

Creativity, Innovation, and Entrepreneurship (CIE)
Distinctive Opportunities for the University of Richmond

September 8, 2017

The Questions. The world is complex, multi-faceted, and changing at a rapid pace. Preparing the next generation to thrive in that environment, build robust communities, and solve major social and environmental challenges is critical for higher education. *How do we nurture students who have the intellectual tools and practical skills to understand, adapt, and lead in turbulent times?*

Creativity, innovation, and entrepreneurship (CIE) are an important part of the answer. We need to encourage students to develop the capacity to create new knowledge by drawing off time tested epistemologies in the humanities, sciences, fine arts and social sciences, as well as those in professional schools. Students must also learn how to innovate – to apply knowledge in new ways to address a variety of social and market needs. Finally, we must educate our students on entrepreneurship: how to take risks to establish effective and viable organizations in ways never imagined. *What would a distinctive initiative in CIE look like at the University of Richmond that would significantly contribute to the capabilities of our students?*

Why Now? CIE is not new – in some form it is what universities have always been doing for students. A number of things, however, are different, especially for liberal arts colleges, and they require a response. Here are a few:

- Pace of technological change
- Interconnectedness of societies and cultures
- Rapid transmission of ideas
- Growth rate of interdisciplinary fields and inquiry; combining liberal arts with professional schools
- Increase in the number of jobs/careers the average student will hold in a lifetime
- Leap in new methods in CIE – e.g., design thinking
- Explosion of social innovation/entrepreneurship as an approach
- Surge in student interest in CIE

The Competitive Landscape. As detailed in the attached report, many universities and colleges have programs in some portion of the CIE space. Entrepreneurship programs are most common. Typically, these are mostly centered in business schools with a few institutions having programs that extend meaningfully into other schools, most commonly, engineering. Most top tier liberal arts colleges have some sort of curricular or co-curricular offering in CIE; a smaller number have certificates. Almost none, including the top 25 national liberal arts colleges, have specialized majors or general education requirements.

The Opportunity. The University of Richmond has a number of strengths that make it well positioned to undertake a CIE initiative that can significantly add to the capacity and profile of the institution.

- Five schools – our national liberal arts peers do not have five schools to pull from in a distinctive mix that spurs multidimensional creativity and problem-solving. The School of Arts and Sciences provides vital knowledge in critical disciplines and well-developed styles of creativity from the humanities, social sciences, natural and applied sciences, and fine arts.

The School of Business has an existing innovation and Entrepreneurship track, a Center for Innovation and Entrepreneurship, an iLab, and an emerging entrepreneurship minor. The School of Law has a certificate in Intellectual Property Law, an Intellectual Property Institute, a selection of relevant courses and a very strong IP faculty as well as a clinic that provides free legal assistance to local startups and entrepreneurs. The Jepson School offers a specialized and critical leadership frame on CIE. SPCS helps take CIE into the Richmond community and Richmonders' talents into CIE.

- The size of UR offers an advantage in the tightness of linkages across our schools that are often lost or not made at bigger universities.
- The diversity of Richmond's student body is a significant advantage in CIE: diversity enhances creativity, decision-making, and output. CIE would help leverage diversity and further inclusion as multi-perspectival groups work together on meaningful challenges.
- UR's commitment to experiential learning and CIE would benefit each other.
- UR's strength in Civic Engagement (CCE) would work well with UR CIE programs: "the most effective social entrepreneurship programs also appear to integrate existing campus centers for civic engagement or social justice."
- Richmond is a growth city for both business and social entrepreneurs, providing rich opportunities for two-way partnerships between community and UR.
- UR is a national leader in global education, opening pathways to apply CIE initiatives in a broader context, potentially with "glocal" (e.g., Richmond or Virginia) dimensions.
- CIE can take on wicked problems/grand challenges and encourage new enterprises that bring together scholars and students from across the university in semester or longer projects and/or courses, thus helping to weave a stronger community and identity.

The Charge. In the next six months, we want to explore how UR can best develop an outstanding program in CIE that distinguishes the University and its relative strengths, significantly advancing our mission to educate. Any proposal should:

- 1) Articulate what each school can usefully do on its own
- 2) What the schools should do together
- 3) Identify degree, certificate, co-curricular, and extra-curricular options
- 4) Outline any hiring desirable and the number and types of positions
- 5) Describe desirable facilities/space
- 6) Project rough budget numbers

The challenge is to determine what a distinctive CIE initiative should look like. The opportunity to do something novel that serves our students and our community is vast.