

Appendix A - Annual Report Format

Ancillary Unit Annual Report Reporting Period: [July 1, 2020 to June 30, 2021]

Deadline for submission to Reporting Administrator:
By end of the 6th week of the Fall semester

This report is required by FAM 105.4 – POLICY GUIDELINES FOR THE FORMATION AND REVIEW OF CSUSB ANCILLARY UNITS – and must be submitted electronically.

1. Basic Information

Ancillary Unit's name	Inland Empire Center for Entrepreneurship (IECE)
Director(s)	Michael Stull
Administrator to whom the unit reports ("Reporting Administrator")	Currently: Dr. Shanthi Srinivas, Interim Dean, The Jack H. Brown College of Business and Public Administration (Note: during the actual reporting year the Reporting Administrator was Lawrence C. Rose, Dean of the JHBC).
Purpose and goals of the Ancillary Unit (from the original proposal or updated operating documents)	Delivering a wide range of programs and services, IECE is the catalyst for entrepreneurial activity at Cal State San Bernardino and the local community.

2. Advisory Board

Please attach the list of your current Advisory Board, along with their positions outside of the Advisory Board and their roles on the Advisory Board (if applicable).

Current advisory board has ceased effective 2020-21. Working with the JHBC Dean and the CSUSB Advancement team, a new advisory board, called the IECE Council of Executives, is being developed for implementation in 2021-22.

3. Ancillary Unit Activity

Please summarize the top three (3) accomplishments of your Ancillary Unity (AU) during this reporting period. This should highlight the substantive activities that support and advance the purpose/goals of the AU, and the relationship between the activities and the purpose/goals.

Please highlight the most significant activities of the AU that engage the community or other entities on campus, if any.

IECE activities were significantly affected during the pandemic. However, we continued to provide services for the community and students. The top three activities undertaken during 2020-21:

1. IECE, with the full support of its sponsors, pivoted the annual Spirit of the Entrepreneur Awards gala from an in-person event to a pre-taped, televised broadcast. The broadcast, on Channel 18, reached an audience of 3.5 million via cable and 18.1 million over air. This was critical to keep our sponsor support, community engagement and show our commitment to the entrepreneurial community during an incredibly uncertain time. The focus of the program shifted to recognize companies that were innovating during the pandemic and those who were undertaking extraordinary efforts to serve the community.
2. Business counseling and training services – the IECE shifted all of its operations virtually, and delivered critical business counseling and training to the existing and aspiring business owners, meeting all the needs despite the increased demand. IECE programs such as the Women’s Business Center (WBC) and Small Business Development Center (SBDC) served record numbers of businesses, assisted by an infusion of CARES Act funding of \$1.59 million to help assist the small businesses affected by the pandemic.
3. IECE pivoted its operations concerning student-focused programs, such as the Garner Holt Student Fast Pitch Competition and the CSUSB Innovation Challenge. This required a great deal of effort to take fully in-person activities and convert them to virtual delivery.

Substantive Activities undertaken by the AU during reporting period

Activity (please describe)	Funds spent	Goal advanced (and extent)
CSUSB Innovation Challenge	\$30,000	<p>Despite being offered virtually, the event was another great success in terms of participation and the unique ideas brought forward. The event serves as a platform to get faculty, students, staff and alumni engaged and working together to bring new ideas to fruition.</p> <p>Numbers – 65 official entries, with teams entered that represented 14 different departments on campus</p>

		<p>and 77 people on teams; 7 teams were selected to pitch to the judging panel (3 teams in the <i>Undergraduate</i> category and 4 teams in <i>Graduate/ Faculty & Staff</i> category), and 194 people attended via the virtual V-Fair interactive portal to watch the competition & workshops; 22 people from the winning teams received a total of \$20,000 in cash prizes to help further their venture project.</p>
<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 2020-21 we worked with fellows from:</p> <ul style="list-style-type: none"> Kinesiology Mathematics Public Administration Geological Sciences Health Science & Human Ecology Art & Design Theater Arts <p>Notable outcomes include: During this academic year the projects focused on:</p>

		<ol style="list-style-type: none"> 1. Finalization of the development of a minor for students in the College of Natural Sciences – “Entrepreneurship in the Sciences.” 2. Support for the creation of a nonprofit art gallery in downtown San Bernardino. 3. Support for the development of a role-playing game to develop the skills of entrepreneurship.
<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>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, intellectual property, go-to-market strategies, capital raising and other business related topics.</p>
<p>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.</p>	<p>Catalyst Accelerator - \$8,000 (Foundation Funds)</p>	<p>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 6 student startup venture and 3 faculty ventures.</p>

<p>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.</p>	<p>\$10,000 (fully funded by Garner Holt) \$1,000 in supporting sponsor funding</p>	<p>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 2020 numbers – 119 entries 75 students from SB campus, and 11 students from PDC; 11 semi-finalists; 3 finalists; \$7,000 in prize money awarded.</p>
<p>Spirit of the Entrepreneur Awards – the 18th annual awards event that honors the top entrepreneurs of the Inland Empire. Also served as the platform for the final presentations of the Garner Holt Student Fast Pitch Competition. Presented virtually in 2020.</p>	<p>\$67,269.00</p>	<p>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. All revenue comes from sponsorship and/or ticket or product sales, which covers the cost of the event. Profits from the event help fund the Spirit of the Entrepreneur scholarship.</p>
<p>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,</p>	<p>SBDC grant – \$1,787,000 WBC grant - \$1,320,00 Both grants funded by the US Small Business</p>	<p>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</p>

<p>Colton and variety of part-time offices in Riverside and San Bernardino counties.</p>	<p>Administration, GoBIZ and local cash match partners (banks, local government, foundations)</p>	<p>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.</p> <p>In addition, each program works with teams of students from the Jack H. Brown College on special projects that 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.</p>
<p>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.</p>	<p>STEP Grant - \$618,634</p>	<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>UpStarters Discovery Camp – Entrepreneurship Experience for High School Students (Summer 2020)</p>	<p>\$2,500 Funded by IECE</p>	<p>Due to the ongoing issues of the pandemic, we continued to offer this program in a completely virtual and media rich environment. The program provides a unique opportunity for 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)</p>

		<p>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 75 students participate.</p>
<p>Virtual Enterprise Conference (April 2021)</p>	<p>Funded by IECE - \$3,000</p>	<p>IECE participated in the Virtual Enterprise Los Angeles Area Regional Conference and Exhibition held online. IECE was the headlining event sponsor and provided remarks at the closing of the event.</p> <p>This event was virtually attended by over 1,610 Virtual Enterprise (VE) students from over 69 different schools who networked, competed, and highlighted their budding business concepts to professional business judges. Among the activities, IECE sponsored the Elevator Pitch Competition, Video Sales Pitch Competition, and the Marketing Plan Competition. In addition, IECE provided two breakout workshops for the students.</p>
<p>Virtual Enterprise Winning Women Conference (March 2021)</p>	<p>Funded by IECE - \$2,000</p>	<p>IECE and our WBC hosted the Inaugural West Coast Virtual Enterprise Winning Women Leadership Conference with 14 top Women professional mentors and panelists to appx 31 High School Female students from the western region high schools.</p>

High School Entrepreneurship Mentoring (All academic year)	No cost involved – IECE team volunteers its time	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.
Sigma Nu Tau Entrepreneurship Honor Society (All academic year)	No cost involved – IECE team volunteers its time	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 2020-21, SNT inducted 12 students and 7 faculty.

4. Describe planned activities for the current academic year and how each of them will advance the purpose/goals of the AU.

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. Establish weekly office presence and deliver targeted programs at the Palm Desert iHub in Spring 2022.
3. 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 and host 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.

4. Deliver specialized programs such as the Peer Mentoring and Financial Fitness/Acumen program to existing business owners in the community.
5. Play a key role in the Aspen Institute Latinos and Society Program in the City of San Bernardino as a member of the City's Entrepreneurial Ecosystem Steering Committee (EESC).
6. Have a functioning Council of Executives in place and providing support to IECE.
7. San Bernardino Small Business Resource Center program in place and delivering services.

5. **Attach the completed Annual Use of Funds form.**

Mike Stull



Director Name

Director Signature

Co-Director Name

Co-Director Signature

Michael Stull

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.	
Recommendations and comments including the criteria and data reviewed. Please attach additional page(s) as necessary:		

Shanthi Arivis _____ 1/24/22
Unit Reporting Person Signature **Date**

STOP FORWARD A SCANNED COPY OF THIS REPORT TO phyllis.meadows@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)	
<input type="checkbox"/>	Keep on active status.
<input type="checkbox"/>	Move to probationary status.
<input type="checkbox"/>	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)		
<input type="checkbox"/>	Keep on active status.	
<input type="checkbox"/>	Move to probationary status.	
<input type="checkbox"/>	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)	
<input type="checkbox"/>	Keep on active status.
<input type="checkbox"/>	Move to probationary status.
<input type="checkbox"/>	Move to inactive status.
Recommendations and comments including the criteria and data reviewed. Please attach additional page(s) as necessary:	

President Signature

Date