

CONTENTS

| | |
|--------------|---|
| Introduction | 1 |
|--------------|---|

PART I

Design Thinking as a Framework for Entrepreneurship in Community Colleges

| | |
|---|----|
| 1 Entrepreneurship in American Community Colleges | 13 |
| 2 Transcending a History of Incremental Change | 35 |
| 3 Design Thinking as a Framework for Mission- Oriented Change | 47 |

PART II

Stories from the Field

| | |
|-----------------------------------|-----|
| 4 Exploring What <i>Is</i> | 83 |
| 5 Asking What <i>If</i> | 113 |

Contents

| | | |
|--|--|-----|
| 6 | Seeking What <i>Wows</i> | 149 |
| 7 | Understanding What <i>Works</i> | 187 |
| | | |
| PART III | | |
| From Stories of Entrepreneurship Elsewhere to Innovation Everywhere | | |
| | | |
| 8 | Designing the Next Wave of Community College Entrepreneurship | 223 |
| | <i>Notes</i> | 241 |
| | <i>Acknowledgments</i> | 255 |
| | <i>About the Author</i> | 259 |
| | <i>Index</i> | 261 |