



CSULB

Institute for Innovation & Entrepreneurship

Strategic Goals & Objectives

**Adopted
December 9, 2020**

Mission Statement

Provide programming and guidance for innovators and entrepreneurs that leads to success.

Vision Statement

The IIE at CSULB is a central hub for innovators and entrepreneurs in Long Beach connecting them to programming and services to support long-term economic growth that is inclusive and sustainable for our diverse community.

Core Values

We value representation and equity. Representation is an essential part of who we are. We tailor our programming, mentoring, and support to all populations, including those who have been underrepresented and underestimated.

Land Acknowledgment and Recognition Statement

The IIE at CSULB is located on the sacred site of Puvungna. We acknowledge that we are on the land of the Tongva/Gabrieleño and the Acjachemen/Juaneño Nations who have lived and continue to live here. We recognize the Tongva and Acjachemen Nations and their spiritual connection as the first stewards and the traditional caretakers of this land. We thank them for their strength, perseverance and resistance.

Strategic Goals & Objectives

1. Engage Student, Staff, Faculty and Community Innovators and

Entrepreneurs: *Preparing them for their journey to success.*

1.1 Leverage IIE affiliated faculty, staff, student and community mentors to develop high-impact experiences to support innovators and entrepreneurs.

1.2 Prepare innovators and entrepreneurs to think and problem-solve creatively through responsive, flexible, disciplinary, and interdisciplinary programs.

1.3 Engage students in robust internships, diverse learning experiences, service learning, and hands-on learning experiences in and out of the classroom to create strong innovators and entrepreneurs.

1.4 Offer programming that prepares students, staff, faculty and community members to become engaged and supportive innovators and entrepreneurs.

2. Expand access to resources that support successful entrepreneurship and

innovation: *Commit to student, staff, faculty, and community socioeconomic mobility by removing barriers to access funding, training and mentors.*

2.1 Expand opportunities for learning for both traditional and non-traditional innovators and entrepreneurs.

2.2 Diversify the portfolio of curricular and extracurricular offerings to address the needs and strengths of our extended community of learners to meet the entrepreneurial needs of our region.

2.3 Use a diversity of pedagogies and technology-enhanced solutions, and explore new scheduling patterns and locations to deliver programming and support.

2.4 Adapt all teaching and learning resources to address the unique needs and strengths of our innovators and entrepreneurs.

3. Promote the creation of Intellectual property, startup development and job creation. *Support rigor, relevance, and impact as hallmarks of our innovative community.*

3.1 Stimulate **collaborative and interdisciplinary** creative activities that support of our core values serve the innovators and entrepreneurs in our ecosystem.

3.2 Dedicate resources to support the creative activities of our community as a means to **create intellectual property**.

3.3 Lead research, innovation, and problem solving in **response to the grand challenges** in society and culture in the communities we serve.

3.4 Build an integrated network of innovators and entrepreneurs that advance the Institute's **regional and global engagement**.

4. Build an Entrepreneurial Community ecosystem leveraging public, private, and University partnerships. *Support a diverse and inclusive community that is characterized by a strong sense of belonging and giving.*

4.1 **Be a model** of a diverse, inclusive, and respectful community of innovators, entrepreneurs, and mentors.

4.2 **Foster a community of belonging** where everyone's voice and well-being are valued.

4.3 **Create an entrepreneurial environment** where all engaged parties experience the joy of creative and purposeful work that delivers meaningful accomplishments.

4.4 **Use the Institute to create** collaborative partnerships that increase economic value and opportunities for the region and beyond.

5.0 Cultivate Resilience in the Entrepreneurial Ecosystem in the region and beyond: *Implement innovative, entrepreneurial, and forward-looking actions to strengthen the Institute and support our community's aspirations.*

5.1 Prioritize community **economic health and well-being**.

5.2 Build an entrepreneurial infrastructure and adopt practices that **promote sustainability** and **withstand climate uncertainty**.

5.3 **Increase financial capacity** through grant fund-raising, corporate partnerships, and more to withstand economic volatility and deliver expanded programming.

5.4 **Be nimble and proactive** in an ever-changing technological landscape.

Our Beginnings

CSULB President Jane Conoley authorized the establishment of a university wide Institute for Innovation & Entrepreneurship (IIE) on July 1st, 2017, positioning it under the office of the Provost in Academic Affairs. The Academic Senate stated in their recommendation letter to the President that they are, "...excited about the Institute's potential to unlock our student's entrepreneurial instincts, nurture their ideas, and launch their businesses and careers... (appreciating) that the Institute will encourage our students and faculty to work with our local community beyond our CSULB campus."

Many exciting activities have organically evolved on the CSULB campus and in the Long Beach community, indicating that a *community of interest* in entrepreneurship and innovation exists. What was missing was a mechanism to leverage this community of interest to create something that transcends the positive outcomes of individual actions. The IIE acts as an umbrella under which entrepreneurial and innovative activities are housed, encouraged to grow, and cross-fertilized by the energy and involvement across campus of other similar activities and interested people. Connecting campus Programs, Resources, and People through a central network.

The IIE is rare in that it was formed as a university-wide Institute and reports directly to the University Provost, housed in the department of Academic Affairs. This allows undeniable inclusivity for programming and diverse team building opportunities from students and faculty from various interdisciplinary backgrounds.

Under the direction of a robust and diverse Advisory Board, the IIE operates its programming in three stages: *Nurturing Creativity*, *Cultivating Entrepreneurs*, and *Launching Enterprises*. Over a few short years, the Institute has continued to deliver ongoing programming and has also developed new programming that supports entrepreneurs in their various stages.

All of the programming offered by the Institute for Innovation & Entrepreneurship is free for anyone to participate. The IIE is a nonprofit 501 (c) (3) organization funded almost entirely from private donations. Contact us at csulb-iae@csulb.edu or visit us at www.csulb.edu/iae if you are interested in becoming a sponsor.