

The background of the slide is a photograph of the Iowa State University campus, featuring the Old Capitol building with its iconic dome on the left, a large tree-lined walkway in the center, and other campus buildings in the distance. The entire image is overlaid with a semi-transparent red filter.

Evangelizing Entrepreneurship on a Large Campus

Judi Eyles | Lindsey Murray | Jean Walsh
Iowa State University Pappajohn Center for Entrepreneurship



Iowa State University

- Enrollment 31,105
 - 26,346 Undergraduates
 - 4,116 Graduate Students
 - 643 Professional Veterinary Medicine
- Students come from:
 - 99 Counties in Iowa
 - 50 U.S. States
 - 110 Countries
- Seven Academic Colleges

Pappajohn Center for Entrepreneurship

- Established in 1996
- Mission Day 1 | Create cross-campus program
- Launched Interdisciplinary Entrepreneurship Minor in 1997
- Established Entrepreneur Leaders /
Start Something Network
- Pappajohn Center for Entrepreneurship Role:
 - Lead Start Something Network
 - Touch All Colleges, All Students, All Faculty
 - Focus on Experiential Learning and
Venture Creation



IOWA STATE UNIVERSITY

Pappajohn Center for Entrepreneurship

Center Director



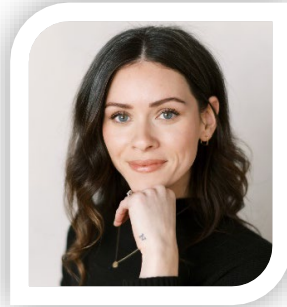
Judi
Eyles

Programs and Events



Jean
Walsh

Communications



Lindsey
Murray

Marketing



Tim
Scheve

Center Admin



Ashley
Sawyer

CyBIZ Lab



Alex
Andrade



Taryn
Johnston

CYstarters & Student Ventures



Megan
Sweere

Startup Continuum



Peter
Hong



Hannah
Kirkendall

Key Programs





Challenges in Reaching Students

- 31,105 Students across seven colleges!
- Office location at ISU Research Park –
2 miles off campus
- No office space in Student Innovation Center on campus – only small rooms
- Constantly changing “best way” to reach students (social media, email, posters, etc.)
- Constant turnover of students so always and forever promoting and connecting



Why Entrepreneurship at Iowa State?



“As president, I have made it a priority that our students, faculty, and staff know that Iowa State University is a campus that encourages innovation and supports entrepreneurs. In fact, I want a spirit of entrepreneurship to be a significant part of the Iowa State brand—one of the special things that sets us apart.”

— *President Wendy Wintersteen*
Presidential Installation Address, September 21, 2018

*No one does
entrepreneurship
like we do.*

(This global award proves it.)

Being recognized with the prestigious
Entrepreneurial University of the Year award
in the Americas Awards category from the
ACEEU* for 2023 means the world to us at Iowa
State. These awards are a global recognition of
efforts toward the quest for entrepreneurship
and engagement in higher education.

From our cross-campus Start Something
network to our flagship entrepreneurial
programs like the Pappajohn Center for
Entrepreneurship, CyBiz Lab, Cystartups, and
ISU Startup Factory, we're honored to be
acknowledged for the work we're doing to
advance entrepreneurship and innovation. Not
just for the benefit of Iowa, but for the world.



See how Iowa State is leading
the way in entrepreneurship.



IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Ames, Iowa

* Association Council for Entrepreneurial and Engaged Universities

Princeton Review Ranking

for undergraduate entrepreneurship

9

in the
nation

4

in the
Midwest

1

in Iowa



USASBE

EXCELLENCE IN
ENTREPRENEURSHIP EDUCATION
MODEL

PROGRAM AWARD

United States Association for
Small Business and Entrepreneurship



Winner

ENTREPRENEURIAL
UNIVERSITY
OF THE YEAR

2023 | AMERICAS



2017, 2020, 2021, 2023

Marketing and Promotions



Stories/Video



Newsletters



Flyers



- Website
- Calendars
- Flyer Service
- Digital Signs

Cross Campus Communications and Start Something Collaborators

- Campus Partners (Start Something Leaders)
- Campus Communicators
- University Strategic Communications, Marketing and News Service
- Economic Development Partners
- Community Partners and Chamber
- 1 Million Cups



Extending Reach – Getting Face-to-Face with Students

- New Student Programs
- Summer Orientations
- ExCYte and Ignite Events
- Transfer Student Days
- Admitted Students and Experience Iowa State Days
- Destination ISU, WelcomeFest and Club Fest
- Office Hours in Student Innovation Center
- ISU Athletes Night Tabling
- Class Visits



Successful Gamification Campaigns



Bingo Cards



Mini-Golf and Games



Papa John's Pizza Party Giveaway



Money Machine



Center Intro Video



146,000-square-foot **Student Innovation Center**



"I had no idea how I'd balance building a business while being a full-time college student until I found the Pappajohn Center for Entrepreneurship." – Zackry Brannen

Contact Us | Questions?

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start  ***something***