

Common Awareness Metrics

- Investment and effort:
 - Number of events and opportunities
 - Extent of advertising
- Outcomes:
 - Respondents and participants to advertising and events
 - Survey responses

Key Challenge: Interesting a significant fraction of students to actively participate

Common Instruction Metrics

- Investment and effort:
 - Number and type of courses and degrees offered
 - Availability of activities outside the classroom
 - Number of faculty and mentors involved
- Outcomes:
 - Students enrolled and completing courses and degrees
 - Participants in activities outside of the classroom
 - Conversion of students participating in instruction activities into participating in practice

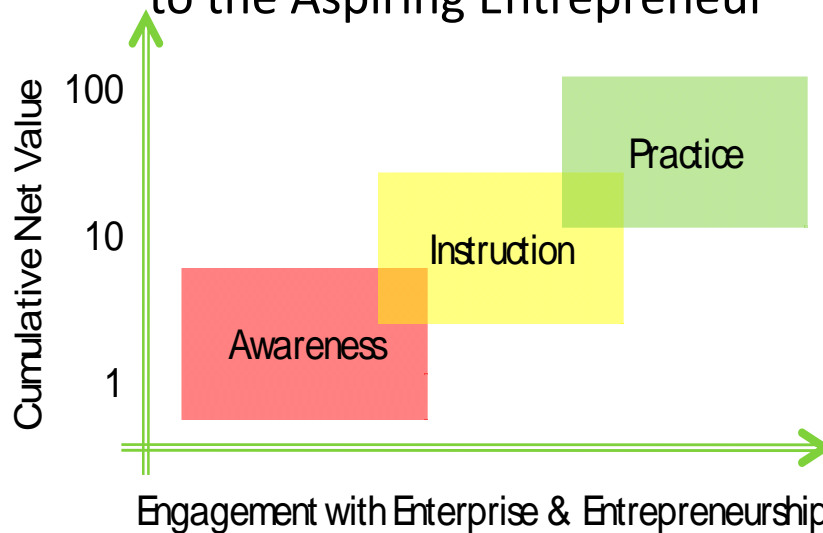
Key Challenge: Mentor/faculty resources and student participation for outside of classroom instruction

Common Practice Metrics

- Investment and effort:
 - Types and magnitudes of resources available
- Outcomes:
 - Students competing for and receiving resources
 - Number of companies formed
 - Revenues generated
 - Related employment

Key Challenge: Resource intensive, long-term investment in individuals and teams

Return on Entrepreneurship Investment to the Aspiring Entrepreneur



Underlying Logic of Current UPEI Approach

- Focus on pragmatic, scalable activities related to our capabilities and resources
- Partner and collaborate in other areas
 - Attempt to minimize overlap
- Higher levels of awareness and acceptance correlate with higher levels of entrepreneurship
 - Individual intent correlated with entrepreneurial pursuit
- Young entrepreneurs have trade-offs:
 - Less likely to succeed than ventures started by experienced entrepreneurs
 - » Limited employment generation
 - Able to start building experience

UPEI Current Approach

- Maintain focus on instruction and awareness
 - Instruction: core capability of university
 - Awareness: success stories towards increased cultural focus on entrepreneurship
- Leverage small university to focus on individuals
 - Enhance individual intent
 - Encourage pursuit of opportunities
- Partner internally and externally to broaden reach and avoid rebuilding offerings
 - Internally: recruitment, scholarships
 - Externally: community partners

