

Sustainable Business Ventures “Who Owns the Ice House” Reading and Discussion Sessions Entrepreneurial Learning Initiative’s online Ice House Course

Sustainable Business Ventures (SBV) Ice House Program includes five 90 minute discussion reading and discussion sessions. This program helps participants learn the Eight Life Lessons of the Pulitzer Prize nominated book *Who Owns the Ice House*. The Entrepreneurial Learning Initiative has an online Ice House course that has been used in colleges and high schools. Below are summaries of two relevant Case Studies of the course.

Here is a link to a College Case Study: [click here](#)

Community College Case Study

In August 2014, Pikes Peak Community College (PPCC), the second largest community college in Colorado with 22,000 students, became the first community college in the nation to roll out the Ice House Entrepreneurship Program as a required first-year student success course for interdisciplinary students who were simultaneously enrolled in remedial courses.

PPCC aligned student success course outcomes to Ice House outcomes, and students experienced a highly interactive, student-centered, real-world application curriculum with lessons focused on the power of choice, recognizing opportunity, solving problems, moving from ideas to action, and building community.

Students engaged in experiential learning by sharing and evolving ideas with others in the community and bringing guest entrepreneurs to the classroom to share their stories of persistence, forming relationships and building networks that could support them through college and beyond. Students were encouraged to embrace an entrepreneurial mindset, applying it to their education and their lives.

PPCC conducted a blind, comparative data study with half of the students enrolling in Ice House and half of the students enrolling in a more traditional student success curriculum. PPCC’s data demonstrated that students who completed the student success course with their remedial education were more successful than students who do not. Significant data points include:

- 28% Impact on Fall-to-Spring Persistence with 83% of First Time and Transfer students who passed Ice House re-enrolling the next semester, compared to 55% in the control group (students who did not take the course)
- 14% Impact on College-Level Course Success Rates with 91% of Ice House students (First Time and Transfer) who passed Ice House progressing on to pass college level courses compared to a 77% pass rate in the control group (students who did not take the course)
- 7% less of Ice House students dropped the course in beginning weeks compare to the students who took the alternative curriculum

Watch this video of PPCC faculty and students sharing their experience. It is compelling:

<https://youtu.be/0oGnxcW7WFU>

Here is a link to Case Study of the course for high school students: [click here](#)

Entrepreneurial Mindset - Outcomes of the Ice House Student Success Program at Prepa Tec 2017

Recently ranked in the top 20 most entrepreneurial universities in the world,1 Monterrey Institute of Technology and Higher Education (TEC) in Mexico places entrepreneurship at the core of its prestigious, private, and non-profit educational institution. With a stated mission to educate leaders who have an entrepreneurial spirit, a humanistic outlook, and are internationally competitive, TEC contributes greatly to the educational, social, and economic improvement of Mexico.

PARTNERSHIP

With the Entrepreneurial Learning Initiative's (ELI) global reach and commitment to expanding human potential through entrepreneurial mindset education, ELI and TEC naturally joined together for a partnership committed to cultivating an entrepreneurial mindset with a humanistic outlook for TEC students and teachers. After certifying approximately 200 teachers at TEC in 2016, ELI's Ice House Student Success Program rolled out as an Entrepreneurial Leadership course to approximately 7,500 sixth semester high school students across 37 campuses at TEC's Preparatory School (Prepa Tec) in January 2017.2

CUSTOMIZATION

As part of the effort, ELI worked closely with Prepa Tec to customize Ice House, establish outcomes and evaluation tools, and provide final reporting of the implementation. Customization for Prepa Tec included adding relevant data and content including the story of TEC's Founder, Eugenio Garza Sada, an entrepreneur who was known for his humility and humanism.

The Ice House customization also incorporated entrepreneurial students and alumni from Prepa Tec as video case studies in the curriculum.

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OUTCOMES & EVALUATION TOOLS

In addition to customizing Ice House, outcomes were established that aligned with TEC's vision. Prepa Tec and ELI sought to attain the following outcomes:

- Shift in entrepreneurial attitudes, behaviors, and skills (mindset)
- Development of 21st Century skills needed to be internationally competitive
- Growth in humanistic outlook
- Increase in student engagement and ownership of their future
- Increase in entrepreneurial activities from students

Ice House lesson assignments and specifically tailored lesson plans were aligned to achieve the results, and evaluation tools were incorporated into the course offering to measure success. Evaluation tools included a pre and post entrepreneurial mindset assessment, a student engagement survey, and an assessment of the entrepreneurial process and personal vision statement process that students completed. In addition, a student course evaluation, surveys of teachers, parents and students, and multiple focus groups were conducted.

For more information: www.sbventures.org/IceHouse

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