



**S B D C**

P E N N S Y L V A N I A

**Small Business Development Centers**

*Helping businesses start, grow, and prosper.*

# THE **FUTURE** OF **WORK**

Why Host  
Institutions  
**LOVE SBDCs!**





1. **Introductions**
2. **Community Outreach & Economic Impact**
3. **Student Engagement**
4. **Faculty Engagement**
5. **Media & Communications**
6. **Mission Alignment**
7. ***Audience Survey***
8. **Discussion**

# Meet Your Presenters



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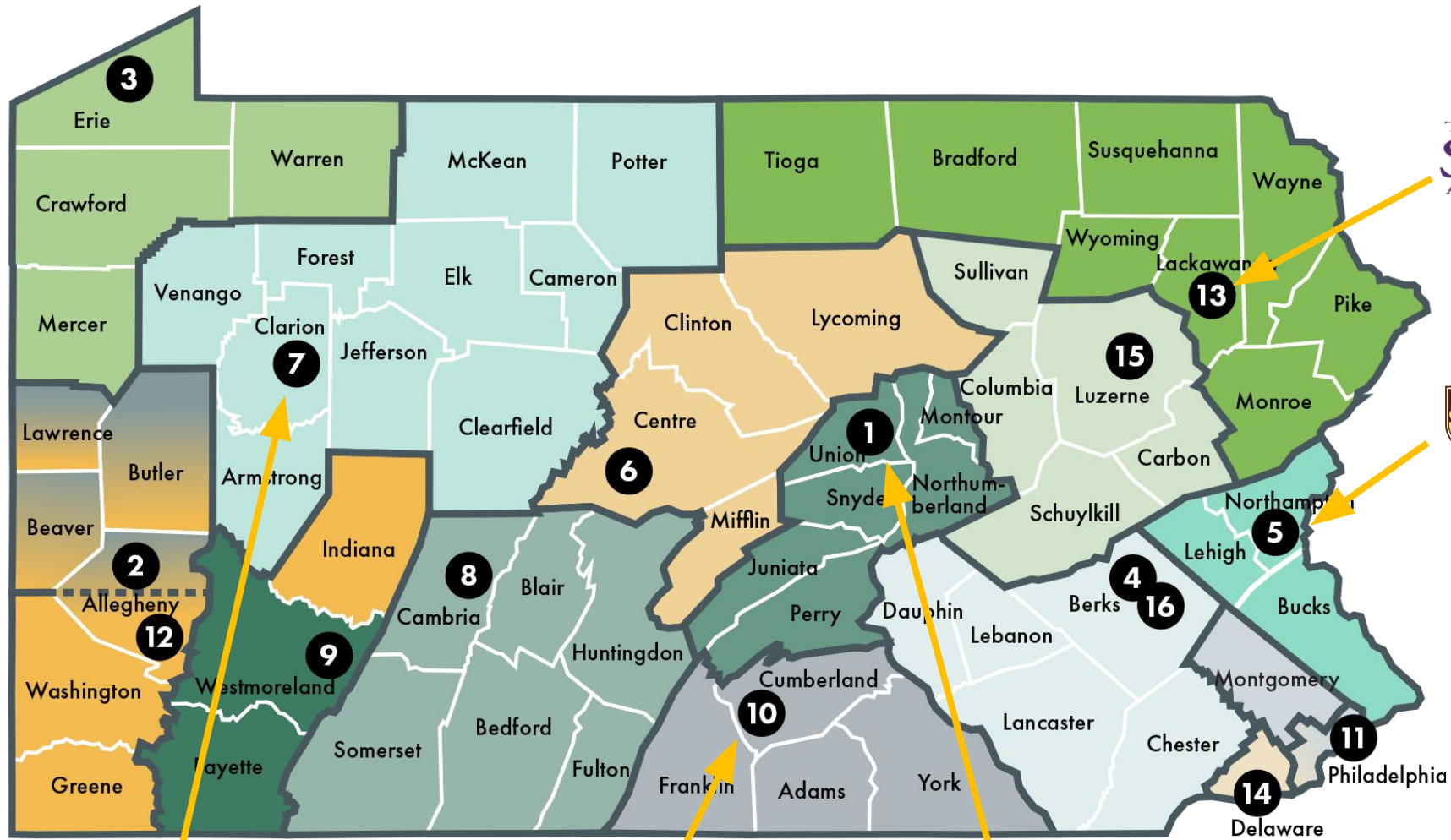
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THE UNIVERSITY OF  
**SCRANTON**  
A JESUIT UNIVERSITY

 **LEHIGH**  
UNIVERSITY

**PennWest**  
UNIVERSITY

  
SHIPPENSBURG  
UNIVERSITY

**Bucknell**  
UNIVERSITY

**PASBDC.ORG**

# If you were launching a new SBDC at your university or college, how would you pitch it to these stakeholders?

- **President**
- **Faculty**
- **Alumni**
- **Board of Trustees**
- **Foundation or Advancement Office**
- **University Staff**
- **Current & Prospective Students**
- **Parents**

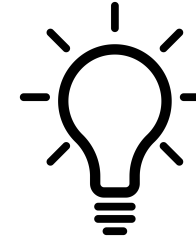


# SBDC Value to Hosts

- 1. Community Outreach & Economic Impact**
- 2. Student Engagement**
- 3. Faculty Engagement**
- 4. Media & Communications**
- 5. Mission Alignment**



# Community Engagement & Economic Impact



**BIG TIP:** *New & diverse funding opportunities*

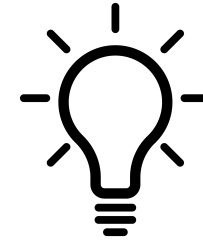
## **Universities drive regional economies!**

*SBDC activities and impact can support AACSB, Community Engaged, Societal Impact, and other academic accreditations, and the Carnegie Foundation's "Engaged Campus" designation.*

## **Pennsylvania SBDC Examples**

- Community Business Incubators
- Internship Programs
- Workforce Development Initiatives
- Promote University Support of Community

# Community Engagement & Economic Impact



**2 BIG TIPS: *opportunities for funding & collaboration***

## **SBDCs strengthen University Entrepreneurship efforts!**

*SBDCs support university entrepreneurship centers through advising, market research, and education that enhance student and faculty ventures and expand the impact of campus programs.*

## **Pennsylvania SBDC Examples**

- **Bucknell** – 3 community StartUp business incubators (SBDC run!) and new [Perricelli-Gegnass Center for Entrepreneurship & Innovation](#)
- **Shippensburg** – [Charles H. Diller Jr. Center for Entrepreneurial Leadership and Innovation](#)
- **Lehigh** – Research Translation AcceLUrator, VenturesLab

# Student Engagement

*Involving students exposes them to local businesses and to the SBDC as a resource when they need help with their startup!*

- Business Pitch Competitions (photo)
- Club Advisors
- Student Involvement in Global Entrepreneurship Week
- New Student Orientation



**BIG TIP:** *Find ways to engage students outside the classroom*



Bucknell BizPitch video: [https://youtu.be/R\\_vtL-L96rA](https://youtu.be/R_vtL-L96rA)

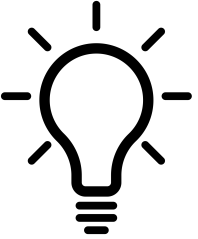
# Student Experiential Learning

*Students thrive and grow at SBDCs by engaging with the business community*

- Client participation in class projects and student experiences such as:
  - International trade & export research
  - Marketing & websites (photo)
  - Engineering & product innovation (photo)
  - Design thinking orientation program
  - and more... *what are some examples from the audience?*



# Student Internships



**BIG TIP:** *Results in client impact, too!*

- Small Business Internship Initiatives
- Small Business Ready Training Program *funded by ARC*



# Faculty Teaching

*SBDCs contribute to the academic experience to benefit faculty, various department goals, students, and more!*

- Classes Taught by SBDC Staff
- SBDC Staff & Alumni as Guest Speakers in Classes (photo)
- Community Based Learning (CBL)
- Community Engaged Research
- Faculty Research



# Faculty Research

*Research collaborations help develop SBDC advocates at your university!*

- **Add Lehigh example (research translation)**
- **Bucknell Professors Joe Wilck & Daniel Street** have presented SBDC training events on their research about how business owners can **innovate with AI**.
- **Professor Vanessa Hill's** "Responsible Management" classes and research helps SBDC clients **improve their impact on the environment and community**.

[bucknell.edu/news/professors-publish-tips-chatgpt-use-accounting](https://bucknell.edu/news/professors-publish-tips-chatgpt-use-accounting)

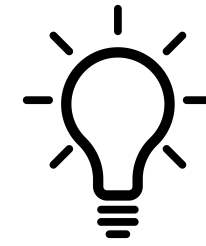
[dailyitem.com/business/bucknell-student-management-projects-support-local-businesses/article\\_f046c3c0-49cd-11ef-88d3-633605a703bf.html](https://dailyitem.com/business/bucknell-student-management-projects-support-local-businesses/article_f046c3c0-49cd-11ef-88d3-633605a703bf.html)



**BIG TIP:** *Cultivate faculty champions*



# Media & Communications



**BIG TIP:** *Help others share your stories*

*Host institutions love positive stories about students and community engagement.*

- Be a “go-to” for university media relations when they get asked by a reporter for an expert or a story tip!
- Student engagement in community
- Student entrepreneur SBDC client success
- Share media alerts about success stories, center recognition, & grant awards, etc.  
... & what else?



MAY 30, 2023

## **Student Consultants Drive Area Economic Development**

by Katelyn Collins '23

Jack Krasulak '25 (center) consults with Albert and Laura Payne, owners of Comics Metropolis. Photo by Emily Paine, Communications



# Mission Alignment & Institutional Priorities



**BIG TIP:** *Get involved in planning*

- Identify intersections of SBDC's Mission & **Institution's Mission**.
  - Look also at the institution's **Strategic Plan** and Goals.
    - Colleges or other subunits may also have similar documents
- SBDC engagement, innovation, and impact can help fulfill **accreditation standards for business schools**, institutions, etc.
- SBDC clients and community connections can **enhance classes** and other university initiatives.
- SBDC initiatives can help **attract new funding** from agencies & alumni.

# Mission Alignment & Institutional Priorities



**BIG TIP:** *Provides employee enrichment, too!*

## **SBDC Staff as University Assets**

- Contribute to institutional committees, initiatives, and cross-department collaborations
- Represent the university in regional and statewide economic development efforts
- Serve as guest lecturers, mentors, and judges in campus programs
- Support faculty and student research with real-world insights and data
- Advance the university's public service and engagement mission through outreach

# SBDC Value to Host Institutions...

## We've covered:

- ✓ 1. **Community Outreach & Economic Impact**
- ✓ 2. **Student Engagement**
- ✓ 3. **Faculty Engagement**
- ✓ 4. **Media & Communications**
- ✓ 5. **Mission Alignment**

**Based on this presentation...**

*What will you do next?*

***Let's discuss!***



# Suggested Next Steps

## *Identify:*

- **Sections of your Host Institution's Mission & Strategic Plan that align with the SBDC's Mission and activities**
  - Tip: make sure your entire team knows these mission(s)!
- **Degrees, Classes, & Programs that could benefit clients (& help the SBDC achieve deliverables) or be enhanced by SBDC involvement**
- **Community Engagement Opportunities & Success Stories**

## *Talk to:*

- **Deans & Faculty Chairs**
- **Alumni Relations / University Advancement offices**
- **Admissions Officers**
- **Media Relations / University Spokesperson**



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