GLOBAL ENTREPRENEURSHIP WEEK GUIDE

# FOR COMMUNITY COLLEGES

GLOBAL ENTREPRENEURSHIP WEEK USA

gewusa.co

GLOBAL ENTREPRENEURSHIP WEEK

# CONTENT


1 About GEW

3 GEW + Community Colleges

4 How To Get Involved

5 Ideas Bank

10 Digital Awareness

10 Branding Support

11 About NACCE

12 About GEN

# ABOUT GEW

Global Entrepreneurship Week is a movement to celebrate and empower entrepreneurs in every country and community around the world – especially those who face structural barriers or may have never considered the idea of launching a startup. Each November,10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai. It envisions one entrepreneurial ecosystem open to all, including smaller cities in emerging economies and under-represented communities, whether systemically marginalized, geographically hard-to-reach or otherwise pushed aside or left out. National campaigns are driven by local event organizers who plan activities tailored to their community's needs. Activities can range from small, local gatherings to massive international competitions – or anything in between.

More than 200 communities in the United States take part, with more than 1,000 activities taking place across the country every year. Past VIP participants have included celebrity investor Mark Cuban, rapper Pitbull, Michigan governor Gretchen Whitmer and more.

While GEW only takes place one week each year, the connections made are long-lasting. The campaign serves as an opportunity to collaborate and engage with organizations and individuals to celebrate and spotlight entrepreneurs, expose people to the path of entrepreneurship, help them get started and facilitate access to capital and the resources they need to succeed.

Global Entrepreneurship Week is powered by the Ewing Marion Kauffman Foundation and supported by a range of strategic partners including corporate sponsors like FedEx, entrepreneurship support organizations like Endeavor Global, a diverse collection of national host organizations and 25,000 local event organizers.

Partners are encouraged to plan activities tailored to their needs. Activities during the Week can range from small, local gatherings to massive international competitions - or anything in between. Meanwhile, a collection of signature activities provide partners with a ready-made offering and set of instructions to plan a local (or virtual) activity like a Startup Huddle event, Speed Network the Globe session or even a Startup Nations Policy Dialogue for your community.

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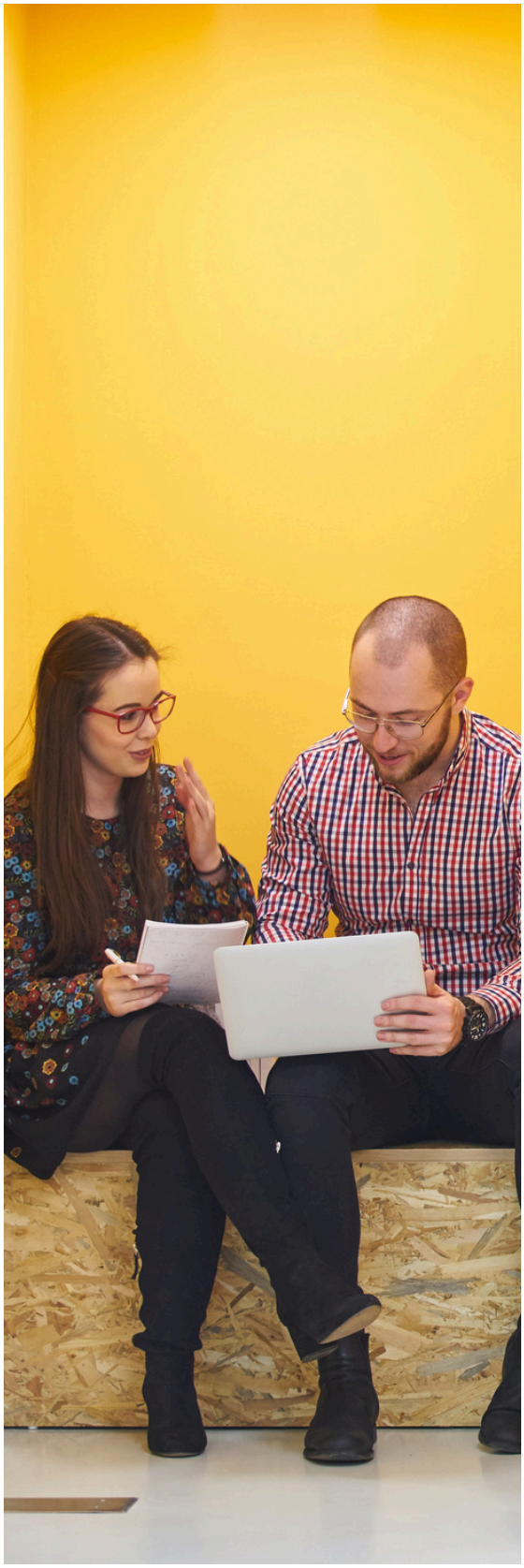
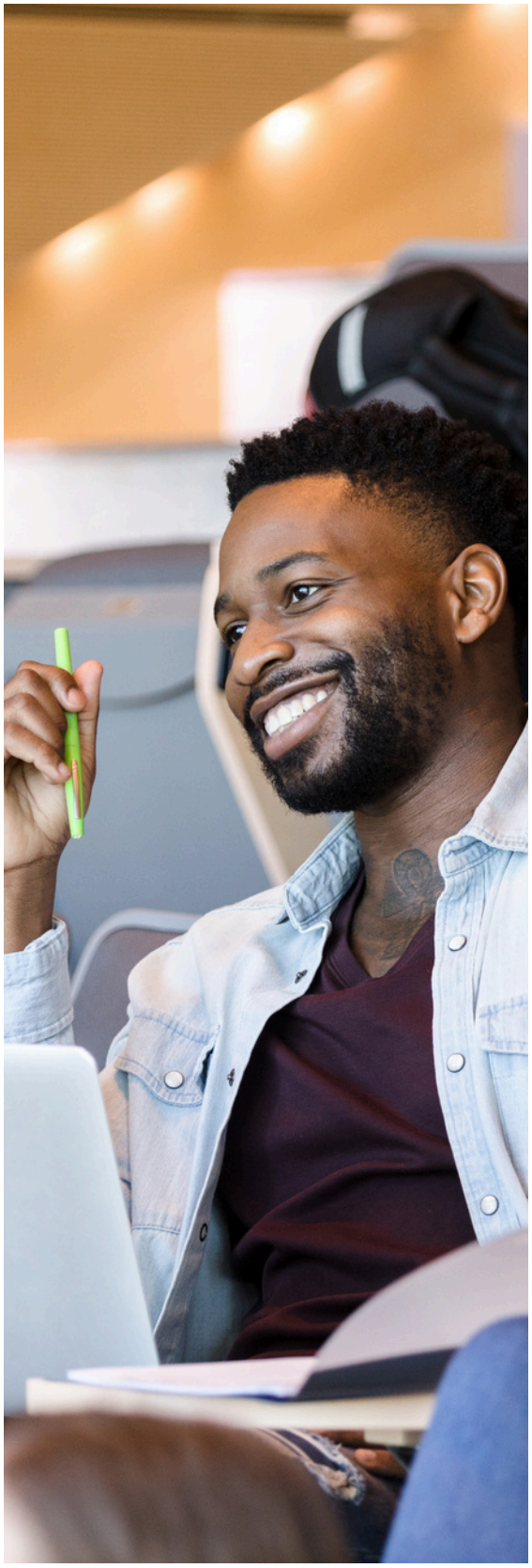


# GEW + COMMUNITY COLLEGES

Community colleges play a critical role in the entrepreneurial ecosystem by providing education, training and workforce development. They can foster entrepreneurial thinking, creating talent for local businesses and inspiring students to form new businesses. Global Entrepreneurship Week shines a spotlight on entrepreneurship programming, impressive student entrepreneurs and successful alumni.

**Benefits of participating:**

- Educate students about entrepreneurship as a career path.
- Shine a spotlight on community college alumni who pursued entrepreneurship.
- Foster a creative and innovation mindset.
- Raise awareness for community college entrepreneurship curriculum and programming.
- Collaborate with startups in your community to form a talent pipeline, create internships and educational opportunities.



# HOW TO GET INVOLVED

**1. Browse our Ideas Bank**
If you already have an event scheduled for November, skip ahead to #3 below. If you don't already have something in mind, we have 100+ ideas collected from GEW organizers around the world to inspire you.

Access the Ideas Bank here.

**2. Use our Audience Guides**
GEW has something in it for everyone - entrepreneurs, investors, support organizations, policymakers and more. These guides help you tailor your GEW activity to your audiences and their interests.

Access the Audience Guides here.

**3. Add Your Event at gewusa.co**
Create a user profile (or login to your current profile) on the site to add your activities to gewusa.co to help entrepreneurs thrive in your community and amplify awareness of your event.

Access the Event Calendar here.

**4. Display the GEW Official Activity Badge**
Emphasize your affiliation with GEW by incorporating the brand into your marketing materials, websites, newsletters and event signage. Check out our GEW brand guide, logo files, social cards and other brand resources.

Access GEW Branding Materials here.

**5. Spread the Word**
Leverage our promo toolkits and templates to raise awareness in your networks and communities – and be sure to use the tags below so we can help amplify it!

Access the Digital Promotional Toolkit and Templates here.

# IDEAS BANK

Looking for some other ideas on how you can rally support for your local startups and small businesses during GEW?

### PITCH COACHING

Invite local entrepreneurs to practice pitching their business or business idea to a group of mentors. Get honest feedback about the business/business idea, pitching style, and whether you are ready to pursue the next step of growing your business.

Example:
STRT1UP Maryland Virtual Pitch Coaching Session

Innovation Hub at Prince George's Community College (GEW 2020)

### ALUMNI ENTREPRENEUR PANEL

Alumni can serve as inspiring examples for current students to consider entrepreneurship as a career path. Host a panel or roundtable discussion to allow alumni entrepreneurs to share their experiences in starting and growing a business. How did their community college experience impact that journey? What motivated them to pursue entrepreneurship?

Example:
Steel City Startups: Pitt x CMU

University of Pittsburgh and Carnegie Mellon University (GEW 2020)

## ENTREPRENEURSHIP FILM FESTIVAL

Many popular films have explored entrepreneurship - including the challenges and successes of well-known entrepreneurs and companies today. Host an entrepreneurship film festival to expose students to the stories of innovators, and if they became successful entrepreneurs. Consider providing a worksheet with themes to look out for such as:

- What problem is the entrepreneur trying to solve?
- What challenges did they face?
- Did they pivot their business model?
- What elements of the film motivate you to consider entrepreneurship as a career?

Films to consider showing:

- Joy
- The Social Network
- The Founder
- Wolf of Wall Street
- Fyre: The Greatest Party That Never Happened
- Steve Jobs
- The Inventor: Out for Blood in Silicon Valley

## PITCH COMPETITION

Encourage the entrepreneurial talent in your students by hosting a pitch competition. Allow the students to develop an elevator pitch for their idea or business and pitch it to a panel of judges. Consider inviting undergraduate and graduate students at other local institutions to participate, and recruit judges with investment or startup backgrounds. Offer prizes such as cash, mentorship, scholarship etc. that will help further their business concept.

Example:
Westchester Community College Student Pitch Competition

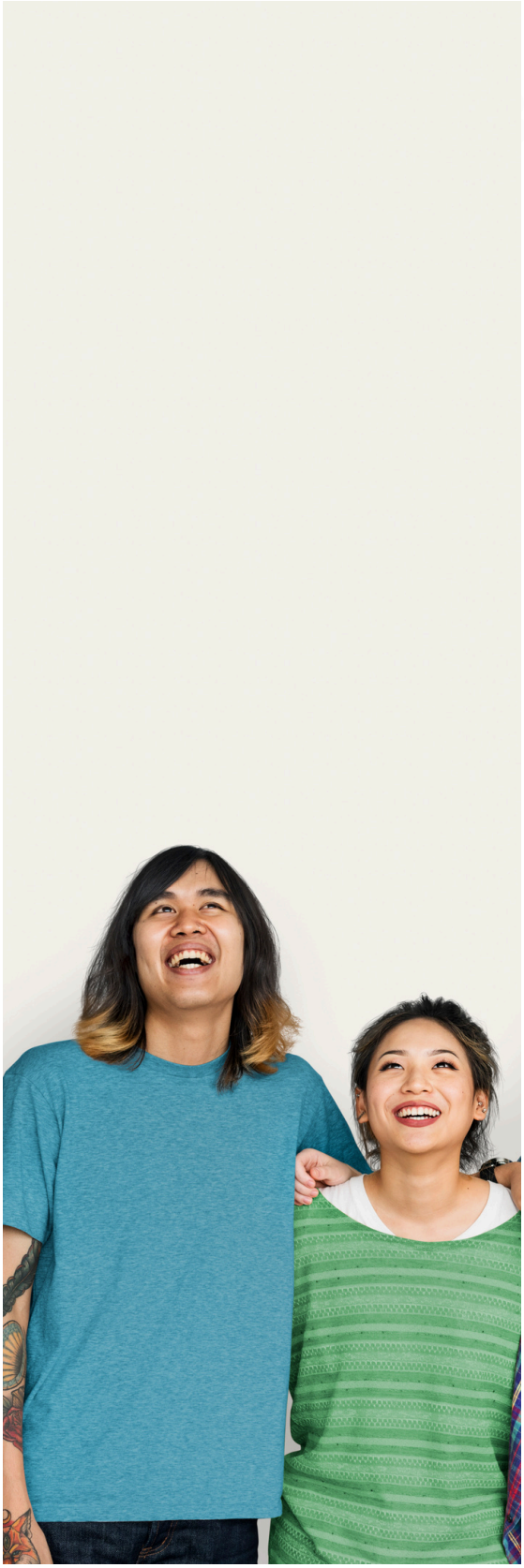
Westchester Community College (GEW 2020)

## TELLING YOUR STORY IN A VIRTUAL MEETING

Host a workshop that addresses the shift to a business environment where meetings are conducted virtually. This workshop will show you how to speak on-camera, including lighting, background, camera placement, and boy language; explain your services in a concise and compelling manner; and engage others with intentional questions.

Example:
Telling Your Story in a Virtual Meeting

TSBDC at Southwest Tennessee Community College (GEW 2020)



## ENTREPRENEURS #MADEAT (INSERT COMMUNITY COLLEGE NAME)

This activity has entrepreneurs from your community college share their experience of becoming an entrepreneur and what resources or experiences they had at school that helped them. If possible have entrepreneur panelists with different types of businesses (for-profit and nonprofit) and sectors. Share this activity with the hashtags #MadeAt(insert community college name) and #GEWeducation.

Example:
Entrepreneurs #MadeAtSacState

Carlsen Center for Innovation & Entrepreneurship at Sacramento State University (GEW 2020)

## SPEED NETWORK THE GLOBE

Networking is a great way to connect with the various actors in your ecosystem. Host a gathering of entrepreneurs, investors, and resource providers to facilitate meaningful connections - face-to-face or virtually - that will extend long past GEW.

## I AM AN ENTREPRENEUR

I Am an Entrepreneur is a social media campaign seeking to highlight the diverse stories and faces of entrepreneurship. We are asking entrepreneurs to share their "aha" moment, the moment that they realized that they were an entrepreneur.

## STARTUP NATIONS POLICY DIALOGUE

The Startup Nations Policy Dialogue provides an opportunity to gather policymakers and ecosystem leaders for a discussion - at the local, state or national level - about innovative policy approaches to empower entrepreneurs in your community. The model has been used to share best practices and stimulate action at a growing number of sessions around the world.

# DIGITAL AWARENESS

Register your activities as 'GEW Official Activities' on GEW.CO to participate in the worldwide campaign and connect with the GEW Host in countries where your activities are being hosted. engage in the global dialogue around GEW on your favorite social media channels to spread the word and show others what your community is all about.

Be sure to post photos and video clips from your GEW activities and events on social media using the official hashtag!

For more information, access our digital promotional toolkit.

# BRANDING SUPPORT + ADDITIONAL GUIDANCE

GEN provides all partners with tools, templates and resources to help plan, promote and produce an activity or otherwise get involved during Global Entrepreneurship Week. Go to gew.co to find:

- GEW 'Official Activity' badge
- GEW activity branding guide
- Promotional toolkit + social media card templates
- Leaderboards for the most active partner organizations and cities and more.

**For any questions, reach out to Garry Lyon at garry@genglobal.org.**

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# ABOUT NACCE

The National Association for Community College Entrepreneurship (NACCE) is the nation's leading organization focused on promoting entrepreneurship through community colleges. The association represents 340+ community and technical colleges and 2,000 faculty, staff, administrators and presidents who serve more than three million students.

NACCE provides leadership and sustainable, scalable resources to foster entrepreneurial thinking and action in one of the largest entrepreneurial ecosystems in North America.

NACCE

THE IMPACT OF ENTREPRENEURSHIP

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# ABOUT GEN

The Global Entrepreneurship Network operates programs in 200 countries aimed at making it easier for anyone, anywhere to start and scale a business.

By fostering deeper cross-border collaboration and initiatives between entrepreneurs, investors, researchers, policymakers and entrepreneurial support organizations, GEN fuels healthier start and scale ecosystems that create more jobs, provide education, accelerate innovation, and strengthen economic growth.

GEN's comprehensive global footprint of national operations and global verticals in policy, research and programs ensures members have uncommon access to the most relevant knowledge, networks, communities, and programs relative to size of economy, maturity of ecosystem, language, culture, geography and more.

GEN GLOBAL ENTREPRENEURSHIP NETWORK

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