

nice.

2020

Annual Report



NDSU

THE NICE CENTER

Introduction

The Nice Center at North Dakota State University was founded in January 2019 with the audacious vision of entrepreneurship for all.

Over that time, we have fulfilled our land-grant mission by serving over 15,000 people across campus, the Fargo-Moorhead community, and the state of North Dakota. Along with our talented student workers, we helped 100+ businesses move their operations online in response to the COVID-19 pandemic last spring. Last fall, we brought entrepreneurship programming to high schools in half of the state of ND. Throughout the year, we taught over 300 students in the classroom and alongside industry partners as we launched solutions to problems facing North Dakota businesses.

We approach our work like an entrepreneur. We find a problem, try to solve it, and learn from the results. We have listened to feedback from students, faculty, community members, and collaborators across the country. As we move into 2021, we realize that we can do more.





If we truly want to fulfill the vision of entrepreneurship for all and our land-grant mission—our *raison d'être*—we have to think bigger and serve the entire state. That's why we're excited to share our moonshot, the audacious, mission-driven goal we are working toward for the next half decade:

By the end of 2025, The Nice Center will introduce entrepreneurship to 95% of North Dakota high school and university students, grades 9 through graduate school.

As we like to say for short: 95x25.

This report captures our work through 2020 in our three focus areas: education, experience, and equity. It also provides a vision for our future as we continue to serve the state of North Dakota.

Thank you for your support and encouragement as we seek our vision of entrepreneurship for all.

SCOTT D. MEYER
Ozgun Executive Director of Entrepreneurship



95x25



North Dakota State University serves the state of North Dakota.

The 1862 Morrill Act that established land-grant universities asks us to “promote the liberal and practical education of the industrial classes in the several pursuits and professions in life.”

NDSU’s mission statement clarifies this call-to-arms, pursuing education, research, and community engagement “that meets the needs of North Dakota and the world.”

No skill is more practical or needed in a changing world than entrepreneurship.

The Nice Center is not only perfectly positioned to share this essential skill—it’s required of us. Hence our moonshot: 95x25.

Meet The Nice Center Team:



Scott D. Meyer

Director



Kodee Furst

Programs Manager

We pursue this goal based on 5 core beliefs:



The campus should
connect with the
community to work
on problems that
matter.



The best way to learn
entrepreneurship is
to do it.



Entrepreneurship is
an essential skill that
can and should be
taught to students.



Entrepreneurship
increases equity.



The best way to build
an entrepreneurial
ecosystem is to share
the playbook.



Education

20,000 Students



We help students learn by developing a new skill and worldview. We educate students by providing scholarships as well as credentialing and certifying for their work. We help faculty integrate entrepreneurship into their courses and research.

We measure our education work by number of people served. **We plan on supporting over 20,000 ND students in 2021, up from 9,400 total participants in 2020. We will provide over \$100,000 in entrepreneurship scholarships in 2021.**

KEY PROGRAMS

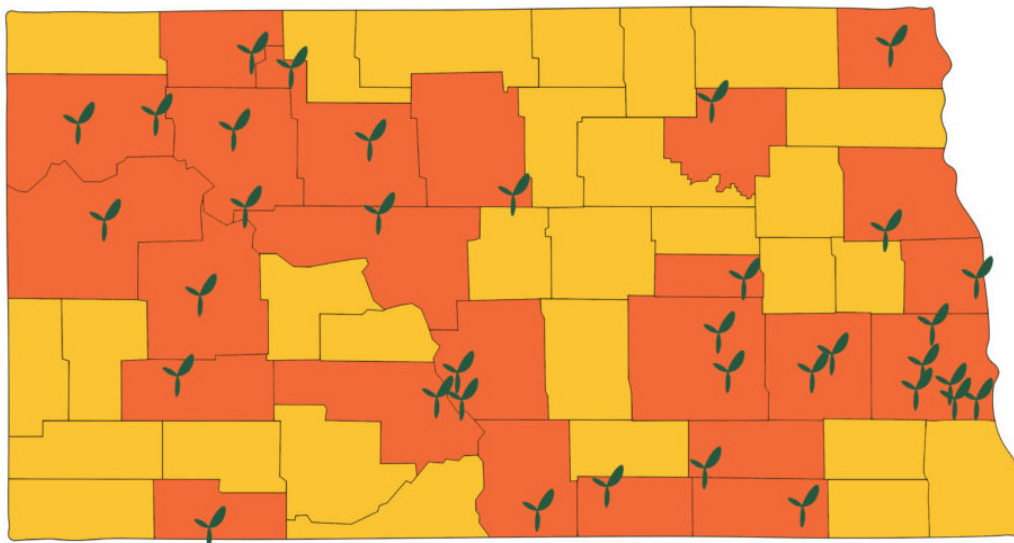
Nice Idea

Nice Idea is a free entrepreneurship program for North Dakota middle and high school students. They learn to be creative and entrepreneurial, connect with actual problems that need solving, and showcase their ideas to win support to make those ideas a reality.

In 2020, Nice Idea participants learned the power of win/win partnership, design thinking, and opportunity mindset. Teams designed ideas to expand 3D printers in schools, recruit diverse students for a new school in the Twin Cities, and increase consumer confidence in a retail store in central North Dakota.

In 2021, we plan on doubling our participation to support 1,000 students in Nice Idea by increasing the number of partner schools and organizations.

2020 Nice Idea Participating Schools



- Barnes County 4-H
- Bowbells Public School
- Cass County 4-H
- Center for 4-H Youth Development
- Central Region Area Career and Technical Center
- Central Valley School
- Davies High School
- Drake Anamoose High School
- Dunn County 4-H

- Hettinger Public School
- Jamestown High School
- Kenmare Public School
- Kulm Public School
- Legacy High School
- Max Public School
- Mandan High School
- Midkota High School
- Mountrail County 4-H

- Northern Cass Public School
- Northwood Public School
- Pembina County 4-H
- Pingree-Buchanan High School
- Prairie Christian Home School
- Southeast Region Career and Technology Center
- Stanley High School
- Starkweather High School

- Strasburg High School
- Tioga Public School
- Trinity High School
- Valley City High School
- Watford City High School
- West Fargo Public School
- Williams County 4-H
- Wishek Public School
- Woodrow Wilson High School

546

ND high school students who participated

26

Counties represented with over 60% of partner locations in Class B schools

38

Entrepreneurial facilitators including high school teachers and 4-H mentors



Zoe Bundy

“Our best ideas came from using the ideation process and thinking through things together.”



NiceX + Nice Passport

The Nice Center collaborates with partners across NDSU and with industry leaders to host and promote entrepreneurial events for students. These events teach students design thinking, ideation, and pitching while helping them build a network.

In 2020, our students tackled challenges like increasing access to rural health care, improving equity at NDSU, and creating cultural activities in downtown Fargo for students under 21.

In 2021, we plan on partnering with 15 industry partners while deepening our collaboration with the Challey Institute, colleges across NDSU, high schools, and other institutions to bring educational events to over 10,000 students.

973

Students attended speakers and workshops about innovation and economic growth hosted by our partners at the Challey Institute

382

Students participated in design-thinking workshops to solve real-world challenges in their communities

8

Industry partners including the City of Fargo, FAME 3D, Bethune-Cookman University, Sanford Health, and more



Entrepreneurship Courses

NDSU offers an entrepreneurship certificate and an entrepreneurship minor. These courses, which The Nice Center helps teach, provide experience and foundational information to help students think and work like entrepreneurs. The Nice Center also supports students studying or doing entrepreneurship through scholarship.

In 2020, 148 students took entrepreneurship courses taught by The Nice Center, with hundreds more studying entrepreneurship across campus. Seven faculty members were Nice Faculty Fellows, integrating entrepreneurship into their work. \$108,000 was given in scholarships to 69 students.

In 2021, we aim to spread entrepreneurship courses across campus and the state. This includes online, on-demand, dual credit options for high school students and additional design thinking and entrepreneurship courses in other NDSU departments. We aim for 10,000 students taking one of our courses, including 300+ at NDSU.

\$108,000

Scholarships provided to NDSU students

148

Students who took courses from The Nice Center

5

Courses taught by The Nice Center



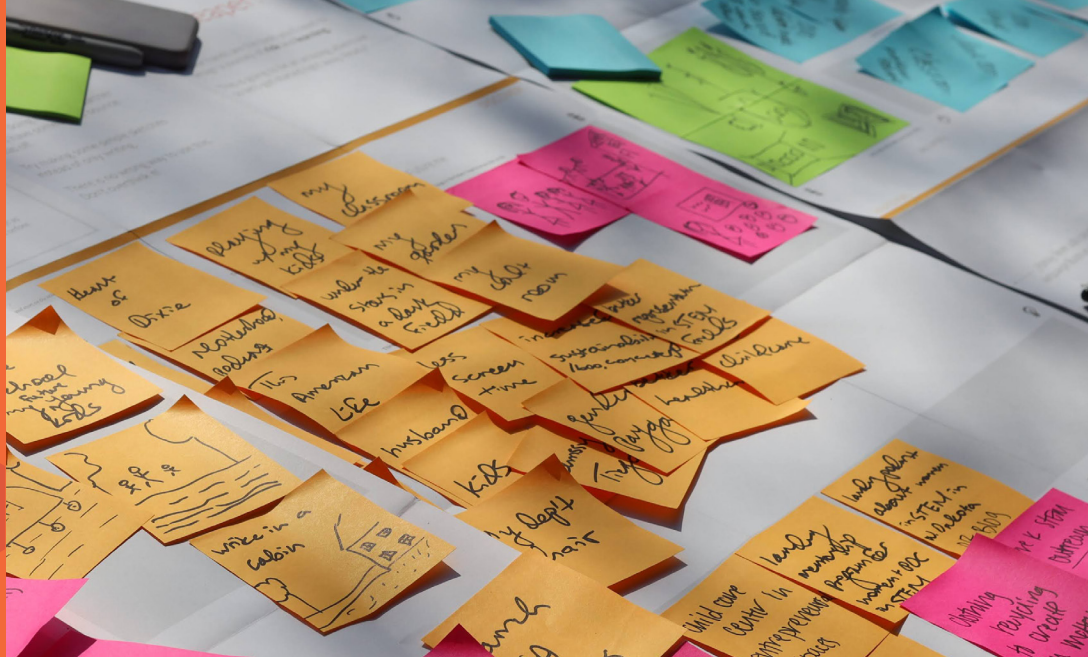
Aaron Brouillet

"I would like to thank Scott for the awesome class because it wasn't just endless lectures on the essence on entrepreneurship, it was how we can apply all the resources to our lives so we can achieve whatever it is we are setting our minds to."



Experience

500 Student Teams



The best way to learn entrepreneurship is to do it. The Nice Center helps students move from education to experience by forming teams to launch their ideas. **We plan on supporting over 500 student teams in 2021 that create and pitch an idea, up from 49 student teams in 2020.**

KEY PROGRAMS

Nice Starts

Nice Starts helped entrepreneurs launch crowdfunding campaigns to launch their business.

88

Students and community members learned about crowdfunding and financing start-ups

8

Crowdfunding campaigns launched as a part of Nice Starts

\$13,000+

Raised for these new companies



Sydney Sanford

“The Nice Center helped me meet and collaborate with the people of Fargo outside of NDSU and truly made this community feel more like a home.”

ND Innovation Day

In November, The Nice Center hosted ND Innovation Day, a showcase of innovative ideas from ND high school and college students.

1,400+

Viewers of the live-streamed event from 37 states and 14 countries

95

Students from 5 universities competing in collegiate idea competition Innovation Challenge

14

Innovation speakers with ND ties, ranging from CeCe Morken, the CEO of Headspace, to Kevin Black, the founder of Creedence Energy Services

5

High school teams in the Nice Idea final showcase who shared their solutions to industry challenges



COVID-19 Response

The Nice Center connects campus and the community. In response to the COVID-19 pandemic, our students helped entrepreneurs and businesses across the state.



1,748

People connected with COVID-19 support resources in English and Somali using the Nice.Help platform launched in partnership with Microsoft TechSpark

417

People who attended our Creativity in Isolation webinar series

100+

Businesses that The Nice Center helped to begin selling online in March and April



Equity

50/20 Representation



We believe entrepreneurship promotes equity. We believe in a just, equitable world where entrepreneurship for all isn't a moonshot, but instead a reality.

Those beliefs aren't new to us, but the social unrest, increasing gap of racial inequality, and staggering number of women leaving the workforce throughout 2020 has made equity a moral and economic imperative to our work.

Female students made up 48.5% and people of color made up 11.5% of NDSU's fall 2020 undergraduate enrollment. In 2020, 44.4% of our Nice Student Fellows and Nice Productions Team were female; 8.89% of those were students of color. **We will have women represent 50% and people of color represent 20% of students we engage with.**

Women's Entrepreneurship Week

A week of events in September celebrating women entrepreneurs.

1,500+

In-person and remote attendees

30

Events focused on supporting female entrepreneurs

60

Speakers sharing insights, expertise, and motivation

10

Organizations hosting events during Women's Entrepreneurship Week



Nice Leadership Council

In the fall of 2020, we sought out the brightest and kindest humans we could find to serve on our Leadership Council. Their insights and perspectives challenge us to think bigger about our impact and ensure our work continues to stay focused on what matters. Meet The Nice Leadership Council.



Victor Saad
Founder,
Experience Institute



Melissa Kjolsing
Director of Growth,
Cludo



Ryan Raguse
Co-Founder,
Bushel



Sandi Piatz
Senior Director,
Microsoft



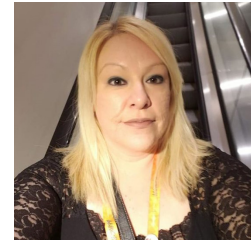
Amanda Heyman
Founding Director,
Lunar Everywhere



Elizabeth Meyer
Senior Risk & Compliance
Attorney, Techstars



Nadia Mitchell
Co-Founder,
Be Bold



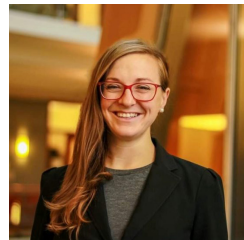
Erin Belgarde
Strategic Planning Coordinator,
Turtle Mountain Band of
Chippewa Indians



Luis Martínez
Director, Center for Innovation
& Entrepreneurship,
Trinity University



Ross Almlie
President, Future
Bright LLC



Audrey Voorhees
Design Strategist,
FINRA



Entrepreneurial Cohorts

Partnered with Emerging Prairie and the Challey Institute to provide education, network, and publicity to help under-supported entrepreneurs accelerate their ventures.

12

Social Entrepreneurs who worked to start and scale their non-profit ventures

15

New American Entrepreneurs across two cohorts worked to accelerate their ventures



What's Next

A Nice Intro to Entrepreneurship

On-demand, online course teaching you to find your curiosity, solve a problem, and launch an idea. Free and open to anyone; dual credit available for high school and college students.

Nice Student Fellows

Partnering with departments on and off campus, students will tackle real-world problems in their area of study.

NiceX

NiceX partners with industry and community leaders to facilitate problem-solving challenges that connect students with the pressing issues facing our world.

Nice Athletics

Online course and virtual workshop designed to help collegiate athletes understand the power of personal branding as an entrepreneurial venture.

Nice Camp

Students from across the state are invited to join us on campus this July for an immersive, hands-on entrepreneurship camp.

Nice Idea

Join hundreds of North Dakota middle and high school students this fall to learn to be creative and entrepreneurial, connect with actual problems that need solving, and showcase your ideas.





Innovation Challenge

Open to undergraduate and graduate students on any campus, Innovation Challenge encourages students to develop and showcase innovative ideas for a chance to win resources to bring them to life. Begins September.

She Starts Week

Our third annual community-sourced festival that connects and celebrates entrepreneurial women in our region. Join us in September.

Join Us

Sign up for events, stories, and lessons from The Nice Center.

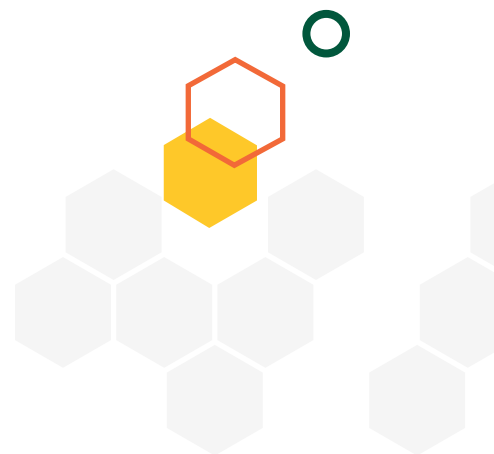
TheNiceCenter.org/Subscribe

In 2020, over \$400,000 was donated to The Nice Center. You can support our work financially by contacting Cody Jangula at the NDSU Foundation:

cody.jangula@ndsufoundation.com (701) 400-2681

ND Innovation Day

A showcase of innovative ideas from high school and college students. Join us November 18th.





NDSU

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TheNiceCenter.org