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

UMass Lowell Innovation Ecosystem

<table>
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<tr>
<th>ACADEMIC PROGRAMS</th>
<th>STUDENT ACTIVITIES &amp; LEADERSHIP</th>
<th>COMMUNITY ECOSYSTEM</th>
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</thead>
</table>
| DifferenceMakers  | • Freshmen Seminars
  • Honors Program
  • Faculty Fellows
  • Enterprise Coops | DifferenceMakers
  • Move-In Weekend
  • Arel Moodie, Climate Change
  • Freshmen Convocation
  • $15K student awarded
  • Living Learning Community
  • $25K DM IdeaChallenge |
| Existing          | • Entrepreneurship
  • BSBA, MS ITE
  • MS Comp. Science, Option
  • SLICE - Engineering | MV Sandbox
  • IdeaLaunch
  • IdealSpace
  • New Incubator
  • Space Robotics, CS/Apps
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Campus Initiatives

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|           | DifferenceMakers  | Freshmen Seminars
  800 students
  Honors Program
  50 students
  Faculty Fellows
  6 faculty
  Enterprise Coops
  4 students |
|           | DifferenceMakers  | Move-In Weekend
  Arel Moodie, Climate Change
  Freshmen Convocation
  $15K student awarded
  Living Learning Community
  25 students |
|           | DifferenceMakers  | $25K DM IdeaChallenge |
Motivation for DifferenceMaker Program

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

UMass Lowell: A Public Enterprise for Entrepreneurship & Innovation

Students
- Through Course Participation
- Through Student Activities & Leadership
- Through Residence Life
- Experience viewed as fun, rather than school work

Alumni
- Want to engage with our students
- Mentor & Judging opportunities
- Financial support
- Events & Activities help connect alumni

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
**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
  - Projects & 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