

# The Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurship Education

Landmark College Year Three Report to the Morgan Le Fay Dreams Foundation June 2017

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### **Overview**

Landmark College continues to build the *Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurship Education* with successes and growth noted in each of the five goal areas.

# Goal Area 1: Expanding awareness of existing Landmark College pedagogy among educational practitioners across the U.S.

Landmark College's dissemination of pedagogical practices continues to focus on the LD Symposium and online offerings. The LD Symposium in 2016 featured Dr. Jan Plass, Chair in Digital Media and Learning Sciences at NYU, as well as guest presentations from Dr. Roger Tucker, Founder of Sonocent Software, and Dr. Matthew Schneps, Laboratory for Visual Learning Director. These dynamic speakers, along with the Technology Playground which featured technology that supports personal or professional productivity, made for an invigorating event. Plans are currently shaping up to hold the 2017 LD Symposium on MIT's campus in



The Technology Playground at the 2016 LD Symposium, October 2016

Boston as a means for attracting new participants and continuing to build dissemination techniques. In addition to the LD Symposium, Landmark College continues to build its online certificate program for educators and other professionals, with 31 individuals accessing coursework over the 2016-17 academic year.

# Goal Area 2: Increasing learning opportunities for students at Landmark College in the areas of economics, business, and entrepreneurship.

The Morgan Le Fay Center at Landmark College has established coursework specific to needs in economics and entrepreneurship, as well as both a concentration and a minor in *Entrepreneurship and Innovation*. These areas of study currently have five students enrolled, and it is anticipated that this number will continue to rise in the upcoming academic year. The following paths highlight the required and elective courses within the new concentration and minor.

Entrepreneurship & Innovation Concentration	Entrepreneurship & Innovation Minor
Required Courses	Required Courses
BU1111 Principles of Accounting I	BU2021 Entrepreneurship
BU2011 Effective Business Communication	BU2211 Finance
BU2021 Entrepreneurship and Innovation	BU2413 Organizational Behavior
BU2511 Introduction to Marketing	EC3011 Analysis of 21st Century Economic Issues &
	Trends
Elective Courses (Choose One)	IS4011 Interdisciplinary Studies Capstone or a BU/EC
EC2111 Essentials of Economics	4000-level course
EC2112 Introduction to Microeconomics	
EC2113 Introduction to Macroeconomics	Elective Courses (Choose One)
	BU2011 Effective Business Communication
	BU2411 Principles of Management
	BU2412 Human Resource Management

## Goal Area 3: Discovering additional innovative methods to best educate economics, business, and entrepreneurship students who learn differently.

The Landmark Entrepreneurial Accelerator Program, or LEAP, continues to be a highlight of the MLF Center and awards made in 2016-17 were truly impressive both in their scope and attention to detail, as well as for the professional manner in which competing teams carried themselves. Highlights from the 2016-17 LEAP award winners can be found on page 4 of this report.

In addition to the LEAP initiative, Landmark College continues to build innovative methods for educating students in economics, business, and entrepreneurship that includes expanded extracurricular programming, as well as the iPad Project. The iPad Project, which launched fall 2016, is aimed at students within the Language Intensive Curriculum (LIC), a non-credit curriculum designed for students with significant deficits in reading and writing who often have dyslexia or a language-based disability as their primary diagnosis. In 2016-17, 20 of the 25 students enrolled in the LIC have met the requirements for moving into partial or full credit programs, and the iPad Project is noted as a key component to this success.

Goal Area 4: Infusing local practice and external communication with research and evidence-based findings in economics, business, and entrepreneurship pedagogy for students who learn differently.

In 2016-17, an event highlighting efforts specific to the Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurship Education was organized and held on Landmark College's campus. This event was held in conjunction with the LD Symposium, and Paul McCulley presented a talk entitled, *A Civics Lesson for the Real World*. As plans begin to be formalized for continued efforts in this area, Robert Langer of Langer Lab has accepted an invitation to present in 2017 and a September 21<sup>st</sup> date has been set for this event.

Goal Area 5: Becoming the standard-bearer for best practices in teaching economics, business, and entrepreneurship students who learn differently.



Paul McCulley presents at the Morgan Le Fay Symposium held at Landmark College, October 2016

Professor Jim Koskoris and Dr. Matthew Pham prepared a paper entitled, *Using Universal Design for Learning (UDL) to Teach Economics Concepts* which was recently submitted for publication to Learning Disability Quarterly.

### Lessons Learned and Future Direction

Over the past three years, in working to build programming and disseminate best practices related to business, economics, and entrepreneurship, many lessons have been learned which guide our current vision for the coming two years. The following highlights point to areas in need of focus and attention.



### Co-curricular opportunities for non-business students

An innovation/incubator space is currently being designed to provide students and faculty a designated area in which to build entrepreneurial projects. Programming in this area will be led by the newly formed Professional Studies Department, which encompasses the areas of Business, Communications, and Computer Science. This space will be utilized by LEAP teams, as well as other student teams working on projects, and eventually the goal is to open it to startups looking to work with Landmark students as interns.



### Internships/career readiness

The College's Transfer, Career & Internship Office will move under Academic Affairs in 2017 in order to build internship opportunities that are tied to academic outcomes and career readiness skills. As the College works to build connections to industry partners, a goal of disseminating information related to the benefits of a neurodiverse workforce have been articulated. Several initiatives are planned in this area, including: employment readiness experiences for students; employer outreach; and a pilot LD resource website for employers.



### **ASD-specific programming and support**

Specific ASD-related programming to be offered in the coming two years includes a full semester career readiness course, as well as off-campus guided internships. The course being planned will launch fall 2018 and will include a social pragmatics component, in addition to a career readiness curriculum. The off-campus guided internships are currently in the planning phase, with the coming two years dedicated to employer recruitment.



### **Dual enrollment opportunities**

Landmark College has created robust online dual enrollment offerings for high school students interested in, and ready for, college-level coursework. Building dual enrollment offerings has emerged as a top priority for the College, and a focus on business and economic coursework is currently planned for the coming two years.



### **Study Abroad Opportunities**

Opportunities for students to work on innovation and entrepreneurship projects in developing countries through the College's Study Abroad program are currently being planned for the coming two years. It is expected that the management and entrepreneurship faculty member in the Professional Studies Department will develop a minimum of one study abroad experience in this area by summer 2019.



### **Guest Speakers & Networking Opportunities**

In an effort to spark new conversations related to business, economics, and entrepreneurship, the College will bring dynamic guest speakers to campus over the coming two years. Efforts in this area will continue to be connected to the LD Symposium held each fall, but will also be expanded to include additional speaker opportunities, as well as on-campus and off-campus networking events.

### Spotlight on L.E.A.P.

In 2016, with support from the Morgan Le Fay Dreams grant award, Landmark College launched the Landmark Entrepreneurial Accelerator Program, or L.E.A.P. The goal of L.E.A.P. is to nurture creative initiatives driven by Landmark College students as a means of supporting efforts based in research and with true development elements or potential.

L.E.A.P. provides students (and recent graduates) an opportunity to prepare and present their business plan to a committee of faculty and staff, with the potential of being awarded up to \$10,000 to launch their vision. In 2016-17, two teams were awarded funding and resources (e.g. space on campus, faculty mentorship) to build their business idea.

An award of \$10,000 was made to Ohmnii, a research and design company staffed with five current Landmark College students. Ohmnii pitched *Project Rörtek* to the LEAP committee as a "peripheral device that will revolutionize and lead the expanding virtual reality market".

A second award of \$2,800 was made to Future Realities, a three-person team focused on creating SculptVR. SculptVR is a virtual reality application that will enable the creation of complex 3D models inside the existing VIVE VR system.



Ohmnii team (I to r): Max Petersen, Ryan Manley, Liam Dugan, Tucker Evan, and Thomas Kahl



Future Realities: Cael Hansen (pictured, center) and Caroline Hubley (pictured, right). Missing from photo: Jack Dacey

### Programmatic Accomplishments

Goal 1: Expanding awareness of existing Landmark College pedagogy among educational practitioners across the United States.

Year 1 Outcomes		Year 2 Outcomes		Year 3 Outcomes		
2.1a)	Adjunct faculty member, Jeffrey Lewis, hired within the Business Department, and the following course offered as a result:  BU1011: Introduction to Business (three sections)	2.2a) 2.2b)	Dr. Matthew Pham began teaching in the Business Department in 2015-16.	2.3a)	Business Faculty Spring 2017, search underway for a fulltime Leadership, Entrepreneurship and Organizational Behavior faculty member a Dr. Matthew Pham has left the College.	
		2.2c)	<ol> <li>BU2021: Entrepreneurship and Innovation</li> <li>EC3111: Analysis of 21<sup>st</sup> Century Economics Issues and Trends</li> <li>New Areas of Study</li> <li>Entrepreneurship &amp; Innovation</li> </ol>	2.3b)	<ul> <li>Course Offerings</li> <li>Fall 2017 course offering, BUS2021:         Entrepreneurship and Innovation     </li> <li>Spring 2018 course to be offered, ECN3011: Analysis of 21<sup>st</sup> Century Economics Issues and Trends</li> </ul>	
			concentration and minor launched fall 2015; three students currently enrolled.	2.3c)	<ul> <li>Areas of Study</li> <li>17 AA Business Studies students (four to graduate May 2017).</li> <li>Four students currently enrolled in Business Studies concentration.</li> <li>One student graduated with Entrepreneurship &amp; Innovation minor summer 2016.</li> <li>One student currently enrolled in Entrepreneurship &amp; Innovation minor.</li> </ul>	

Year 1 Outcomes		Year 2 Outcomes	Year 3 Outcomes		
3.1a) Landmark College's first LEAP (La Entrepreneurial Accelerator Programmer was made to Lucidity VR E an interactive virtual reality syste developed by a Landmark faculty and two alums to be marketed to architects, police, educators, etc interested in the possibilities of i and interactivity in a virtual 3D w	gram) Explorer, em y member o . mmersion	<ul> <li>Support for Student Entrepreneurs</li> <li>2015-16 LEAP awards made to:</li> <li>RXWFXCE (pronounced RawFace) – A clothing line with a social justice mission.</li> <li>Brigid's Bistro – A classic style bistro combining traditional and contemporary cooking.</li> </ul>	<ul> <li>3.3a) Support for Student Entrepreneurs         2016-17 LEAP awards made to:         <ul> <li>Ohmnii – A research and design company interested in emerging technologies and innovative research.</li> </ul> </li> <li>Future Realities – A software development initiative based on 3-D printing and virtual reality.</li> </ul>		
		Expanded Extracurricular Opportunities Phi Beta Lambda, the College's Business Club, held its 2 <sup>nd</sup> annual Finn Contest in which students submitted innovative business plans for cash prizes. A new stock club launched in spring 2016.  New Technology Purchase of 30 iPads as part of Landmark College's Apple Task Force's plan for supporting Language Intensive Curriculum (LIC) students. Through this project, students will: a) Demonstrate the ability to use the text-to-speech and speech-to-text software. b) Demonstrate the ability to use instructional writing, reading, and study skills apps.	<ul> <li>3.3b) Expanded Extracurricular Opportunities Highlights from Phi Beta Lambda: <ul> <li>Joined national Phi Beta Lamba organization; all LC students now members of national group.</li> <li>Participated in entrepreneurship online seminar hosted by MIT.</li> <li>Trip to the Federal Reserve Bank of New York.</li> <li>Local entrepreneurs invited as guest speakers.</li> </ul> </li> <li>3.3c) New Technology The first year of the iPad Project/Apple Task Force produced the following successes: <ul> <li>Faculty noted a higher level of student engagement attributed to the technology.</li> <li>20 of the 25 students enrolled in the LIC met requirements for moving into partial or full credit program.</li> </ul> </li> </ul>		

Year 1 Outcomes		Year 2 Outcomes		Year 3 Outcomes		
4.1a)	nationwide survey to harness best practices in economics, business, and entrepreneurship pedagogy for students with LD.	4.2b)	Nationwide Survey  College Economics Faculty Survey of Best Practices distributed nationally and results from 151 respondents compiled; report available here: http://www.landmark.edu/m/uploads/Mor gan_Le_Fay_survey_report_2016.pdf  Conference Planning The MLF Symposium on Inclusive Best Practices for Teaching Economics is planned for October 2016.	4.1a)	<ul> <li>A one-day event was held in conjunction with the LD Symposium on LC campus.</li> <li>Keynote address was given by Paul McCulley, titled, A Civics Lesson for the Real World, was widely distributed on LC website and other distributions forums at the College.</li> <li>Drs. Oskar Harmon and Manju Banerjee presented single sessions on economics and Universal Design.</li> <li>Landmark College economics faculty Jim Koskoris and Dr. Matthew Pham presented on application of UD principles in the classroom.</li> </ul>	
	Year 1 Outcomes		Year 2 Outcomes		Year 3 Outcomes	
Plann	ning for Goal Area 5 to begin in 2015-16.	5.2a)	Textbook/ibook Project Plans in place for the development of a textbook/ibook outlining UDL best practices in economics and business instruction.	5.3a) 5.2b)	Textbook/ibook Project Project placed on hold.  Scholarly Research Paper entitled, Using Universal Design for Learning (UDL) to Teach Economics	

### Expenditure Report, 2016-17

The following information provides a detailed account of all funds spent in Year 3 (July 1, 2016 – June 12, 2017) from the Morgan Le Fay Dreams Foundation grant awarded to Landmark College. Anticipated expenditures for the remainder of the fiscal year are also indicated.

	Year 3 Budget (2016-17)	Year 3 Expenditures (7.1.16 - 6.12.17)	Year 3 Anticipated Expenditures	Year 3 Total Expenditures	
Personnel & Fringe Benefits					
Landmark College Personnel	\$48,850	\$76,767	\$17,468	\$115,901	
Business/Entrepreneur Faculty Position	\$66,950	770,707	\$21,667	7113,301	
Fringe Benefits (27.4%)	\$36,593	\$22,922	\$10,723	\$33,644	
Personnel & Fringe Benefits Subtotal	\$152,393	\$99,689	\$49,857	\$149,546	
Direct Services					
Seminars, Workshops, Online Coursework & Modules	\$13,000	\$436	\$500	\$936	
Supplies, Equipment, and Other Incidentals	\$7,500	\$2,276	\$0	\$2,276	
Direct Services Subtotal	\$20,500	\$2,712	\$500	\$3,212	
Other Costs					
LEAP Award	\$10,000	\$13,426	\$0	\$13,426	
National Survey Project	\$3,000	\$0	\$0	\$0	
LD Symposium	\$4,000	\$4,126	\$0	\$4,126	
MLF Symposium	\$0	\$3,717	\$0	\$3,717	
UDL Textbook/ibook Project	\$2,000	\$0	\$0	\$0	
Miscellaneous	\$3,264	\$998	\$0	\$998	
Other Costs Subtotal	\$22,264	\$22,267	\$0	\$22,267	
Indirect Costs (25%)	\$38,098	\$50,168	\$12,464	\$62,632	
Indirect Costs Subtotal	\$38,098	\$50,168	\$12,464	\$62,632	
Total	\$233,255	\$174,835	\$62,821	\$237,657	

### Narrative Account of Costs, 2016-17

### **Personnel and Fringe Benefits**

- Landmark College Personnel: Five Landmark College staff and faculty have dedicated time allocated to the Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurship Education, they are: Dr. Peter A. Eden, President (.05FTE); Dr. Manju Banerjee, Vice President for Research and Innovation (.1FTE); Dr. Gail Gibson Sheffield, Vice President for Academic Affairs (.05FTE); Professor Roxanne Hamilton, Business Department Chairperson (.15FTE); and Dr. John Russo, Assistant Dean, School of Science, Business & Technology (.05FTE). Year 3 Expenditures are through February 2017, with Anticipated Expenditures representing March June 2017.
- Business/Entrepreneur Faculty Position: Dr. Matthew Pham continued in 2016-17 as a fulltime faculty
  member within the Business Department, funded through the Morgan Le Fay Dreams Foundation
  award.
- Fringe Benefits: In May 2016, Landmark College renegotiated its federal fringe benefit rate, and a rate of 27.4% was set (decreased from the previous rate of 31.6%). This new rate was applied to all personnel costs associated with the Morgan Le Fay Dream Foundation award.

### **Direct Services**

- Online Coursework and Modules: Costs associated with an online webinar.
- **Supplies, Equipment, and Other Incidentals:** Costs associated with the Apple Task Force project begun in 2015-16, as well as miscellaneous office supplies.

### **Other Costs**

- **LEAP Award:** Two LEAP awards were made in 2016-17, one \$10,000 award to Ohmnii and a second award of \$2,800 to Future Realities. The \$13,426 expenditure represents charges made by these two groups to date, as well as drawdown for 2015-16 LEAP awardees.
- LD Symposium & Morgan Le Fay Symposium: The annual LD Symposium, held on September 30, 2016, was organized in conjunction with the Morgan Le Fay Symposium held the following day. These two events incurred expenses totaling \$7,843.
- **Miscellaneous:** Costs include travel for Matthew Pham to the 2017 American Economic Association Annual Meeting to present a research paper.

### **Indirect Costs**

• Indirect Costs: A 25% indirect rate has been applied to this award (indirect is charged on personnel and fringe benefits only). Indirect costs encompass support associated with the administration, grant management, and financial management of the award. A portion of FY16 indirect costs (\$25,057) were charged within Year 3 (FY17).

### 2017-19 Budget

An updated budget for the two remaining years of the Morgan Le Fay award follows. The budget for the remaining two years is based upon the following total expenditures.

•	Total Award	\$1,038,445
•	Year 1 (2014-15)Expenditures	\$90,182
•	Year 2 (2015-16) Expenditures	\$195,810
•	Year 3 (2016-17) Anticipated Expenditures	\$237,657
•	Balance	\$514,796

	Year 4 (2017-18)	Year 5 (2018-19)	Total
Personnel & Fringe Benefits			
Landmark College Personnel - Peter Eden: 2.5% - Manju Banerjee: 5% - Geoff Burgess: 5% - Gail Gibson Sheffield: 5%			
- John Russo: 10%	\$35,422	\$36,485	\$71,906
Business/Entrepreneur Faculty Position	\$65,000	\$66,950	\$131,950
Fringe Benefits (27.4%)	\$27,516	\$28,341	\$55,857
Personnel & Fringe Benefits Subtotal	\$127,937	\$131,776	\$259,713
Direct Services			
Seminars, Workshops, Online Coursework & Modules	\$13,000	\$13,000	\$26,000
Supplies, Equipment, and Other Incidentals	\$7,500	\$7,500	\$15,000
Co-curricular Programming	\$5,000	\$5,000	\$10,000
Internships/Career Readiness	\$11,500	\$11,500	\$23,000
ASD-specific Programming & Support	\$1,000	\$9,400	\$10,400
Study Abroad Opportunities	\$0	\$10,000	\$10,000
Guest Speakers & Networking Opportunities	\$5,000	\$5,000	\$10,000
Direct Services Subtotal	\$43,000	\$61,400	\$104,400
Travel			
Travel Costs	\$1,000	\$1,000	\$2,000
Travel Subtotal	\$1,000	\$1,000	\$2,000
Other Costs			
LEAP Award	\$10,000	\$10,000	\$20,000
LD Symposium	\$13,200	\$13,200	\$26,400
MLF Speaker Event	\$7,000	\$7,000	\$14,000
iPad Project/Apple Task Force	\$11,795	\$0	\$11,795
Miscellaneous	\$5,780	\$5,780	\$11,560
Other Costs Subtotal	\$47,775	\$35,980	\$83,755
Indirect Costs (25%)	\$31,984	\$32,944	\$64,928
Indirect Costs Subtotal	\$31,984	\$32,944	\$64,928
Total	\$251,697	\$263,099	\$514,796

### Conclusion

As Landmark College closes Year 3 of the Morgan Le Fay grant award, significant time has been spent reflecting upon successes and determining how best to move forward in the coming two years. The opportunities being created for both students and professionals working with those who learn differently has been profound and varied, and could not have been accomplished without the generous support of the Morgan Le Fay Dreams Foundation.



Students, faculty, and staff with Paul McCulley, Founder of the Morgan Le Fay Dreams Foundation, October 2016

As we look to Years 4 and 5 of this award, it has become clear that efforts should and will continue to support educators both within and outside of Landmark College to effectively work with students who learn differently, but it has become equally clear that efforts in supporting business students on campus to acquire the skills needed to move into the workforce is equally critical. The focus on supporting students in developing soft skills and acquiring practical experience through internships and other experiential learning opportunities will guide efforts in the coming years, along with maintaining all that has been created in the first three years of the Morgan Le Fay Center at Landmark College.

Landmark College was the first institution of higher education to pioneer college-level studies for students with dyslexia. Today, Landmark College is a global leader in integrated teaching methods for students with learning disabilities (including dyslexia), ADHD, and autism spectrum disorder (ASD). The College offers two— and four-year degree options, a graduate-level certificate in universal design with technology integration, and summer programs for students who learn differently. Students, faculty, and professionals from around the world are drawn to Landmark College for its innovative educational model, designed through research and practice to help all students become confident, empowered, and independently successful learners.

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