Once a bold experiment, the intersection of entrepreneurship and liberal arts has become a mainstream element of a comprehensive arts and sciences curriculum. Excellence in collegiate entrepreneurship takes many shapes and forms—there is no single formula or roadmap to igniting entrepreneurial energy. Based on a decade of gathering lessons learned, Burton D. Morgan Foundation believes the most vibrant programs seek to:

- **Grow from the essence of institutional culture**
  Sustainable integration of entrepreneurship into collegiate programs is best accomplished by building upon existing cultural strengths and values.

- **Embed mentorship and coaching**
  Balanced programs enlist qualified mentors and coaches who help steer venture progress while maintaining a primary focus on the student’s academic experiences and personal growth.

- **Draw influence from the organization’s senior leadership**
  Vocal champions in the highest offices of the organization help build programs that gain traction, develop long-term sustainability, and best serve student needs.

- **Collaborate with ecosystem partners**
  Dynamic campuses reach beyond their institutions, facilitating opportunities for students to connect with entrepreneurial ecosystem resources and promoting pathways for students to pursue ideas that require increasingly sophisticated support.

- **Exhibit interdisciplinary reach**
  Forward-thinking leaders break down barriers and encourage interaction among students and faculty from seemingly unrelated areas of study, breeding innovation and sparking connections.

- **Evaluate their effectiveness**
  Continuous learning requires more than just basic data—progressive programs employ third party evaluators and scrutinize evaluation results to inform practices and modify components.

- **Build the entrepreneurial mindset**
  Impactful programs allow students to marshal their talents and take informed risks while exploring ventures that foster the critical entrepreneurial skills of ideating, problem solving, pivoting, and pitching.

- **Pivot to meet changing needs**
  Responsive programs adapt to shifting entrepreneurial landscapes to take full advantage of new opportunities.

- **Engage diverse populations**
  Robust inclusion of diverse ideas, voices, and perspectives enriches students’ entrepreneurial experiences and inspires innovations.

- **Share lessons learned**
  Dedicated ecosystem partners prioritize the regular exchange of lessons learned across campus and through peer-to-peer entrepreneurship learning communities.

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**WE CHAMPION COLLEGIATE ENTREPRENEURSHIP.**

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