



HLC Accreditation Evidence Document

Title: The UNM Innovation Academy: Impact Report

Office of Origin: Office of Academic Affairs

Description: A short booklet that reports on the nature and function of the Innovation Academy, a broad program that gives a set of degree plans and frameworks for collaboration aimed at business students.

Date: 2018



INNOVATION ACADEMY

UNM'S INCUBATOR FOR IDEAS, BUSINESSES, AND PEOPLE

IMPACT REPORT

2017/2018



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**IMPACT REPORT
2017/2018**

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**CREATIVITY
IS OUR ONLY CURRICULUM**

WHO ARE WE?

MEET THE INNOVATION ACADEMY TEAM

EXECUTIVE
DIRECTOR



ROBERT
DELCAMPO
PHD

PROGRAM
MANAGER



TIFFINI
PORTER-ARAGON
MPA

COORDINATOR OF
PROGRAM ADVISEMENT



REBECCA
RODRIGUEZ
MPA

STUDENT
OFFICE ASSISTANT



KAYLISS
SANCHEZ

The Innovation Academy is a mindset shared in the UNM community that asks, “how do we teach and learn best so that students are prepared for life beyond college?” Based on the Rainforest theory of a bottom-up approach to innovation, iA encourages different people and groups to come together to create.

It is a cross-pollinating approach to finding solutions to problems and developing new ideas. It is based on the belief that solutions can be found when people with different backgrounds and skills come together to work on real problems and needs coming from companies and the community.

This type of experiential, or hands-on, learning prepares students to be successful in careers and work places in the real world and deepens their core subject knowledge.



INNOVATION ACADEMY

— BY THE NUMBERS —

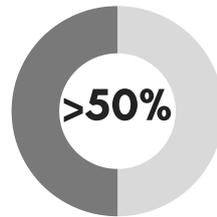
860+ STUDENTS



FEMALE STUDENTS



FIRST GENERATION COLLEGE STUDENTS



STUDENTS OF COLOR

85 MAJORS REPRESENTED



91%

PITCH COMPETITION PARTICIPANTS CURRENTLY IN BUSINESS



148

IA AFFILIATED COURSES

217

FACULTY INVOLVED



36

STUDENT COMPANIES IN OPERATION



136

STUDENTS RECEIVED ACADEMIC CREDIT TO START THEIR BUSINESS



WHAT ARE WE DOING?

2+1+2 PROGRAM



EXPLORE YOUR PATHWAY TO THREE DEGREES IN FIVE YEARS

The UNM Innovation Academy, in partnership with CNM and UNM, provides an unexpected route to a graduate degree. The 2+1+2 Program strategically utilizes already established academic programs at two of New Mexico's finest higher education institutions and helps students navigate them in a faster and more affordable way.

This program is geared toward serving the nontraditional student population in New Mexico to provide them a pathway to achieve their academic goals that meets their needs. Students can transition from an associate degree, through a Bachelor of Arts in Liberal Arts degree, and complete a Master of Business Administration or a Master of Public Administration graduate degree in five years.

In August 2017 The Innovation Academy hired our Coordinator of Program Advisement, Rebecca Rodriguez. Rebecca is our main point of contact for anyone interested in learning more about the 2+1+2 Program.

THE NUMBERS:

100+ ACTIVE STUDENTS

PROJECTED GRADUATION SEMESTER OF FIRST 2+1+2 STUDENT **SPRING 2021**

\$37,480 AVERAGE SAVINGS FOR 2+1+2 STUDENTS WHEN ELIGIBLE FOR NM LOTTERY SCHOLARSHIP

AVERAGE SAVINGS FOR 2+1+2 STUDENTS **\$26,843**

IA COURSES

CREATE. SELL. BANK.

LAIS 309 - SPECIAL TOPICS

STUDENTS PLAN AND ESTABLISH MULTIPLE STREAMS OF INCOME FOR THEIR PRODUCT/SERVICE USING E-COMMERCE, SEARCH ENGINE OPTIMIZATION, AND AFFILIATE MARKETING TECHNIQUES. THEY PRESENT THEIR BEST IDEAS AT THE RAINFOREST PITCH COMPETITION FOR SEED FUNDING.

COLLABORATIVE START-UP PROJECT

LAIS 309 - SPECIAL TOPICS

IN THIS COURSE STUDENTS WORK TOGETHER AS A CLASS TO CREATE A PRODUCT/SERVICE AND LAUNCH IT IN THE MARKETPLACE.

LOBO LABS

LAIS 310 / MGMT 541

IN COLLABORATION WITH CREATIVE STARTUPS, DURING THE FALL OF 2017, INNOVATION ACADEMY HOSTED THE LOBO LABS BOOTCAMP COURSE. STUDENTS PARTICIPATED IN A WEEK-LONG BOOTCAMP FOCUSING ON EARLY STAGE IDEA DEVELOPMENT, FOLLOWED BY A FULL-SEMESTER COURSE TO FURTHER THEIR START-UP TO LAUNCH.

RAINFOREST PITCH COMPETITION



WHERE GOOD IDEAS THRIVE

Each semester, in partnership with STC.UNM, The Innovation Academy hosts a the Rainforest Pitch Competition at Bow and Arrow Brewing Company in Downtown Albuquerque.

Students pitch for a live audience hoping to earn their votes and win seed funding for their business idea.

In Spring 2018, an additional category of "Judges' Choice" was added to further encourage strong idea development.

Rainforest Pitch Competition winners have gone on to create legitimate businesses and are continuing to produce revenue streams.

91%

**OF PITCH
COMPETITION
PARTICIPANTS ARE
CURRENTLY IN
BUSINESS**

NATIONAL SCIENCE FOUNDATION I-CORPS SITE

The University of New Mexico Lobo Rainforest I-Corps site had a successful first year of operation.

In this program, teams of students, entrepreneurs, and mentors receive funding to develop an idea in a science, technology, engineering or mathematics area supported by the National Science Foundation.

YEAR 1 NUMBERS:

2 COHORTS

LENGTH OF EACH COHORT (WEEKS) **10**

20 TEAMS

TARGET NUMBER OF INTERVIEWS (PER TEAM) **25**

504 INTERVIEWS COMPLETED BY ALL TEAMS/ALL COHORTS

TOTAL NUMBER OF PARTICIPANTS **43**

15 FEMALE PARTICIPANTS

\$24,500

FOLLOW-ON FUNDING THROUGH MAY 2018



FIND YOUR PLACE OR MAKE YOUR OWN



INTERNSHIP MIXER

Each semester, Innovation Academy hosts a non-traditional internship fair where local small businesses and others interested in start-up culture mingle with students looking for internships. The vibe is casual, so students and prospective employers can learn about shared interests and make connections instead of coldly reviewing resumes and making small talk. Many students have found internships at our internship fairs, and some have even gone on to work long-term after their internship ended.

CREATE YOUR OWN JOB FAIR

This fall, The Innovation Academy gave students and community members a one-stop shop for small business creation with the Create You Own Job Fair. Anyone interested in opening a small business in Bernalillo County could get everything they needed in one place at the Lobo Rainforest. From business licensing and tax help, to small business loans and venture funding opportunities - the information was endless.

INTERNSHIP CREDIT PROGRAM

HELPING STUDENTS EARN CREDIT FOR ANY INTERNSHIP: PAID OR UNPAID

The Innovation Academy Internship Credit Program helps students apply the knowledge they have learned in the classroom and build transferable skills not easily taught in the traditional academic setting.

Internships also help students understand the process needed to find a job after graduation.

FIND AN INTERNSHIP

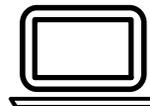


USE IA RESOURCES TO FIND AN INTERNSHIP THAT COMPLEMENTS YOUR INTERESTS

ATTEND OUR INTERNSHIP MIXER, NETWORKING EVENTS, AND FIND OPPORTUNITIES IN OUR MONTHLY NEWSLETTER

AGREEMENT & CLASS

COMPLETE IA STUDENT LEARNING AGREEMENT



REGISTER FOR LAIS 309

COMPLETE REQUIREMENTS



COMPLETE 100 HOURS OF WORK IN THE SEMESTER

COMPLETE DELIVERABLES FOR LAIS 309 COURSE BY END OF THE SEMESTER



DISNEY COLLEGE PROGRAM

PAID INTERNSHIPS AT THE WALT DISNEY WORLD RESORT IN FLORIDA OR DISNEYLAND RESORT IN CALIFORNIA

LOBOS MAKING MAGIC

This year, the Disney College Program at UNM has expanded to include even more students and alumni. Students from UNM continue to spend a semester or school year on internships at Disney Parks and Resorts, where they live with students from all over the world, learn hands-on from Disney experts, and earn a paycheck too!

Students can earn up to 9 credit hours for their participation in the program. They can earn 6 hours for taking two courses in the Collegiate Course Series offered by the Disney College Program Education Team, and 3 hours for completing the iA-DCP Reflective Learning Course taught by our program manager, Tiffini Porter, upon their return to UNM.

Many of our Disney College Program students have gone on to work for the Walt Disney Company in roles ranging from Entertainment and Merchandising, to Theme Park Management and Imagineering.

In addition, the Innovation Academy facilitates a credit program for students from other universities who are not able to get credit from their home institution. This program offers students a \$100 per credit hour tuition rate for up to 9 hours of credits.

"THE COLLEGE PROGRAM AND MY PROFESSIONAL INTERNSHIP SHOWED ME DISNEY MAGIC, BUT IT ALSO SHOWED ME HOW BEAUTIFUL THE MAGIC OF KINDNESS CAN BE, AND BRINGING THAT HOME TO UNM IS ONE OF MY MOST CHERISHED MEMORIES. WITHOUT THE ASSISTANCE FROM INNOVATION ACADEMY I WOULDN'T HAVE DARED TO MAKE MY DREAMS COME TRUE."

-SONYA IBARRA



**SONYA -
UNM ALUMNI
CRIMINOLOGY &
HISTORY
DOUBLE MAJOR
2013: COSTUMING,
2014: ATTRACTIONS,
2015: MERCHANDISE,
2018: EXECUTIVE GUEST
COMMUNICATIONS
AND SOCIAL MEDIA
RELATIONS
DISNEYLAND RESORT &
WALT DISNEY WORLD
RESORT**



**JENIFFER -
UNM ALUMNI
ENGLISH MAJOR
MERCHANDISE
WALT DISNEY
WORLD RESORT**



**DESTINY -
FRESHMAN
FAMILY & CHILD
STUDIES MAJOR
QUICK SERVICE
DISNEYLAND
RESORT**



**TREVOR -
JUNIOR
ARCHITECTURE
MAJOR
QUICK SERVICE
WALT DISNEY
WORLD RESORT**



**ADELINA -
JUNIOR
ASL INTERPRETING
MAJOR
ATTRACTIONS
DISNEYLAND
RESORT**

TECH NAVIGATOR CHALLENGE

In April 2018, the Innovation Academy hosted the first annual Tech Navigator Challenge. The challenge featured teams of 2-4 students who were tasked with creating a commercialization plan for an assigned technology from one of our partners. The event was a huge success, and our technology partners were beyond impressed with the caliber of our students' ideas and presentations.

The winning team, made up of Molly Schmeltzer, Munji Kahalah, and Katherine Brunner, won \$10,000 for their work. They plan to use the money to further develop their commercialization plan for the Adaptive Zoom from Sandia National Laboratories. The Tech Navigator Challenge will continue to grow, and we look forward to seeing what new ideas our students come up with next semester.

WHAT DOES AFRL THINK?:

- The Tech Nav Challenge is an excellent opportunity for students to learn about government developed technology
- It offers the opportunity to work with patented technologies vs. brand new ideas (The students liked the real opportunity to license and start a business)
- This is a great way for AFRL to collaborate with the UNM Innovation Academy
- The AFRL Tech Transfer office received valuable feedback as to the commercial potential of AFRL technologies



GOING GLOBAL

NI HAO! 你好

The Innovation Academy team was invited to spend a week in China with The administrators, professors, and student entrepreneurs of the Tianjin Foreign Studies University. The outcome was an agreement between the two institutions to continue to collaborate and build cross-cultural entrepreneurial experiences for our students. We are excited to build this relationship and be able to offer study abroad opportunities with an entrepreneurial focus to our UNM Innovation Academy students.





NM INNOVATION ACADEMY

canopy

for creative collaboration



BRINGING IDEAS TO LIFE

Based on the stanford D-School The Canopy will provide a platform for students, staff and faculty across campuses, as well as individuals the public and private sectors, to learn creative and innovative processes in design and systems thinking through hands-on strategies and real-world challenges.

A focus on learning is a defining factor and in order to teach innovation, The Canopy will be a model for innovation in teaching.

The Canopy studio area will be built to accommodate up to 25 individuals at a time. Four to five design stations will be furnished to facilitate the design & systems thinking process. Most items will be on wheels to enable ongoing reconfiguration as needed.

High tables and stools will be incorporated to encourage standing up during parts of the design thinking process. White boards, partitions and even the Rainforest's glass walls will be put to use.



**MADE POSSIBLE
THANKS TO
GENEROUS
DONATIONS BY:**



**NANCY LEWIS
CANOPY
FOR CREATIVE
COLLABORATION
DIRECTOR**



"THE CANOPY IS A PLACE FOR PEOPLE TO COME TOGETHER TO ADDRESS COMPLEX ISSUES THROUGH DESIGN + SYSTEMS THINKING TOOLS AND PROCESSES. COME IN READY TO COLLABORATE AND COME AWAY WITH A MINDSET EQUIPPED FOR CREATIVE PROBLEM SOLVING."

WHERE TO FIND US

WE MOVED INTO OUR NEW SPACE AT THE

LOBO RAINFOREST

IN AUGUST 2017



**RAINFOREST
AMBASSADOR
KYLE GUIN**



Innovation Academy student Kyle Guin was named the official student ambassador for the Lobo Rainforest. Kyle helped plan and execute several student-centered events at the Rainforest, including resume workshops and 3D printing experiences. Thanks to Kyle, the Rainforest is quickly becoming a favorite spot for students to study, meet-up, collaborate, and create!

WHAT'S NEXT?



Beginning in Fall 2018, the Early Innovation Academy will offer local high school students from EiA Partner Schools access to all the iA resources and tools. Incoming freshmen will have the opportunity to participate in a special summer orientation called UNM Survival Guide, where Innovation Academy staff and students will give them the inside look at being a Lobo and provide a glimpse of what they can expect as Innovation Academy students.

Coming Fall 2018, the Dion's Keep It Cool Challenge!

In partnership with Dion's, the Innovation Academy will host a competition for UNM students to help Dion's design a cost-effective way to maintain product integrity as they begin to ship their famous dressings nationwide.

Prizes will include free Dion's for a year!



In Spring 2018, the Innovation Academy was awarded a capacity sub-grant to provide support to plan and pilot the Co-op Capital loan program. This program will allow the Innovation Academy to give student entrepreneurs relationship-based loans, up to \$10,000.00, to make affordable credit more accessible. The loan terms will be decided upon by the Innovation Academy, and iA will provide support and information to loan recipients. The program will be available to students beginning with the Fall 2018 semester.

UNM is the North American Hub Office and will have a minimum of 3 4-year doctoral scholarships available to students who are studying compassion-related issues, beginning Fall 2018.



WHAT ARE OUR STUDENTS DOING?

CHECK IT OUT

BUSINESS SPOTLIGHT: SHUTTER BOMBS

KYLE GUIN

Shutter Bombs started out as a class project in the Innovation Academy course: Create, Sell, Bank. The task was to create a profitable online store.

Our Professor, Bill Szaroletta, told us to create a "bug list" of things we find difficult in our daily live. I had recently completed a smoke bomb photoshoot, and getting my hands on smoke bombs was incredibly challenging. All the online retailers seemed illegitimate and had ridiculous shipping times.

So, I started Shutter Bombs! The only smoke bomb company that is targeted specifically at photographers and content creators.

Our mission is simple, supply quality smoke bombs, quality customer service, and two-day shipping.

We shipped our fist order in March. Since then, we have acquired over 700 customers, and generated \$25K in revenue!

Find us at shutterbombs.com



"WHEN I FIRST CAME TO UNM I DIDN'T ENJOY CLASS, IT WAS HARD FOR ME TO LEARN IN A TRADITIONAL SETTING. BUT THEN I FOUND MY PLACE AT THE INNOVATION ACADEMY. THEY SHOWED ME HOW TO TURN MY PASSIONS INTO OPPORTUNITIES AND HOW TO BUILD MY DEGREE AROUND DOING WHAT I LOVE."

- KYLE GUIN



BUSINESS SPOTLIGHT: ABQ BREW

KATHERINE BRUNNER & MOLLY SCHMELTZER

ABQ Brew is dedicated to promoting local craft breweries through a monthly membership. People can sign up to receive beer and food coupons as well as access to brewery events!

The membership is \$10 a month. Find us at Abq-brew.com



...AND HOW ARE THEY DOING IT?

\$129,300

AWARDED TO STUDENTS BY INNOVATION ACADEMY

\$1,332,000

AWARDED TO STUDENTS FROM OUTSIDE INVESTORS

OUR SUPPORT

THANK YOU GENEROUS SPONSORS



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