

PROPOSAL GUIDELINES
The University of North Carolina
Collegiate Entrepreneurship Program

The Ewing Marion Kauffman Foundation has selected The University of North Carolina to participate in its Kauffman Campuses Initiative (KCI). KCI intends to infuse entrepreneurship education across campuses nationwide and to make entrepreneurship education, opportunities, and training available to all students regardless of discipline and to create university and college environments where entrepreneurial thinking and action are encouraged and advanced. In 2003, UNC-Chapel Hill was selected as one of eight campuses nationwide in a first round of foundation awards. This year, Kauffman is expanding KCI with a second round of regionally-based or university-system awards. The University of North Carolina is one of 11 groups to be invited to participate. We anticipate securing \$10 million in funding for the program.

Each UNC institution (except Chapel Hill, which may not compete) is invited to submit a strategic plan and funding proposal for infusing entrepreneurship education across its campus. The goal of the program is for entrepreneurship to become an accessible and common educational experience for all students. In their proposals, institutions will need to address both the cultural and programmatic components of a campus-wide entrepreneurship initiative. Proposals should outline a variety of innovative methods for educating students about entrepreneurship that also builds the academic standing and sustainability of entrepreneurship education on campus. UNC campus funding is contingent on the final award provided to the UNC system from the Kauffman Foundation and securing the initial matching funds required by Kauffman.

All campus grants must be matched by additional funds. Not all campuses will be funded.

President Erskine Bowles has organized the UNC Kauffman Campuses selection process as follows:

Focused-growth and special-need institutions (Elizabeth City State University, Fayetteville State University, N.C. Agricultural and Technical State University, N.C. Central University, N.C. School of the Arts, UNC-Asheville, UNC-Pembroke, Western Carolina University, and Winston-Salem State University) may compete for grants between \$500,000 and \$750,000 over a five-year period. These grants will be matched by the selected campuses 1:2. (For example, a \$500,000 award will be matched by \$250,000 in new funds.) Matching funds may not include overhead or in-kind costs. Proposals must clearly describe the school's strategy for raising matching funds. We expect to award no more than five awards in this category. (Institutions in this category may opt to compete instead for a larger award in the second category described below.)

All UNC institutions (except Chapel Hill) may compete for grants between \$1 and \$1.5 million per campus over a five-year period. These grants will be matched by the selected campuses 2:1. (For example, a \$1.5 million award will be matched by \$3 million in new funds.) Focused growth and special-need campuses may choose to apply in this category provided they can meet the matching requirements. Matching funds may not include

overhead or in-kind costs. Proposals must clearly describe the school's strategy for raising matching funds. We expect to award no more than six grants in this category.

Winners will be selected by a panel chaired by UNC President Erskine Bowles and including representatives of UNC General Administration, successful N.C. commercial and social entrepreneurs, and experts in the field of entrepreneurship studies. If all funds are not awarded in each category this fall, campuses may reapply for a second competition in fall 2007. If the total amount of funds in each category is not awarded after fall 2007, campuses already selected may apply for the remaining funds to bolster programs already underway. Any additional funds must be matched at the same rate as the original award. We are committed to participation by at least seven UNC campuses (not counting Chapel Hill).

The UNC Kauffman Campuses will be administered by the Frank Hawkins Kenan Institute of Private Enterprise (Kenan Institute) at UNC-Chapel Hill. The Kenan Institute will provide the following services: a full-time professional to coordinate and foster entrepreneurship program development system-wide and to provide ongoing programmatic support to campuses (Kenan is managing the Kauffman-funded and highly successful Carolina Entrepreneurial Initiative at UNC-Chapel Hill); financial management (Kenan will coordinate with each campus the budgetary and financial aspects of the award, including budgeting and cost accounting); and, in coordination with on-campus staff, metrics-based evaluation and annual reporting to UNC General Administration and the Kauffman Foundation. The Kenan Institute will provide resource contacts at other Kauffman Campuses and disseminate information on noteworthy entrepreneurship program models and training opportunities. Its staff will be available to meet with UNC on-campus representatives immediately.

Campuses submitting proposals must demonstrate the strong commitment of their chancellor. A cover letter from the chancellor is required with the final submission.

Each proposal will address the following points and should propose concrete outcomes you expect to achieve:

- How the school proposes to make entrepreneurship a common and accessible experience for all students without regard to field of study;
- The leadership commitment of the chancellor and other administrative/faculty leaders of the school, to promote and advance entrepreneurship;
- How the school's administrative organization will enable implementation of the proposed program of activities by minimizing structural and frictional barriers;
- The school's financial capacity to generate matching funds to support and sustain efforts beyond the term of the grant;
- How the school will address moving an idea from the lab to the marketplace and how that strategy will be integrated into the program;
- How the school will define "success" of its efforts in developing, implementing, and institutionalizing entrepreneurship across the campus;
- How the school will evaluate and measure success; and,
- How the school will serve as a model for other colleges and universities.

In addition, proposals may include:

- How the school will increase the number of companies started by students, faculty, and staff, or as a result of university-developed ideas, technology, etc.
- How the school will work with area entrepreneurs, existing businesses, and economic developers to increase enterprise development and growth in identified growth sectors.
- How the school will create new, non-duplicative programs to provide assistance and support to new or growing companies.
- How the school's entrepreneurship strategies will assist students, faculty, and residents of the region in starting or strengthening commercial or social ventures.

Campus proposals are to be submitted by close of business on **Friday, October 13, 2006.**

Please submit one copy of your proposal to each of the following individuals, either of whom may be contacted for additional information:

Leslie N. Boney

Associate Vice President
Economic Development Research, Policy, and Planning
The University of North Carolina
910 Raleigh Road
Post Office Box 2688
Chapel Hill, North Carolina 27515
Tel: 919/843-7338
E-mail: lboney@northcarolina.edu

Raymond B. Farrow III

Executive Director
Frank Hawkins Kenan Institute of Private Enterprise
UNC-Chapel Hill
Campus Box 3440, Kenan Center
Chapel Hill, North Carolina 27599-3440
Tel: 919/843-7553
E-mail: raymond_farrow@unc.edu