



INSTITUTE FOR
VIRTUAL
ENTERPRISE



Baruch
COLLEGE

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Lawrence N. Field
Center for
Entrepreneurship



Innovation and Entrepreneurship in STEM Education Conference

July 8-10, 2015

Baruch College - City University of New York

Welcome Dinner

Wednesday, July 8th, 2015

6pm -9pm

Turkish Kitchen

386 3rd Ave

New York, NY

Day 1 – July 9th 2015: Approaches to Entrepreneurship Education

Baruch College – 55 Lexington Avenue Room 14-220

8:30am-9:00am : Breakfast and Welcome Remarks

9:am -10:15am: Setting the Agenda

Importance of STEM Education from the academic and industry perspectives.

- **Dr. Brian Cohen**, J.D. Vice Chancellor for Technology and University CIO, City University of New York
- **Eric Apse**, Partner, IBM Venture Capital Group
- **Rebecca Corbin**, President & CEO, National Association for Community College Entrepreneurship



10:30am – noon: CROs and the Life Sciences

This panel will explore the activities of Contract Research Organizations (CROs) and technology commercialization at community colleges.

Speakers:

- Dr. Mary Nelson, Director of InnovaBio and STUDENTfacturED™, Salt Lake Community College
- Chloe Cigarroa, STUDENTfacturED™ Operations Manager, Salt Lake Community College
- Dr. Suletha Dawarakanatan, Austin Community College
- Eilene Lyons, St. Louis Community College

Noon – 12:45: I-Corps Program

The Innovation Corps (I-Corps™) is a set of activities and programs that prepares scientists and engineers to extend their focus beyond the laboratory and broadens the impact of select, National Science Foundation-funded, basic-research projects.

Speaker:

- Dr. John Blaho, Director for Industrial-Academic Research, City University of New York

12:45-1:30: Lunch Keynote

Through the CUNY IBM Watson competition Baruch College, the City University of New York and IBM are interested in exploring ways that IBM Watson can be applied to Higher Education and the delivery of Public Services by New York City. The competition



gives student teams the opportunity to explore ideas and concepts on how this cognitive technology can be applied in these two areas but will not include access to Watson.

Speakers:

- Dr. Stan Altman, Professor of Public Affairs, Baruch College

1:45pm -2:30pm: Pre-incubation and Incubation Activities at CUNY

This panel will explore the different resources available to student entrepreneurs at the City University of New York to plan and launch STEM businesses.

Speakers:

- Lou-Anne Flanders-Stec, Administrative Director, CUNY Center for Student Entrepreneurship
- Anelisa Lauri, Director of Programming, CUNY Center for Student Entrepreneurship
- Christine Mooney, J.D. Associate Professor of Business, Queensborough Community College
- Dr. Ted Brown, Executive Director, CUNY Institute of Software Design and Development



2:45pm – 3:45pm: Best Practices in STEM Entrepreneurship Education

This panel will explore different perspectives in STEM entrepreneurship from faculty and entrepreneur-in-residents. Topics include the infusion of entrepreneurship into the study of endangered species, workforce development and STEAM.

Speakers:

- Dr. Jonathan Hill, Associate Dean of the Seidenberg School of Computer Science and Information Systems, Pace University
- Dr. Kim Moorning, Medgar Evers College
- Lynn Rogoff, Founder, AMERKIDS USA
- Dr. Alex Maritz, Associate Professor of Entrepreneurship and Innovation, Swinburne University of Technology
- Ray Garcia, Managing Director, Buoyant Capital

3:45-4:15pm : Entrepreneurship Education Spectrum

This panel will discuss the Entrepreneurship Education Spectrum developed by researchers at the CUNY Institute for Virtual Enterprise. The Spectrum is the theoretical framework on which entrepreneurship and entrepreneurship education programs are developed at CUNY IVE.

Speakers:

- Dr. Stuart Schulman, Professor of Management, Baruch College
- Dr. Christoph Winkler, Assistant Professor in Entrepreneurship, Baruch College
- Dr. Edgar Troudt, Assistant Professor of Tourism and Hospitality, Kingsborough Community College



Day 2 – July 10th 2015: Entrepreneurship Action Research, Industry and Ecosystems

CUNY Central – 205 E 42nd Street 7th Floor

9:00am: Breakfast & Welcome Remarks

Welcome Remarks

Dr. Stuart Schulman, Professor of Management, Baruch College

9:30-10:15 Morning Keynote

Diana Kander is a successful entrepreneur, having founded and sold a number of ventures, a Professor of Entrepreneurship at the University of Missouri and a Senior Fellow at the Ewing Marion Kauffman Foundation, the largest non-profit in the world dedicated to entrepreneurship and education.

Speakers:

- Diana Kander, author of All In Startup

10:30AM – 11:45am – STEM Entrepreneurship Industry Panel

This is panel will explore the trends in STEM entrepreneurship in several markets.

Speakers:

- Brian Shoiket, University and Community Programs Lead, Uncubed
- Bjorn Symister, Founder and CEO, Drivio
- Patrick Sullivan, Founder and CEO, Source3



Noon-12:45pm – Action Research, Logic Model and Theory of Change

This panel will explore the pedagogical framework for entrepreneurship activities at the different outposts at the City University of New York.

Speakers:

- Dr. Deborah Hecht, Senior Project Director, CUNY Center for Advanced Study in Education
- Dr. Dahlia Kaufman, Research Associate, CUNY Center for Advanced Study in Education
- Dr. Christoph Winkler, Assistant Professor of Entrepreneurship, Baruch College and Director of Technology Innovation and Research, CUNY Center for Student Entrepreneurship

1pm -1:45pm – Lunch Keynote

Diversity in STEM Entrepreneurship

Speakers

- Judith Spitz, Senior Vicepresident and Chief Information Officer for IT Strategy and Planning, Verizon

2pm -2:45pm – A Conversation about Funding Opportunities in STEM Entrepreneurship Education

This panel will discuss funding opportunities through the National Science Foundation and the Department of Labor to support entrepreneurship education programs at colleges and universities.



Speakers:

- Dr. Pamela Brown, Associate Provost, New York City College of Technology
- James Leveille, Founder, EMBARC
- Dr. Babette Audant, Director of Economic and Workforce Development, Kingsborough Community College
- Dr. Dan McCloskey, Associate Professor of Psychology and chair of the CUNY Neuroscience PhD subprogram – College of Staten Island

3:00-3:45 – Birds of a feather and Wrap-up

Chat about one of the subjects covered at the conference and reporting findings on their content area.

Speaker:

- Dr. Edgar Troudt, Assistant Professor of Tourism and Hospitality, Kingsborough Community College