




Changing Campus Culture: DifferenceMakers @ UMass Lowell

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Presentation Points

- ▶ DifferenceMaker Program
- ▶ Motivation
- ▶ Vision
- ▶ Engagement
- ▶ Challenges & Rewards





What is the DifferenceMaker Program?

- ▶ Programmatic effort to introduce *creative problem solving, innovation and entrepreneurial action* to students and faculty across the campus and across all academic disciplines.
- ▶ Raise student awareness and understanding of how their UMass Lowell education can help them to make a difference in the world.
- ▶ Launched June 2012




Goals of *DifferenceMakers*

- ▶ Introduce UML students to creative problem solving, innovation & social entrepreneurship
- ▶ Connect current students to our alumni's experience
- ▶ Accelerate purpose in students' education
- ▶ Encourage a Socially Responsible Ethos



DifferenceMaker
DIFFERENCE MAKERS ARE LEADERS



UMass Lowell Innovation Ecosystem

	ACADEMIC PROGRAMS	STUDENT ACTIVITIES & LEADERSHIP	COMMUNITY ECOSYSTEM
Year I	<i>DifferenceMakers</i> <ul style="list-style-type: none"> Freshmen Seminars Honors Program Faculty Fellows Enterprise Coops 	<i>DifferenceMakers</i> <ul style="list-style-type: none"> Move-In Weekend Arel Moodie, Climate Change Freshmen Convocation \$3000 student awarded Living Learning Community \$25K DM IdeaChallenge 	<ul style="list-style-type: none"> MV Sandbox * IdeaLaunch * IdeaSpace New Incubator Space Robotics, CS/Apps
Existing	<ul style="list-style-type: none"> Entrepreneurship BSBA, MS ITE MS Comp. Science, Option SLICE - Engineering 	<ul style="list-style-type: none"> MV Sandbox - Campus Catalyst MLSC Internship Challenge 	<ul style="list-style-type: none"> M2D2 Incubator & Venture Pitch CVIP Licensing/NVC Faculty Seed Grants Others

DifferenceMaker
DIFFERENCE MAKERS ARE LEADERS



Campus Initiatives

	ACADEMIC PROGRAMS	STUDENT ACTIVITIES & LEADERSHIP
DM Year I	<i>DifferenceMakers</i> <ul style="list-style-type: none"> Freshmen Seminars 800 students Honors Program 50 students Faculty Fellows 6 faculty Enterprise Coops 4 students 	<i>DifferenceMakers</i> <ul style="list-style-type: none"> Move-In Weekend Arel Moodie, Climate Change 1000 residents Freshmen Convocation \$3000 student awarded 1200 students Living Learning Community 25 students \$25K DM IdeaChallenge

DifferenceMaker
DIFFERENCE MAKERS ARE LEADERS



Motivation for DifferenceMaker Program

- ▶ Our Students
- ▶ Our Alumni
- ▶ Our Legacy
- ▶ Our Chancellor

DifferenceMaker
Entrepreneurship Development and Leadership

UMass Lowell: A Public Enterprise for Entrepreneurship & Innovation

Learning with Purpose

UMASS
LOWELL

Engagement

Of Students, Faculty, Alumni, Community

- ▶ Students
 - Through Course Participation
 - Through Student Activities & Leadership
 - Through Residence Life
 - Experience viewed as fun, rather than school work
- ▶ Alumni
 - Want to engage with with our students
 - Mentor & Judging opportunities
 - Financial support
 - Events & Activities help connect alumni

DifferenceMaker
Entrepreneurship Development and Leadership

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Engagement

Of Students, Faculty, Alumni, Community



- ▶ Faculty
 - Through Course Work
 - Faculty Fellows
 - As Mentors
- ▶ Community
 - Social Entrepreneurship focus links us
 - Strong Service Learning program on campus
 - Reach out to Foundations & Nonprofits
 - Partnership with Deshpande Foundation






Challenges

- ▶ Participation beyond Business & Engineering
 - Not all disciplines embrace Entrepreneurship
 - Must connect with the Social Mission
- ▶ Top-level support important, but Bottom-up pressure is critical
- ▶ Space – as effort grows, more space needed
- ▶ Funding is available
 - Seed with grant or institutional funds
 - Effort attracts alumni support
- ▶ Building the Team

Challenges & Rewards

- ▶ Students & Faculty are engaged
 - Introduced 1600 Freshman in Orientation and Intro. sessions
 - Engaged 45 student teams, 125 students in IdeaChallenge
 - 20 faculty from all 6 colleges
 - 30 Intro to DifferenceMaker class sessions
- ▶ Alumni are engaged
 - \$35 K support in Year 1, growth anticipated
 - 15 alumni volunteers for IdeaChallenge
- ▶ Community is engaged
 - Non-profits soliciting student teams
 - Foundation interest growing

Resources Needed

- ▶ High-level Commitment
 - Chancellor's Office, Student Activities & Leadership, Alumni Development
- ▶ Alumni support
 - Alumni love the concept, support it financially and in-person
 - Alumni support sways Deans & Faculty
- ▶ Lots of Energy
 - Student, Faculty, Program-level
- ▶ Community Connection
 - Faculty & Support



DifferenceMaker Future

- ▶ Annual *DifferenceMaker* IdeaChallenge
 - Grow Alumni support
 - Build electronic social network
- ▶ Component of all Freshman Seminar Classes
- ▶ Expand Senior Capstone Activity across disciplines
- ▶ *DifferenceMaker* Student Organization
- ▶ *DifferenceMaker* Passport/Certification



www.uml.edu/differencemaker