature

Date

STOP FORWARD A SCANNED COPY OF THIS REPORT TO sylvia.myers@csusb.edu AND SEND THE ORIGINAL COPY TO THE FACULTY SENATE AD-155. THE SENATE OFFICE WILL TAKE CARE OF THE REMAINING PORTIONS OF THE REPORT. THANK YOU.

Educational Policy and Resources Committee recommendation (Only after 3 or 5 year review)	
	Keep on active status.
	Move to probationary status.
	Move to inactive status.
Recommendations and comments including the criteria and data reviewed. Please attach additional page(s) as necessary:	

EPRC Chair Signature

Date

Provost recommendation (Only after 3 or 5 year review)	
	Keep on active status.
	Move to probationary status.
	Move to inactive status.
Recommendations and comments including the criteria and data reviewed. Please attach additional page(s) as necessary:	

Provost Signature

Date

President decision (Only after 3 or 5 year review)	
	Keep on active status.
	Move to probationary status.
	Move to inactive status.
Recommendations and comments including the criteria and data reviewed. Please attach additional page(s) as necessary:	

President Signature

Date

Inland Empire Center for Entrepreneurship (IECE)
Use of Funds Detail – 2019-20

	Internal funds		External funds	
	Previous academic year	Current academic year (projected)	Previous academic year	Current academic year (projected)
A. Salaries				
IECE Director (Stipend)	\$ 10,000.00	\$ 10,000.00	\$ -	\$ -
IECE Assistant Director	\$ 94,752.00	\$ 94,752.00	\$ -	\$ -
B. Assigned Time				
	\$ -	\$ -	\$ -	\$ -
E. Other				
Inland Empire Women's Business Center (WBC) - includes grant, cash match.	\$ -	\$ -	\$ 300,000.00	\$ 720,000.00
Coachella Valley Women's Business Center (WBC) - includes grant, cash match.	\$ -	\$ -	\$ 300,000.00	\$ 720,000.00
Inland Empire Small Business Development Center (IESBDC) - includes grant, cash match.	\$ -	\$ -	\$ 1,261,449.00	\$ 1,751,500.00
State Trade Expansion Program (STEP)	\$ -	\$ -	\$ 252,644.00	\$ 244,935.00
Fast Pitch Competition	\$ -	\$ -	\$ 10,000.00	\$ 10,000.00
Spirit of the Entrepreneur Awards Program	\$ -	\$ -	\$ 212,300.00	\$ 85,000.00
Spirit Scholarship Fund	\$ -	\$ -	\$ 15,000.00	\$ 10,000.00
Business Accelerator Project	\$ -	\$ -	\$ 8,300.00	\$ 8,616.00
Lunch with an Entrepreneur Events	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00
Business Plan Competition Support	\$ 7,500.00	\$ 7,500.00	\$ -	\$ -
SBDC & WBC Consulting Project (Cash Match)	\$ -	\$ -	\$ 10,000.00	\$ -
WBC - Inland Prosperity Conference	\$ -	\$ -	\$ 10,000.00	\$ 2,500.00
IECE Strategic Plan Budget	\$ 85,000.00	\$ 76,500.00		
MSEI Marketing Project	\$ 15,000.00	\$ 10,000.00		
IECE-SoE Promotion	\$ -	\$ 2,500.00		
Support for IECE Community Technical Assistance Programs	\$ -	\$ 15,000.00		
Virtual Enterprise Conference	\$ 5,000.00	\$ 6,000.00		
Student intern (project analyst)	\$ -	\$ 20,000.00		
Innovation Challenge	\$ 30,000.00	\$ 15,000.00	\$ -	\$ -
Graduate assistant - IECE	\$ 7,000.00	\$ 15,000.00	\$ -	\$ -
OwnIt Workshops	\$ -	\$ 1,000.00		
Entrepreneurship Workshops/Upstarters Discovery Camp	\$ 7,500.00	\$ 7,500.00	\$ 6,260.00	\$ 10,000.00
ECAL Certificate Program	\$ -	\$ 20,000.00		
Entrepreneur High School - Student and Faculty Training	\$ -	\$ -	\$ -	\$ 3,700.00
Global Summer Program	\$ -	\$ -	\$ -	\$ 1,000.00
Global Fall Program	\$ -	\$ -	\$ -	\$ 1,500.00
Totals	\$ 157,000.00	\$ 196,000.00	\$ 2,386,953.00	\$ 3,563,551.00