

Executive Summary

Highlights

The McNair Institute for Entrepreneurism and Free Enterprise is completing the second year of the five year plan presented to the Robert and Janice McNair Foundation and the University of South Carolina in mid-2017. The Institute is very much on track to achieve its goals, all related to the education and support of entrepreneurship and free enterprise. The goals of the Institute fall under three broad but tightly interconnected areas: (i) education, (ii) ecosystem development and the support of entrepreneurs, and (iii) thought leadership. Within each of these areas, the McNair Institute has driven successful initiatives to address all stages of entrepreneurship, from early ideation through the growth of a successful new venture.

Mission Statement

The McNair Institute for Entrepreneurism and Free Enterprise provides world-leading education and support related to entrepreneurial leadership and free enterprise. The mission of the Institute is to develop a new generation of entrepreneurial leaders who have both the technical skills and the philosophical understanding of how the free enterprise system forms the basis of economic opportunity and prosperity for individuals in our country.

Updated: 07/01/2017

Vision Statement

The McNair Institute for Entrepreneurism and Free Enterprise at UofSC will be recognized, together with other McNair Centers, as the global leader in entrepreneurship and free enterprise education and support. Following the vision of Robert and Janice McNair, the Institute will empower a new generation of creative, productive leaders who will be positioned to enjoy the benefits of free markets, create jobs, and drive economic growth.

Updated: 07/01/2017

Values

The McNair Institute teaches and models the principals of individual responsibility, free enterprise markets, and principled entrepreneurship. The Institute and its stakeholders focus on creating the greatest impact through dedication, teamwork, and leadership around initiatives in innovation, entrepreneurship, and free enterprise markets.

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Goals - Looking Back

No goals have been entered for this section.

Goals - Real Time

Goals for the McNair Center that are in progress for AY2019-2020.

Goal 1 - Enhance education at UofSC by facilitating an appreciation for, and understanding of, entrepreneurship and free enterprise.

Goal Statement	The vast majority of jobs that will be available to our students in 2030 haven't been invented yet. Understanding how to leverage innovation to create sustainable value (i.e. entrepreneurship and free enterprise) will be vital for the future success of our graduates. We are committed to providing cutting-edge, experiential course content, curricula, events, networks, and communications related to this critical area of entrepreneurship and free enterprise.
Linkage to University Goal	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Driving an awareness and understanding of entrepreneurship and free enterprise is a fundamental component of our mission to develop a new generation of entrepreneurial leaders.
Status	Progressing as expected (multi-year goal)
Action Plan	<ul style="list-style-type: none"> •Continue to develop and support courses and a minor in entrepreneurship and free enterprise. •Establish and direct a Living Learning Community focused on entrepreneurship and innovation. •Initiate, coordinate and support events and communications related to entrepreneurship and free enterprise. •Facilitate University-wide systems and processes for the sharing of best practices, education-oriented collaborations, and advanced knowledge in entrepreneurship and free enterprise for faculty and staff.

Achievements	<ul style="list-style-type: none"> •Courses: Expanded our core undergraduate Entrepreneurism and Free Enterprise course to additional cohorts and continued to support entrepreneurship-related courses in the College of Pharmacy and the Moore School of Business. In addition, facilitated two new courses in entrepreneurship: one in collaboration with the College of Engineering and one in collaboration with the School of Nursing, the Honors College, and the Moore School of Business. •Living Learning Community: Collaborated to prepare a pilot for a new Living Learning Community for Entrepreneurship and Innovation to be launched in the Fall of 2019. •Harmonizing meetings, systems, and processes: Hosted a series of meetings to coordinate the sharing of best practices, collaborations, and advanced knowledge in entrepreneurship and free enterprise for faculty and staff. •Events and communications: Ran and collaborated on a number of events related to entrepreneurship and free enterprise, including a Capstone Entrepreneurism and Free Enterprise Showcase.
Resources Utilized	Partnered with other academic units such as the Moore School and the Center for Teaching Excellence as well as McNair Institute advisers and other organizations to provide sufficient instructional capacity and support.
Goal Continuation	Ongoing.
Goal Upcoming Plans	<ul style="list-style-type: none"> •Curriculum: Establish a minor in entrepreneurship. •Living Learning Community: Drive demonstrable engagement from Entrepreneurship and Innovation Living Learning Community members and increased demand for entrepreneurship education and support. •Harmonizing meetings, systems, and processes: Codify key concepts, learning objectives, and best practices for entrepreneurship education to facilitate a collaborative curriculum in entrepreneurship and free enterprise. Implement collaboration systems and processes. •Events and communications: Run and collaborate on events related to entrepreneurship and free enterprise, including an annual Capstone Entrepreneurism and Free Enterprise Showcase.

Resources Needed	Our upcoming plans will require expanded partnerships with, and support from, other academic units and organizations such as the Office of the Provost and University Housing as well as with McNair Institute advisers and other organizations.
Goal Notes	We are approaching an education in entrepreneurship and free enterprise holistically. An awareness of, and appreciation for, the importance of entrepreneurship and free enterprise is driven through compelling and inspiring events and communications. The Entrepreneurship and Innovation Living Learning Community, the Entrepreneurship Club, the McNair Student Advisory Counsel, and other engaged peer groups help drive an experiential, extra-curricular experience that enforces this. We ensure that our students have access to world class academic instruction accessible to any major and any year, and reinforce the academic training with advice, mentoring, and experiential learning with real startup companies and seasoned practitioners.

Goal 2 - Inspire and support entrepreneurial activity at UofSC.

Goal Statement	Developing new ideas into sustainable ventures is almost always incredibly difficult and complex. It is also the driving force behind our nation's economy. Companies that are fewer than 6 years old have been creating essentially all of the net job growth in the United States for decades. We are committed to supporting entrepreneurial activity at UofSC both directly and through our strong network of faculty, staff, alumni, domain experts, advisers and others who can support our entrepreneurial community.
Linkage to University Goal	<ul style="list-style-type: none">•Educating the Thinkers and Leaders of Tomorrow•Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners•Spurring Knowledge and Creation•Building Inclusive and Inspiring Communities•Ensuring Institutional Strength, Longevity, and Excellence
Alignment with Mission, Vision, and Values	Supporting entrepreneurial leaders is a key component of our mission.
Status	Progressing as expected (multi-year goal)
Action Plan	<ul style="list-style-type: none">•Put in place scalable systems and processes to support entrepreneurs from early ideation through new venture formation and growth.•Grow, manage, and support a world class adviser network for our entrepreneurs and other stakeholders.•Facilitate compelling online content to engage and inspire a broad range of students, alumni, and other stakeholders.•Collaborate with and support other entrepreneurship organizations to leverage synergies.

Achievements	<ul style="list-style-type: none"> •Established guidelines for scalable, online systems, processes and tools to support entrepreneurial initiatives in collaboration with several UofSC organizations (see Resources Utilized). Piloted an online mentoring platform under these newly-established guidelines. •Engaged a number of alumni and entrepreneurship leaders excited to support UofSC entrepreneurs, setting the stage for a robust and vibrant support network. •Provided support to a number of entrepreneurship organizations including the Faber Entrepreneurship Center, the Kennedy Pharmacy Innovation Center (KPIC), the USC-Columbia Incubator, 1 Million Cups (Kauffman Foundation Initiative), Digital Health Southeast (DiHSE), the South Carolina Research Authority (SCRA), the South Carolina Department of Commerce Office of Innovation, and others.
Resources Utilized	<p>McNair Institute resources were heavily leveraged in collaborated with Information Technologies, the Office of Equal Opportunity Programs, Title IX, Enterprise Risk Management and Insurance, UofSC Legal Counsel, the Career Center, the Alumni Association, the Office of Economic Engagement, Residence Life and others.</p>
Goal Continuation	<p>Ongoing.</p>
Goal Upcoming Plans	<ul style="list-style-type: none"> •Pilot a scalable, online platform that can be used to support entrepreneurs from early ideation through a growing new venture. •Engage a community of advisers that are willing to support entrepreneurs through a scalable, online platform. •Formalize relationships and engagements with other synergistic organizations to strengthen those collaborations.
Resources Needed	<p>In addition to ongoing collaboration with UofSC organizations, the McNair Institute will need additional funds to support software licensing fees and administration of new online tools. These funds are anticipated to come from grants and contracts.</p>

Goal Notes	<p>Supporting entrepreneurs is inherently "hands on" and labor intensive. UofSC has a strong network of faculty, staff, alumni, domain experts, advisers and others who can support our entrepreneurial community. Scalable systems and processes that facilitate this will have a major impact on entrepreneurship at UofSC.</p> <p>The entrepreneurial ecosystem of UofSC can be complicated to navigate for students and entrepreneurs that are new to the area. With strong relationships across UofSC, the State of South Carolina, Nationally, and Internationally, the McNair Institute is in a strong position to help UofSC entrepreneurs optimize the evaluation, development and growth of their new ventures.</p>
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Goal 3 - Increase the worldwide reputation of UofSC as a thought leader in entrepreneurship and free enterprise education and support.

<p>Goal Statement</p>	<p>The field of entrepreneurship is being developed rapidly on a global scale as new ventures and free enterprise markets play an ever more important role in national wealth creation and job growth. The talent, ideation and competition in entrepreneurship education and support is undeniably distributed across the globe. UofSC is well positioned as a recognized leader in this space through its compelling offerings, cutting-edge initiatives, and national and international relationships and partnerships.</p>
<p>Linkage to University Goal</p>	<ul style="list-style-type: none"> •Educating the Thinkers and Leaders of Tomorrow •Assembling a World-Class Faculty of Scholars, Teachers, and Practitioners •Spurring Knowledge and Creation •Building Inclusive and Inspiring Communities •Ensuring Institutional Strength, Longevity, and Excellence
<p>Alignment with Mission, Vision, and Values</p>	<p>By continually providing globally-recognized thought leadership in the space, the McNair Institute will help develop the strongest possible entrepreneurial leaders.</p>
<p>Status</p>	<p>Progressing as expected (multi-year goal)</p>
<p>Action Plan</p>	<ul style="list-style-type: none"> •Engage and facilitate world class partnership boards to advise and support entrepreneurship and free enterprise initiatives at UofSC. •Partner with a global network of institutions to ensure UofSC is on the leading edge of entrepreneurship and free enterprise education and support. •Host meetings and events that position UofSC as a clear thought leader in entrepreneurship and free enterprise.

Achievements	<ul style="list-style-type: none"> •Recruited several new members to our world-class, actively-engaged Partnership Board, increasing the diversity of that Board in a number of important ways and greatly expanding our active support network. •Restructured our Student Advisory Council and hosted a number of highly productive working meetings on curricula, teaching methods, and experiential learning initiatives. •Strengthened ties and collaborated on course content, teaching methodologies, entrepreneurship support, and ecosystem development with a number of national and international organizations in the United States, Asia, Europe, and the Caribbean. •Hosted a number of meetings and events to position UofSC as a clear thought leader in entrepreneurship and free enterprise, including the annual, invitation-only McNair Innovation and Free Enterprise Summit attended by over one hundred experts from around the world.
Resources Utilized	Primarily McNair Institute resources with some external support.
Goal Continuation	Ongoing.
Goal Upcoming Plans	<ul style="list-style-type: none"> •Define and engage Partnership Board working groups to support specific initiatives in a more focused and sustained way. •Solicit specific support from the Student Advisory Council, particularly in driving student awareness and engagement in events, communities, clubs, and initiatives. •Outline a partnership strategy with national and international organizations that optimizes both the strength and reputation of UofSC in entrepreneurship and free enterprise education and support. •Host meetings and events to position UofSC as a clear thought leader in entrepreneurship and free enterprise, including the invitation-only, annual McNair Innovation and Free Enterprise Summit.
Resources Needed	Primarily McNair Institute resources with some external support.

Goal Notes	<p>An engaged group of seasoned practitioners, domain experts, and students of entrepreneurship and free enterprise helps the McNair Institute focus its efforts on the most impactful initiatives. Bringing a diverse group together to provide input from a wide range of perspectives ensures that the Institute captures a fully inclusive, cutting-edge, optimized perspective for its strategic planning. Engaging on a global scale, in a very focused and strategic way, optimizes both the strength and reputation of UofSC in entrepreneurship and free enterprise education and support.</p>
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Goals - Looking Ahead

No goals have been entered for this section.

Programs or Initiatives

Effective Programs or Initiatives

List your most effective programs/initiatives toward fulfillment of mission.

- University-wide harmonizing meetings to align entrepreneurship curricula, pedagogy, key principals, best practices, and synergies between various faculty and staff.
- Linked course in Entrepreneurism and Free Enterprise for the Rhodos Living Learning Community (with plans to expand to additional living learning communities).
- Experiential learning initiative connecting students to company executives to exercise entrepreneurial and management consulting frameworks and tools on real-world projects.

Program Launches

List any programs/initiatives that were newly launched during the Academic Year or any programs/initiatives you would like to launch in the coming year(s). Describe the program/initiatives, provide financial requirements (including additional staff), and Academic Year in which you would launch. What key performance indicators are you utilizing to track the success of this program?

- Initiative to incorporate the creative arts and design thinking into entrepreneurship-related course content in collaboration with the Center for Teaching Excellence.
- Flipped classroom and asynchronous learning initiatives in collaboration with the Moore School to enable reduced classroom time and shorter course lengths (e.g. in Professional MBA courses).

Program Terminations

List any programs that were newly terminated or discontinued during the Academic Year. Provide justification as to why the program was discontinued

N/A

Program Rankings

List any nationally ranked or external recognition during the Academic Year. For each, provide the formal name of the program followed by the name of the organization that issued the ranking, the date of notification, effective date range, and any other relevant information.

N/A

Community Engagement

Community Perceptions

Describe how your unit assesses community perceptions of your engagement, and how the unit assesses the impact of community engagement on students, faculty, community and the institution. Provide specific findings.

The McNair Institute partners closely with a wide range of entrepreneurs, economic developers, for-profit and not-for-profit corporate executives, academics, public servants, service providers and consultants. The Institute drives a large number of interactions between the broader community and our students, faculty and staff. These include experiential learning programs, internships, mentoring relationships, project collaborations, and other similar engagements. The anecdotal feedback and testimonials have been extremely positive. The Institute is implementing systems to quantitatively track the number and quality of these engagements in the future.

Collaborations

Internal Collaborations

List your Unit's most significant collaborations and multidisciplinary efforts that are internal to the University. Details should be omitted; list by name only.

Educational content and pedagogy collaborations with the College of Arts & Sciences, Darla Moore School of Business, Faber Entrepreneurship Center, Center for Marketing Solutions, College of Engineering and Computing, College of Nursing, College of information and Communications (School of Journalism and Mass Communications as well as School of Library and Information Science), School of Music, School of Law, College of Pharmacy, Kennedy Pharmacy Innovation Center, Arnold School of Public Health, College of Social Work, South Carolina Honors College, Center for Teaching Excellence, Rhodos Living Learning Community for Information, Design, and Computing, and others.

Ecosystem development and event collaborations with the Office of the Provost, Office of Economic Engagement, Technology Commercialization Office, Alumni Association, Career Center, University Housing / Residence Life, I3 (Innovative Intervention Incubator), Information Technologies, the Office of Equal Opportunity Programs, Title IX, Enterprise Risk Management and Insurance, Office of Communications and Public Affairs, UofSC Legal Counsel, SC Entrepreneurship Club, McNair Institute Student Advisory Council, and others.

External Collaborations

List your Unit's most significant collaborations and multidisciplinary efforts that are external to the University. Details should be omitted; list by name only.

Educational content, pedagogy, ecosystem development and event collaborations with South Carolina Research Authority (SCRA), Department of Commerce Office of Innovation, USC-Columbia Incubator, Harbor Accelerator (Charleston), Next Innovation Center (Greenville), Richland Public Library, Foundation for Economic Education (FEE), United States - China Intellectual Property Institute, Clemson University, Medical University of South Carolina (MUSC), The Citadel, Midlands Technical College, Stanford, Cornell, New York University, City University (Hong Kong), Chinese University of Hong Kong, University of Aruba, ESSEC Business School (Singapore Campus), University of Mannheim (Germany), Escola Brasileira de Administração Pública e de Empresas (Brazil), University of Auckland, EMLyon (France), Tech City Cayman Islands, McNair Institute Partnership Council, Digital Health Southeast, Open Source 101, Women's Business Center of South Carolina, and the McNair Centers at Houston Baptist University, University of St. Thomas, Rice University, Northwood University and Columbia College and others.

Experiential learning collaborations with Bloomberg, Prudential, IBM, Nephron Pharmaceuticals, East Agile (Vietnam), Consensus, Club Car, Bug Hungry, CIT, Cyberwoven, IDV, and others.

Campus Climate and Inclusion

Campus Climate & Inclusion

Activities the unit conducted that were designed to improve campus climate and inclusion.

The courses, curricula, and events developed and run by the McNair Institute are specifically design to be inclusive and compelling to students from a wide range of personal and academic backgrounds.

The McNair Institute has recruited a diverse group of freshman to participate in the newly formed Living Learning Community (LLC) for Entrepreneurship and Innovation. It is expected that the members of this new LLC, along with the existing, diverse Student Advisory Counsel, Partnership Counsel, and Academic Harmonizing Group will help ensure that there is strong awareness of, and inclusion in, entrepreneurship and free enterprise-related events, organizations, and curricula for all students at the University of South Carolina.

Initiatives and Fees

Initiatives

Describe any new initiatives your unit will need for the coming year.

N/A

Fees

List any new or changed fees that your unit has implemented or had to take on in the last academic year.

N/A

Concluding Remarks

Weaknesses and Plans for Improvement

What is your unit struggling with? What plans do you have to overcome the weakness that you have faced in the next academic year.

The McNair Institute has a small team and only one of the team members (the Faculty Director) has been with UofSC for more than one year. The McNair Institute has received strong administrative support from the Office of the Provost but is weak in understanding and effectively utilizing University systems, processes, and procedures. There is a strong push to get the core team thoroughly trained on University systems, processes and procedures.

Key Issues

Identify key issues or potential challenges your unit will encounter this coming year and the steps you plan on initiating.

Entrepreneurism and free enterprise education and support is inherently a "high touch" activity requiring significant time spent with each student or entrepreneur. The McNair Institute has struggled to optimize the allocation of its limited resources, and particularly the time allocation of its staff, to provide the most impact for the largest number of stakeholders. This is being addressed by implementing systems and processes that address education and support in a more efficient way, and by leveraging a larger group of advisers that can help scale the education and support activities.

Quantitative Outcomes

Explain any surprises regarding data provided in the quantitative outcomes modules throughout this report.

N/A

Cool Stuff

Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

The various schools, colleges, and organizations at UofSC and elsewhere have been remarkably open and collaborative. This has had a dramatic, positive impact on our ability to execute our plans. Largely because of the strong collaborations in place, the Executive Director of the McNair Foundation wrote to President Harris Pastides and specifically noted that they are pleased with the direction of the Institute.

In addition to our collaborations with the various academic units, we have been particularly active in supporting and collaborating with the Gamecock Consulting Club and the Entrepreneurship Club. Sean Powers, Co-President of the Entrepreneurship Club, provided us the following generous complement: "The McNair Institute for Entrepreneurism and Free Enterprise has helped the USC Entrepreneurship Club move to a whole new level of membership engagement, activity, and effectiveness."

We have received a large number of similar, very positive testimonials from faculty, staff, and students. As one example, Sydney Brookshire, who was introduced to the McNair Institute as an Honors College freshman in 2017 and went on to become Co-President of the Entrepreneurship Club, has this to say: "I truly would not be where I am today without the McNair Institute. I can confidently say that my passions, excitement about changing the world and making a difference were initiated and developed through the McNair Institute."

In particular, we have received a large number of accolades regarding the undergraduate course we introduced (COLA 298) to teach entrepreneurship and free enterprise in a compelling way that is accessible to all majors on campus. A few examples are below.

"COLA 298 ... was nothing short of ground breaking for me." - Alexandre Eldridge, Design major.

"Dr. Brown isn't afraid to push the boundaries of how to create the next generation of entrepreneurs.... It's the most daring class I had, but one of the best classes I've had! He challenged the constraints of the definition of a classroom, which greatly strengthened our learning. I loved being able to connect with actual entrepreneurs in the community!" - Janay Clytus, Biology major now in the School of Medicine.

"Out of all my classes at USC, COLA 298 taught me the most." - Harrison Engoren, Computer Science major.

"COLA 298 not only opened my eyes to what entrepreneurship is, but has provided me with once in a lifetime opportunities that will help me greatly in future endeavors." - Julia Williams, Global Studies major.

"In my 4+ years at USC, between both the undergraduate and graduate levels, no course nor professor has taught me more practical business knowledge than Dirk Brown in COLA 298." - Christian Cecere, International Business and Real Estate major.

"[COLA 298] was the most eye-opening and formative course I have taken at the University of South Carolina. From the illuminating, energetic lectures to meaningful assignments and projects, this class challenges each student to create, think differently, and apply each lesson through experiential learning. I am excited to take the knowledge I gained from this course and apply it to my growing career in a positive way." - Adam Miller, Finance and Marketing major.

The strong level of positive engagement by faculty, staff, students and the community has very much helped the McNair Institute move forward very effectively in supporting an appreciation for, and understanding of, entrepreneurship and free enterprise at UofSC.