



Draft Strategic Entrepreneurship Plan 2021 – 2026

Purpose Statement - Drafts

There is a shared understanding that the purpose of entrepreneurship at York would align to – and advance – the University's Mission.

Unleash the talent of our students and community through the spirit of purposeful entrepreneurship

Guiding Principles - Drafts

The following Guiding Principles shape a culture of entrepreneurship at York.

Experiment, learn and grow. We encourage people to try new things, learn from failure and celebrate successes as we move forward. In this way, we live our motto, *the way must be tried*.

Be courageous. We chase curiosity and are bold in our approach to try what has never been done before.

Insist upon diversity. We demand diversity of thought, experience, and ideas; we are inclusive in our approach.

Make entrepreneurship accessible, friendly and fun. While fostering the entrepreneurial mindset, we are intentional with our behaviour; we are respectful, open and collaborative.

Be wary of the wake. We are self-aware and considerate of the potential consequences – both positive and negative – that come from our actions.

Listen to mobilize. We actively listen; we pay attention and have a pulse on what is next. We anticipate our community's needs and have a bias for action.

As we live our Guiding Principles, we will create a new kind of entrepreneurship.

Strategic Objectives and Priorities

Strategic Objective #1: Develop and deliver purposeful and impactful interdisciplinary programming

Strategic Objective #2: Establish energizing real and virtual hubs in accessible, neutral spaces

Strategic Objective #3: Position York as a leader in entrepreneurship research

Strategic Objective #4: Make entrepreneurship at York self-sustaining

Strategic Objective #5: Build strong connections and enthusiastic engagement through strategic partnerships

Strategic Objectives and Priorities

Strategic Objective #1: Develop and deliver purposeful and impactful programming

Short-term Strategic Priorities:

- Connect with executive education and continuing studies.

Medium-term Strategic Priorities:

- Integrate entrepreneurship into the curriculum through one or more cross-faculty entrepreneurship courses open to all students.

Long-term Strategic Priorities:

- Equip our educators to help students build an entrepreneurial mindset (e.g. problem solving, teamwork, communication).
- Develop courses, programs and co-curricular activities grounded in research and what works (e.g. an entrepreneurship minor).

Strategic Objectives and Priorities

Strategic Objective #2: Establish energizing real and virtual hubs in accessible, neutral spaces

Short-term Strategic Priorities:

- Centralize all the available virtual resources into a one-stop-shop online.

Medium-term Strategic Priorities:

- Create a new faculty-agnostic entrepreneurial space on Keele campus.

Strategic Objectives and Priorities

Strategic Objective #3: Position York as a leader in entrepreneurship research

Medium-term Strategic Priorities:

- Create an organized research unit for entrepreneurship.

Long-term Strategic Priorities:

- Build an entrepreneurship institute.

Strategic Objectives and Priorities

Strategic Objective #4: Make entrepreneurship at York self-sustaining

Short-term Strategic Priorities:

- Secure diverse sources of entrepreneurship funding.
- Create a brand for entrepreneurship at York.
- Gain buy-in and engaged support from internal audiences.

Medium-term Strategic Priorities:

- Make entrepreneurship a priority for advancement and, specifically, Alumni Relations. Leverage our alumni and donors to tell the stories of our student and alumni champions.
- Develop a fund to support entrepreneurship.
- Articulate the brand of entrepreneurship at York to external audiences.

Long-term Strategic Priorities:

- Understand and leverage the University's financial and reward incentives, systems and processes. (tenure and promotion).

Strategic Objectives and Priorities

Strategic Objective #5: Build strong connections and enthusiastic engagement through partnerships

Short-term Strategic Priorities:

- Build strong, creative and welcoming partnerships with our local communities and key stakeholders.
- Amplify and connect existing initiatives.
- Connect entrepreneurship to the University academic, capital, and strategic research plans.