

Kate Jackson, Interim Director of Entrepreneurship and Innovation at Lake Forest College

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Workshop Title:

Latina Lift Off: How Inclusive Innovation Helps Latina Undergraduate Students Rise

Abstract:

In this workshop, we will discuss how Entrepreneurship & Innovation at Lake Forest College is supporting and encouraging the academic success of our Latina, first-generation students. Our approach includes an Inclusive Innovation class, a rich entrepreneurial mindset curriculum, and real-world, high-impact projects. Year over year, our center has seen an increase in Latinx students choosing our program, rising to nearly 1/5 of total students.

We believe Inclusive Innovation meets the aims of a liberal arts education. And we believe other small liberal arts colleges can replicate our efforts in a way that benefits both their students and their local community.

We intend this session to be an open dialogue and a highly participatory conversation with participants.

Target Audience: Liberal Arts College Entrepreneurship Center leaders & educators

Our Inclusive Innovation work begins with an undergraduate class (ENTP 340: Inclusive Innovation), which was designed and taught by our center Director, demonstrating our center's commitment to and support for expanding entrepreneurship to anyone who wants to startup and scaleup. Central to the ENTP 340: Inclusive Innovation class experience is the essential question: Why are women, people of color, and other groups persistently excluded from entrepreneurial resources? How might we make entrepreneurship more inclusive to drive disruptive innovation, help people reach their full potential, and propel, positive economic growth?

In ENTP, we believe that entrepreneurship belongs to everyone. And that everyone with an entrepreneurial mindset and a good idea deserves the opportunity to create and launch.

Our classes and our program work to create a support network for under-represented, and historically under-estimated, entrepreneurs. We know they are smart, capable, and resilient. They just need help breaking into and unlocking the keys to entrepreneurship

Learning Objectives:

By the end of the workshop, you will have a better understanding of our Inclusive Innovation class and think about how you might apply what you learned at your own institution.

You will understand the benefits of a robust entrepreneurial mindset curriculum, especially for first-generation students. Just as we believe entrepreneurship can be taught so too do we believe resilience can be taught. Our students shift to an entrepreneurial mindset through instruction on failure and shame resilience, the growth mindset, fearless asking, the power of embracing new and different ideas and people, and the value of continuous learning. We teach the mindsets because they help our students succeed not only in college but also in life. And because we believe entrepreneurship should not be accessible only to a rarefied few. Entrepreneurship is simply what happens when ordinary people take their ideas about the world and build a business model around them

You will gain a more critical lens through which to view the untapped potential in your own local communities. And how to bring the community into the classroom through project-based work. Finally, we hope you will be motivated to and equipped with the tools to continue the conversation beyond the classroom, taking action toward inclusive innovation and perhaps introducing a course of your own.

We know Latinas are tomorrow's entrepreneurs. They are our future, and we need to invest in them today.

For more information about our center, [visit us online](#).

Speaker Bio:

Kate Jackson is the Interim Director of Entrepreneurship & Innovation and on faculty at Lake Forest College where she teaches design thinking, inclusive innovation, and the entrepreneurial mindset. Passionate about building inclusive

entrepreneurial ecosystems, she focuses on addressing barriers for women, people of color, people in rural communities, and people with disabilities. She believes expanding access for all entrepreneurs will help build more resilient communities, cultivate jobs skills, provide more tax revenues, and lift more people out of poverty. Helping lift and launch entrepreneurs regardless of place, race, or gender is not just the right thing to do it's the smart thing to do.

Kate is a Silicon Valley native who relocated to the Midwest. She earned her BA and MA from The University of Chicago and her MBA from UCLA Anderson School of Management.