

CELTC



Center for Entrepreneurial Leadership
and Transformational Change

November 21st, 2024

2023-2024

Annual Report



evergreen

FY24 Data Highlights



1,937

Total Number of Views on YouTube

287

Total Live Attendance of CELTC Lectures and Events

118

Total Number of Students Enrolled in CELTC Classes at Evergreen



Sustainability, Business, and Entrepreneurship ...
by The Evergreen State College

Director's Note

As we look back on the 2023/2024 academic year, the Center for Entrepreneurial Leadership and Transformational Change (CELTC) experienced remarkable growth and innovation. This year has been defined by our ongoing commitment to enhancing student engagement, expanding our programming, and building meaningful partnerships that further our mission around sustainable business, leadership, and entrepreneurship.

Our operating costs for the 2023/2024 academic year totaled \$180,316.50. A significant portion of these expenses went toward staffing and student wages, emphasizing our belief that student work is central to the CELTC's mission. This academic year saw a notable increase in student workers, with many contributing to both internal programming and collaborative efforts with outside partners. Their hard work has helped us grow our social media presence, allowing us to reach a broader audience and effectively market our offerings. A highlight was the launch of our official Instagram page (@celtcevergreen) where you can find information on upcoming film screenings, lectures, and events. Our student workers also explored opportunities for collaboration throughout our campus food systems and supported the development of programming for Dreamer students. We hope to continue this work into this next year.

We were also excited to pilot our first formal internship program within the undergraduate curriculum. This 12-credit spring program engaged students in community-connected learning and explored various dimensions of sustainable business, providing practical experiences that are crucial for their development.

The CELTC hosted a Summer Institute in September 2024, where participants and facilitators delved into the future of our campus food system. Through this initiative, we identified barriers and opportunities that will inform the work of the 2024/2025 Campus Food Systems Work Group, reinforcing our commitment to sustainable practices across the college.

Our international collaborations have expanded this year, particularly through our partnership with Kay Tita, a social enterprise dedicated to empowering historically under-resourced communities in Seattle, Tacoma, and Haiti. Our student interns have worked diligently to support business development for Konbit Cafe, a coffee shop that champions Haitian coffee farmers. We are currently exploring partnership opportunities with organizations throughout Sub-Saharan Africa, and I had the privilege of attending and participating in the 2024 African Diaspora Development Council Annual Conference.

The Sustainability, Business, and Entrepreneurship Lecture Series continues to flourish, with this past year's series co-sponsored by Thurston County's Green Business Committee. We are thrilled that all recorded lectures are now available on the Evergreen YouTube page.

This year, we also focused on increasing our visibility on the Tacoma Campus. A significant highlight was the screening of *Kembe Fem*, which was followed by a guest lecture from co-director David Pierre Louis. We are so grateful for the warm reception we've received from the Tacoma community and look forward to deepening our connections.

As we transition into the next academic year, the CELTC is eager to strengthen our mission by expanding into graduate programming, fostering partnerships with the House of Welcome and the Tacoma program, and further integrating food and agriculture into our initiatives. We are excited about the potential for growth and collaboration that lies ahead.

With gratitude,

Tamsin Foucrier (she/her), Ph.D.

Director, Center for Entrepreneurial Leadership and Transformational Change (CELTC)



CELTC Staff

November 21st, 2024



Page Archer, MPA
She/They Pronouns
Assistant Director



Tamsin Foucrier, Ph.D
She/Her Pronouns
Director and Faculty

Mission Statement



The Center for Entrepreneurial Leadership and Transformational Change (CELTC) is a collaborative space where students, Evergreen alumni, and community members actively engage with complex challenges through entrepreneurial and leadership learning opportunities in the curriculum, certificate programs, and co- or extra-curricular activities. The CELTC fosters social, sustainable, and business leadership skills with integrated, interdisciplinary support from faculty, staff, peer mentors, and community and tribal organizations.

Values



Students as change agents



Conscious capitalism



Sustainability



Innovation and risk-taking



Social equity and accessibility



Teamwork and collaborative learning



Tenacity and adaptability



Community connections, partnerships, and economies



Creative problem-solving



Interdisciplinary, field-based, hands-on applied learning



Technical and soft skill building



Career-connected learning

SMARTIE

Goal #1

Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, Equitable

Provide students with a comprehensive entrepreneurial academic track that is predictable, repeated, and constantly refreshed. Offerings should include survey courses (2-4 credits), a comprehensive fundamentals of business program (two quarters or year-long; 8, 12, or 16 credits), independent learning contract (ilc) offerings, and/or student-originated studies (SOS) opportunities. These offerings may be offered in partnership with other institutions, should be available to both daytime and evening/weekend students, and engage students whose primary focus of study may be outside business (E.G. Agriculture, Arts, Technology) and in which business prowess is important.

How we met the objectives of this goal in FY24:

- The CELTC maintained two certificate offerings within the Professional and Continuing Education (PaCE) program - Transformative Leadership Certificate and Sustainable Cooperative Development Certificate.
- Sustained partnership with Northwest Cooperative Development Center to provide the Sustainable Cooperative Development Certificate
- The CELTC offered 7 elective and modular credit-bearing courses.
- 5 fields of study connected to CELTC offerings
- 118 students enrolled in CELTC offered elective and modular course/programs
- 8 students placed in business, management, and entrepreneurship related internships through the CELTC

SMARTIE

Goal #2

Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, Equitable

Provide complementary, non-academic opportunities for students, staff, faculty, and community members to engage with entrepreneurship and business opportunities/experiences through Evergreen. Through these opportunities, students should be able to apply both liberal arts and entrepreneurship knowledge, collaborate across campus, engage with alumni and mentors, enter new venture competitions, and connect with community and regional resources.

How we met the objectives of this goal in FY24:

- 22 lectures hosted by the CELTC through our Sustainability, Business, and Entrepreneurship Lecture Series. All lectures were free, open to the public, and online. 227 people attended in total. 20-24% of lecture attendees attended 6 or more lecture each quarter.
- 36 recorded lectures were posted to Evergreen's YouTube channel, bringing Evergreen 1,937 additional views on YouTube.
- We had three documentary screenings (*Madan Sara*, *Expedition Reclamation*, and *Kenbe Fem*), followed by hosted panel discussion, in three locations - the Olympia Campus, Olympia Film Society, and Evergreen Tacoma. All screenings were free & open to the public. 118 people attended in total.

SMARTIE

Goal #3

Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, Equitable

Coordinate/connect with and build upon local and regional entrepreneurship and business development efforts throughout Thurston County and the larger Cascadia region with an emphasis on support for minority-owned businesses and businesses serving under-represented communities.

How we met the objectives of this goal in FY24:

- 3 formal partnerships with minority-owned community businesses/organizations and/or community businesses/organizations serving under-represented communities
- 5 businesses and organizations hosted CELTC interns throughout the academic year
- 2 community cooperatives that hosted student projects in the Cooperative Development Lab (part of the Sustainable Cooperative Development certificate)

SMARTIE

Goal #4

Conceptualize sustainable entrepreneurship as an accessible and instrumental part of the Evergreen ecosystem.

Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, Equitable

How we met the objectives of this goal in FY24:

- 2 newsletters released highlighting student spotlight and upcoming events, workshops, certificates, and courses/programs (sent to all faculty, staff, and students as well as alumni team)
- 1 annual report published
- 6 collaborations with other work areas of the college such as House of Welcome, CCAS, Clean Energy Committee, the Organic Farm, Washington Center for Improving Undergraduate Education,
- 17 posts on instagram
- 76 followers on instagram
- 6 courses/programs visited

FY24 Expenses

November 21st, 2024

BUDGET ITEM	COST	DELIVERABLES
<p>Salaries, Wages, and Benefits: Director (CELTC) (CELTC Budget Portion Only) Assistant Director, CELTC Student Worker Position #1: Social Media and Marketing Assistant Student Worker Position #2: Dreamer Business and Entrepreneurship Assistant</p>	<p>Staff Salaries and Benefits: \$161,213.36</p> <p>Student Worker Wages: \$4,742.40</p>	<ul style="list-style-type: none"> • CELTC website development • CELTC social media development • CELTC marketing material • Guest lecture and workshop videos (posted on CELTC website) • CELTC newsletters • Planning support for Dreamer Business and Entrepreneurship conference event • Development of support guides for starting a business as an Evergreen student
<p>Guest Lecture Honorariums</p>	<p>\$3,200</p>	<p>21 guest lectures for 2023/2024 Sustainability, Business, and Entrepreneurship lecture series (available as recordings on Evergreen's YouTube channel)</p> <p>Guest speaker honoraria for various CELTC-sponsored documentary screening events (<i>Madan Sara, Expedition Reclamation, and Kembe Fem</i>)</p>
<p>Office Supplies</p>	<p>\$1,580.77</p>	<p>Various office supplies, Laptop for new CELTC Assistant Director</p>
<p>Downtown Space Utilities + Labor</p>	<p>\$3,072.91</p>	<p>Various utilities including electricity, natural gas, water, sewer, stormwater assessment, refuse disposal, Repair and maintenance fees</p>
<p>Copying and Printing</p>	<p>\$614.75</p>	<p>Copy and print materials for CELTC programming</p>
<p>Professional Development (Staff and Faculty): Conference Fees, Course Fees, Dues and Memberships</p>	<p>\$1,359.50</p>	<p>Fees for Certified Diversity Professional certification for CELTC Assistant Director, Ticket and conference fees for various Thurston County Economic Development Council events</p>

FY24 Expenses (Cont'd)

November 21st, 2024

BUDGET ITEM	COST	DELIVERABLES
Thurston County Green Business Committee Membership	\$1,000	Year 2 membership for Thurston Green Business Committee (50% paid through CELTC, 50% paid through CCAS)
Media and Audio Services for Events	\$1,500	Media service support for hybrid CELTC-sponsored event (Madan Sara documentary screening + guest panel)
Food and Drink	\$319.12	Catering for various CELTC-hosted events Madan Sara event
Technology (Computer Services, Platform Membership Fees)	\$175.08	Adobe suite membership reimbursement for student worker
Staff and Faculty Travel	\$106.11	Travel expenses (mileage reimbursement) for CELC Assistant Director travel (in-state)
Changemaker Lab	\$1408.3	Travel expenses for Changemaker Lab faculty
Miscellaneous	\$24.20	Parking fees for guest speakers Transfer of communication charges
TOTAL EXPENSES	\$180,316.50	

Where are we headed?

November 21st, 2024

Explore international study abroad opportunities, with a particular focus on international cooperative development

Launch a Sustainable Business Consultancy Teams program that supports student teams working with Washington-based companies on a diversity of sustainability business challenges and projects

Launch the Green Business Lab summer program to provide students learning and training in sustainable decision-making skills for business

Grow our collaborations with Evergreen's House of Welcome and the Native Pathway Program to support tribal business development

Increase our connection with international partners and students, particularly with multiple African partners through educational bridge programming, student exchange opportunities and more

Where are we headed? (cont'd)

Continue to grow our internship program to serve more students and connect more businesses to our work and community

Highlight regional economic resilience and bring more regional partners onto campus

Grow our collaboration with food and agriculture across the college and community

Launch an "Eco-Entrepreneurship" Incubator program in collaboration with Thurston County's Center for Business and Innovation that will provide students with training, mentorship, and support in planning and launching their own sustainable businesses

Expand our offerings into Evergreen's graduate programs

Increase the number of accessible, online CELTC offerings for students working full or part-time (increasing accessibility to online offerings)

How to Reach Us

Email - celtc@evergreen.edu

Website - <https://www.evergreen.edu/academics/centers-institutes/entrepreneurial-leadership>

YouTube - <https://www.youtube.com/playlist?list=PLwGOBum5tfBj7kvp9DgO9jCK-06wKHQSw>

Instagram - @celtcevergreen