

Entrepreneurial Living Learning Communities

Annual Report
2023



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Introduction

What is an ELLC?

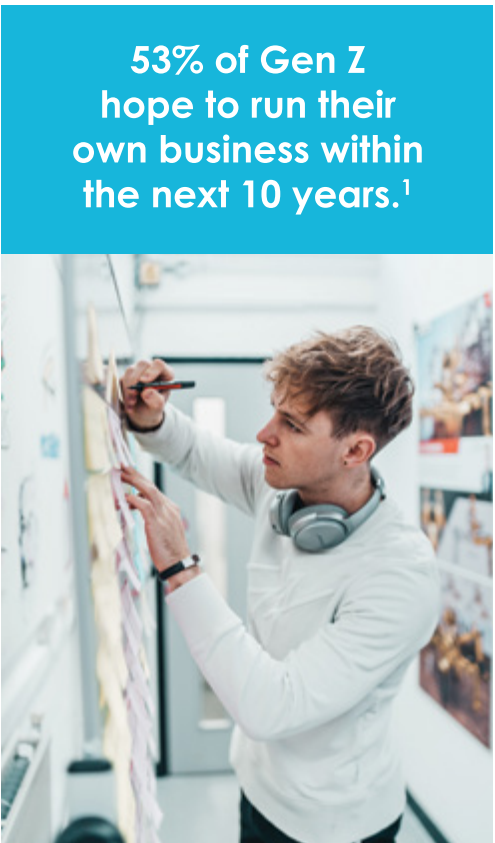
An entrepreneurial living learning community, or ELLC, is a purpose-driven community for like-minded students that brings together community, housing and targeted experiential programming to support students in their efforts to create academic, social and career-related outcomes. ELLCs bring all the necessary resources together in one place to incubate and accelerate the entrepreneurial mindset. An ELLC at its best is a creatively dense and resource-rich environment that encourages all students to grow as creators or entrepreneurs.

Entrepreneurial Resources are in Demand

Students are increasingly identifying as creators and entrepreneurs, but they often lack the resources, training and experiences needed to pursue their ventures. ELLCs focus on teaching the creative and entrepreneurial mindset rather than focusing on any particular business ideas.

Traditional programming like business plan competitions may not line up with the creative cycle of a student, as an actionable idea may come weeks after a competition has concluded. This experiential programming enables students to think entrepreneurially over the long term so they can strategically invest their time and resources into opportunities as they organically emerge. Students can move between observing and helping others, joining a community members team or focusing on their own idea.

By removing some of the obstacles to productively experiment, students can find and cultivate their own talents while learning the skills to critically evaluate opportunities.

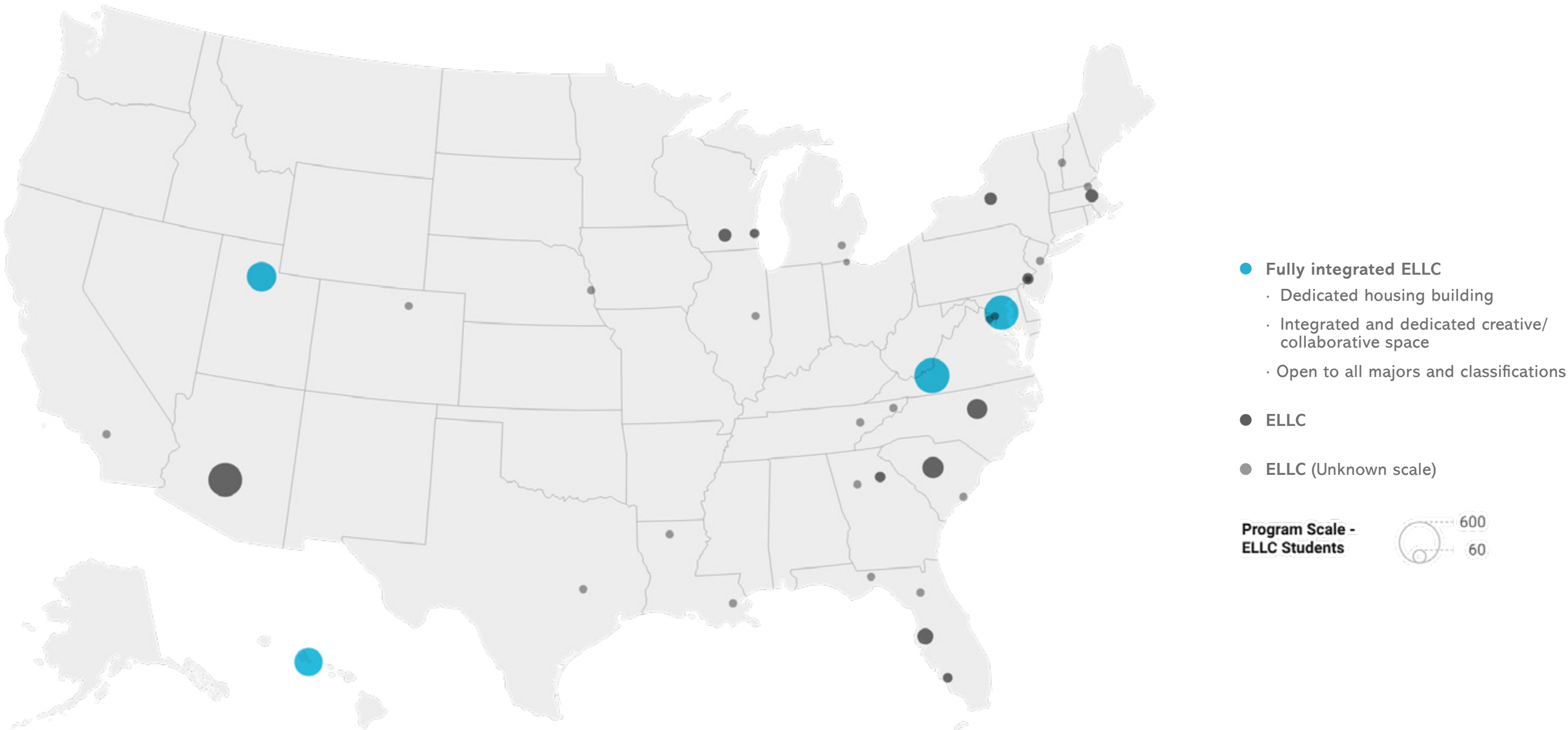


53% of Gen Z hope to run their own business within the next 10 years.¹

Participants commented it was impossible to acquire a real feeling for what it was like to be involved in business by sitting in a classroom and hearing about it. Only through experience could a real understanding be developed of what it was all about.¹⁴

A Guide to ELLCs

Existing ELLCs at Universities Across the United States



*Best available data as of December 2022
**If we missed a University in our research, please contact us at AnnualReport@strt.com

A Guide to ELLCs

Existing ELLCs at Universities Across the United States

INSTITUTION	PROGRAM TITLE	URL	SCALE (ELLC STUDENTS)	AVAILABLE TO MAJOR(S)	AVAILABLE TO CLASSIFICATION(S)	HOUSING DETAIL	CREATIVE/WORKSPACE DETAIL
Arizona State University	Fusion on First	housing.asu.edu/housing-communities/residential-colleges/fusion-on-first	550	Unknown	Upper-division students and students in the Thunderbird School of Global Management	Dedicated housing: Fusion on First	Integrated and dedicated with housing: Three-story high-tech innovation hub
Babson College	E-Tower	etower.org	64	All	All	Not dedicated: Van Winkle Hall on the second floor of the C tower	Unknown
	Herring Family Entrepreneurial Leadership Village Residential Innovation Community	babson.edu/family-entrepreneurship-institute/				Not dedicated: Woodside second floor	
	Family Entrepreneurship Theme Community	babson.edu/family-entrepreneurship-institute/				Not dedicated: Park Manor South	
Bowie State	Entrepreneurship Living Learning Community	ellcbowie.com	557	All	All	Dedicated housing: Entrepreneurship Living Learning Community Building	Integrated and dedicated with housing: Classrooms, collaboration space, entrepreneurship innovation center, BSU's Entrepreneurship academy and the Bowie Business Innovation Center (Bowie BIC)
California State University, San Bernardino	UpStarters	csusb.edu/housing/life-campus/living-learning-communities	Unknown	All	Unknown	Unknown	Unknown
College of Charleston	Honors Entrepreneurship Living Learning Community	sb.cofc.edu/centers/centerforentrepreneurship/student-entrepreneurial-experience/entrepreneurship-living-learning-community/index.php	Unknown	All	First-year and honors students	Unknown	Unknown
Dartmouth University	The Entrepreneurship LLC	students.dartmouth.edu/living-learning/communities/shared-interest-communities/entrepreneurship-llc	Unknown	All	All	Not dedicated: On-campus residence halls	Not integrated: Access to Magnuson Center for Entrepreneurship Workspace
Drexel University	Business Living Learning Community	lebow.drexel.edu/academics/undergraduate/life-lebow/learning-communities/business-learning-community	46	Business	First-year students	Not dedicated: Millenium Hall	Integrated, not dedicated: Access to all workspaces within Millenium Hall and inside Gerri C. LeBow Hall
East Tennessee State University	Innovations Living-Learning Community	etsu.edu/students/housing/innovationsllc.php	Unknown	Business and Technology	All	Not dedicated: Lucille Clement Hall	Not integrated: Access to Joan Dressel Resource Study Room
Florida Gulf Coast University	Entrepreneurship Living Learning Community	fgcu.edu/school-of-entrepreneurship/living-learning-community	30	All	First-year students	Not dedicated: Biscayne Hall second floor	Integrated, not dedicated: Access to common areas in Biscayne Hall
Florida State University	Entrepreneurship and Innovation Learning Community	jimmorancollege.fsu.edu/academics/eilc	Unknown	All	First-year students	Not dedicated: Diviney Hall	Not integrated: Access to Innovation Hub and Strozier Library
George Mason University	The Business & Entrepreneurship LC	housing.gmu.edu/upper-level-learning-communities-business-entrepreneurship	Unknown	All	Upper-division students	Not dedicated: Blueridge Hall	Unknown
Georgetown University	E-Ship LLC	residentialliving.georgetown.edu/leadership/llc/eship	Unknown	All	First-year students	Not dedicated: Village C West	Unknown
Georgia Tech	Startup House	news.gatech.edu/news/2014/02/14/startup-house-lets-students-live-their-ventures	Unknown	All	All	Unknown	Dedicated: Startup House
Louisiana Tech University	Entrepreneurship Living Learning Community	business.latech.edu/llc	Unknown	All	First-year students	Not dedicated: Robinson B. Residential Suites	Unknown
Marquette University	Business Living Learning Community	marquette.edu/residence-life/businessllc.php	30	Business	First-year students	Not dedicated: Abbottsford Hall	Not integrated: O'Brien Hall

*Best available data as of December 2022

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INSTITUTION	PROGRAM TITLE	URL	SCALE (ELLC STUDENTS)	AVAILABLE TO MAJOR(S)	AVAILABLE TO CLASSIFICATION(S)	HOUSING DETAIL	CREATIVE/WORKSPACE DETAIL
North Carolina State University	Albright Entrepreneurs Village	housing.dasa.ncsu.edu/residential-communities/living-learning-villages	180	All	Second-year and upper-division students	Not dedicated: Wolf Ridge Apartments	Integrated, not dedicated: Innovation Garage Space at Wolf Ridge Apartments and 24/7 access to maker space in Innovation Hall
Rutgers University	The Entrepreneurship and Innovation LLC	ruoncampus.rutgers.edu/entrepreneurship-2	Unknown	All	First-year students	Not dedicated: Quad III Residence Hall on Livingston Campus	Unknown
Syracuse University	Barbara Glazer Weinstein and Jerome S. Glazer Creativity, Innovation, and Entrepreneurship (CIE) Living Learning Community	experience.syracuse.edu/llc/join/llc-options	58	All	First-year students and selected upper-division students serving as peer mentors	Not dedicated: Dell Plain Hall third floor	Integrated and dedicated with housing: Study lounge specifically crafted to support entrepreneurial work
Texas A&M	Startup LLC	mcferrin.tamu.edu/program/startup-living-learning-community	Unknown	All	First-year students	Not dedicated: White Creek Apartments	Unknown
Tulane University	Ignite Residential Learning Community	freeman.tulane.edu/content/ignite-residential-learning-community	Unknown	All	First-year students	Unknown	Unknown
University of Florida	The Entrepreneurial Living Learning Community	housing.ufl.edu/living-learning-communities/entrepreneurial-living-learning-community	Unknown	All	All	Not dedicated: Infinity Hall	Unknown
University of Georgia	Launchpad LLC	housing.uga.edu/living-learning-communities/#launch	40	All	First-year students	Not dedicated: Creswell Residence Hall	Integrated, not dedicated: Maker space within the lobby of Creswell
University of Hawai'i at Manoa	Atherton YMCA Project/PACE Initiatives	uhfoundation.org/news/uh-manoa-housing-entrepreneurship-center-moves-forward	374	All	All	Dedicated housing: Residennces for Innovative Student Entrepreneurs (RISE)	Integrated and dedicated with housing: Planned coworking offices, meeting rooms, classrooms and prototyping labs
University of Illinois at Urbana-Champaign	Innovation LLC	files.webservices.illinois.edu/1531/llc_manual.pdf	Unknown	All	All	Not dedicated: Townsend Hall fourth and fifth floor	Integrated and dedicated with housing: The Garage
University of Massachusetts Lowell	Business LLC	uml.edu/student-services/reslife/living-learning-communities/businessinnovation.aspx	Unknown	All	All	Not dedicated: Donahue Hall	Unknown
University of Michigan	Innovation LLC	housing.umich.edu/themes/innovation	Unknown	All	First-year students	Not dedicated: East Quadrangle	Unknown
University of Nebraska, Omaha	The ELLC	unomaha.edu/college-of-business-administration/center-for-innovation-entrepreneurship-franchising/ellc/index.php	Unknown	All	First- and second-year students	Not dedicated: Scott Village	Unknown
University of Northern Colorado	Business Residential Learning Community	mcb.unco.edu/future-students/business-residential-learning-community.aspx	Unknown	Business	Unknown	Unknown	Unknown
University of Pennsylvania	Huntsman Program for International Studies and Business	huntsman.upenn.edu	Unknown	Language, Liberal Arts and Business	All	Not dedicated: Kings Court College House	Unknown
University of South Carolina	Entrepreneurship and Innovation Community	sc.edu/about/offices_and_divisions/housing/living-learning-communities/entrepreneurship_innovation/index.php	200	All	First-year and continuing students	Not dedicated: East Quad second floor (relocating to Campus Village fall 2023)	Community room
University of South Florida	Bulls Business Community	usf.edu/housing/residential-learning/llc-major/bulls-business.aspx	104	Business	First-year students	Not dedicated: Poplar Hall	Unknown
University of Tennessee	The Venture Living & Learning Community	housing.utk.edu/llc/communities/venture/	Unknown	Business	First-year students	Not dedicated: Clement Hall	Integrated, not dedicated: Learning corridor in Clement Hall, Hodges Library and Haslam Business Building
University of Toledo	Business and Innovation Living Learning Community	utoledo.edu/studentaffairs/reslife/livinglearning/business.html	Unknown	Business and Innovation	Unknown	Not dedicated: Parks Tower	Unknown
University of Utah	Lassonde Studios	lassonde.utah.edu/studios	412	All	All	Dedicated housing: Lassonde Studios	Integrated and dedicated with housing: Neeleman Hangar (20,000 sq. ft. innovation space on the first floor)
University of Wisconsin	StartUp Learning Community	housing.wisc.edu/residence-halls/learning-communities/startup	64	All	All	Not dedicated: Sellery Residence Hall	Unknown
Virginia Tech University	Creativity and Innovation District Living-Learning Program Residence Hall	pamplin.vt.edu/llc/innovate.html	600	All	All	Dedicated housing: Creativity and Innovation District Living-Learning Program Residence Hall (Studio 72, Innovate and Rhizome sub communities)	Integrated and dedicated with housing: CID is 242,000 sq. ft with units, performance hall, practice rooms, maker space, art studios and classrooms

The Student Centric ELLC: Considerations for Success

The Care and Feeding of Creator Communities

Student entrepreneurship does far more than encourage students to create products and companies. By encouraging all students across all disciplines to explore entrepreneurship, institutions help develop skills of entrepreneurial thinking. An entrepreneurial mindset advances the capabilities and careers of student creators across classifications and disciplines — engineering, fine arts, business, medical or any other area of study. Using the term “creator” interchangeably with “entrepreneur” serves to welcome musicians, artists, designers, authors and scientists who may not think of themselves as an entrepreneur, but who would benefit greatly from exploring the entrepreneurial mindset.

So, what is the entrepreneurial mindset?

As described by Rowena Barrett and reported by MIT Sloan School, “an entrepreneurial mindset is resilient, resourceful and solutions-oriented — even when the conditions say otherwise. People with these mindsets are lifelong knowledge-seekers who are curious and creative, and they are critical thinkers.”⁶

Entrepreneurship requires much more than understanding the concepts to succeed; like any skill, it requires practice and training. A well-conceived ELLC is a perfect solution for student creators from all backgrounds to hone the entrepreneurial mindset. Living in a resource-rich environment not only activates the creativity inherent to the entrepreneurial mindset, it also provides longitudinal support. Because not all creators bring an initial business idea, through an immersive ELLC, they can learn, experiment and develop their ideas at their own pace.

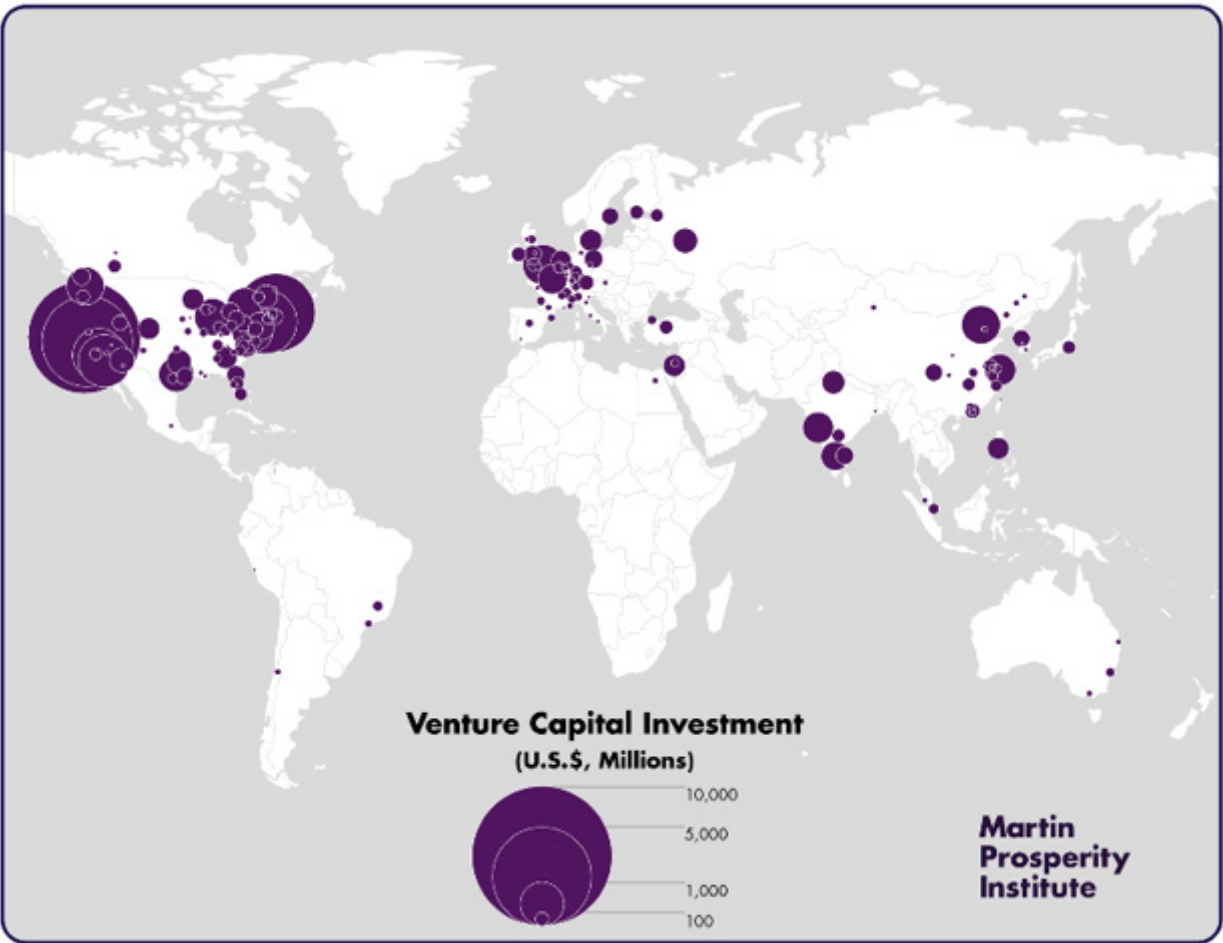
The Time Is Now for Student Entrepreneurship

For decades, Silicon Valley has been a global center for entrepreneurship, creativity and technological advancement. But what makes this iconic region so powerful?

- 1. **Creative Density** — A concentration of talented and ambitious individuals attracted to projects of creation. Numbers, scale, diversity of thought and talent matter.
- 2. **Resource Rich Environment** — Access to a variety of financial and non-financial resources helps activate, enable and grow ideas.
- 3. **Purposeful Organization** — Creating a fully accessible, collaborative ecosystem of strategic and varied resources generates a community of creators.

While Silicon Valley was organically curated over many years, such organization can be done efficiently with purposeful curation. In an ELLC, this can be achieved by carefully managing the core community participants (residents) and community resources (collaborators, teachers, mentors, service providers, etc.). The result is more startups, more experiments, more funded companies, more employable students, more donors and ultimately, a thriving ecosystem of creators.

This requires deliberate leadership at the onset of the project. Understanding the importance of community in the ELLC and how organization of resources is executed is highlighted by Sazzad Parwez in the *Journal of Innovation and Entrepreneurship*, “In the early days of community-based entrepreneurship, leadership is the most crucial factor to recognize opportunities and risks while mobilizing capitals and capacities to realize social benefits.”¹³



Creative density and resource density are critical to success as an entrepreneur. Only a few locations like Silicon Valley have organically assembled these pieces.

Why the ELLC Residential Component Matters

It's no secret the majority of collegiate learning takes place in the residential environment as opposed to the classroom. A student's room, home, neighborhood and village all have a significant effect on how they see and navigate the world, so it's important to carefully design residential spaces, particularly in an ELLC.

A well-conceived ELLC brings together the three major components into a university residential environment, resulting in a deep and multi-faceted learning experience that:



- **Provides a sense of both safety and open access.** Inclusivity and diversity are critical to a successful ELLC. How spaces are designed and organized plays a major role in welcoming students, residents and visitors from all backgrounds.
- **Generates productive interactions.** Intentional spaces can spur chance encounters and encourage collaboration with other creators.
- **Facilitates efficient creation.** An ELLC puts the physical, social, mentoring and financial resources creators need within reach. And with 24/7 access to these resources, creators can work whenever inspiration strikes.
- **Accommodates the appropriate scale.** A creatively dense environment requires enough space to create a center of gravity. The more creators that are brought together, the more activity and innovation sparks.
- **Invites community resources.** With the appropriate scale, resources, access and organization, a successful ELLC is porous and welcomes a diverse population to connect and create. As part of a larger ecosystem, an ELLC can benefit from more active and higher levels of programming.

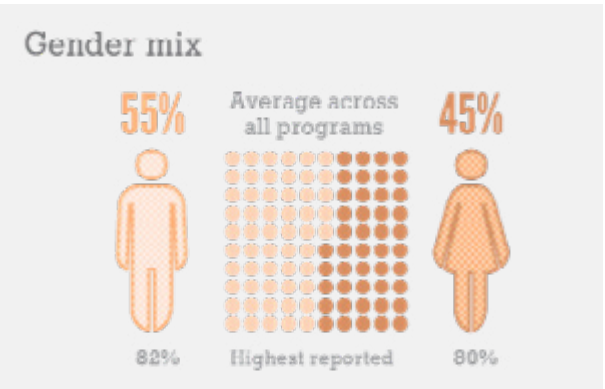
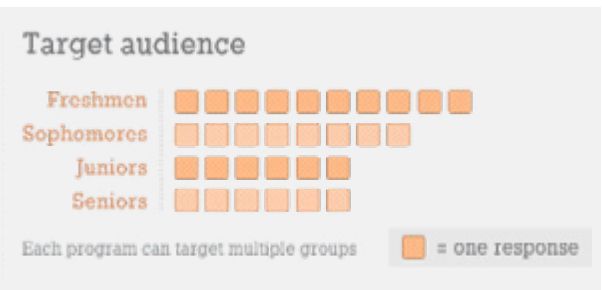
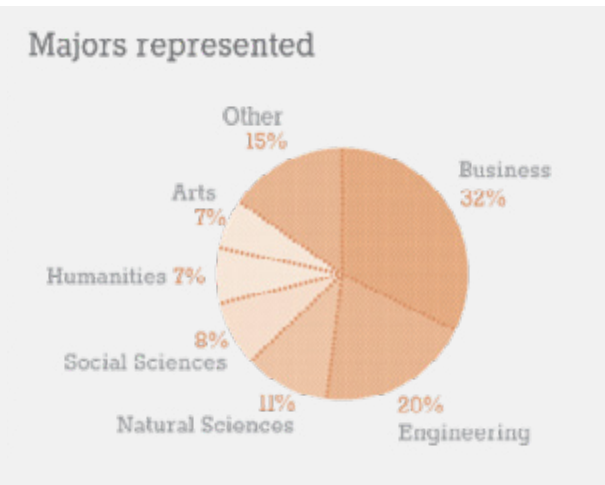
State of the Art and Future of ELLCs

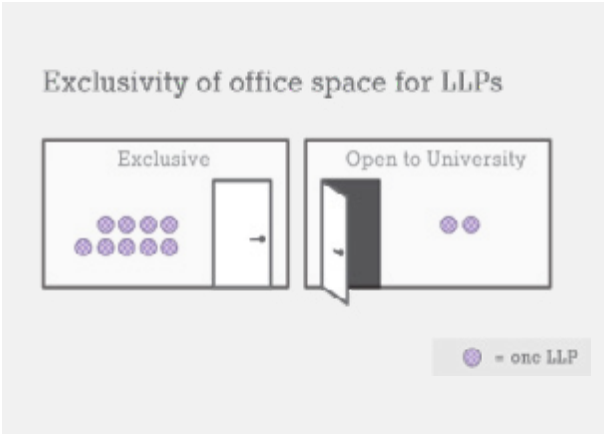
The State of ELLCs

The state of the art of ELLCs in 2023 is highlighted by the growth, sophistication and scale of the programs, with more than 35 universities offering some version of an ELLC program. While many ELLC programs are limited to first-year or business students, or serve just a few dozen students, larger and more inclusive deployments are emerging with measurable success. The Lassonde Studios at the University of Utah brings all the critical components of an ELLC together in a sophisticated housing and innovation facility that is the standard-bearer for ELLCs nationwide. Projects in development, such as The Entrepreneurship Living Learning Community at Bowie State University and the University of Hawai'i at Manoa housing, entrepreneurship center, provide a glimpse into the future of ELLCs.

Institutional Perspectives on ELLCs

The University of Maryland, the University of Illinois at Urbana-Champaign and the Stanford Epicenter (National Center for Engineering Pathways to Innovation) conducted a national survey on innovation and entrepreneurship living-learning programs synonymous with ELLCs. The survey gathered details on recruitment, operations and programming from 16 respondents participating in 13 living-learning programs at 12 institutions across the nation. The survey details student demographics, activities and resources.





Features, spaces and resources available at the LLP

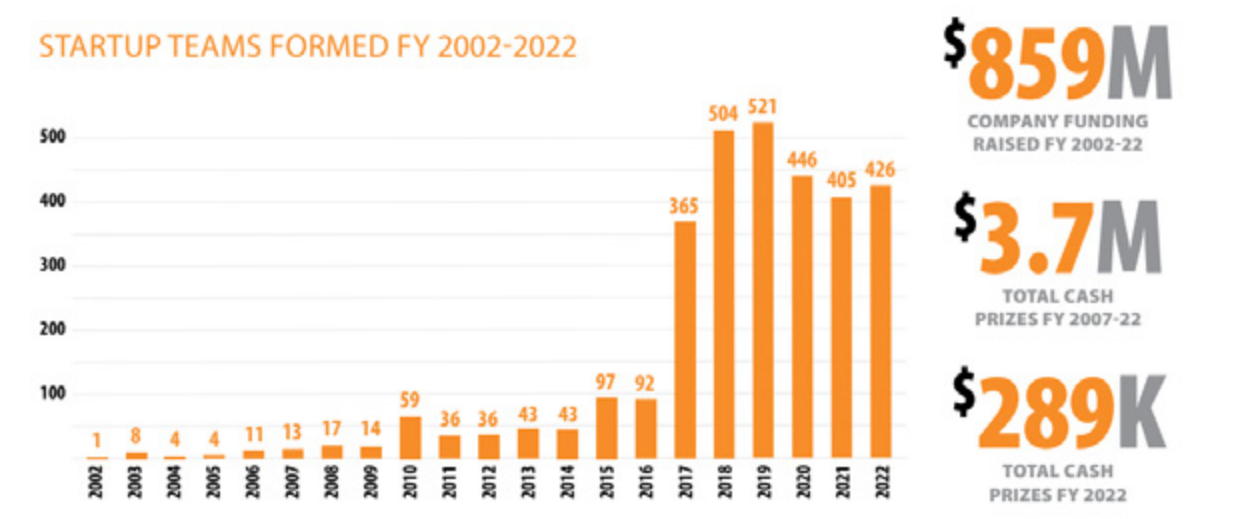
Technology	TV whiteboard	3D gaming system 3D printer	tools	sewing machine Raspberry Pi	projector SMART board
Space	meeting room	library lounge	workshop	prototyping lab	computer lab classroom
Programs	competition	incubator	accelerator	research park	
Features	24-7 access	reconfigurable space			staff specialist

Activities & Resources, Survey Results: Innovation & Entrepreneurship Communities¹⁰

In addition to the types of student participating, resources and activities, the survey highlights the impact of ELLCs on student outcomes. **Lassonde Studios** has helped to more than quadruple the number of annual student startups on campus. This ELLC was opened in 2016 when the number of startup teams was 92. The year immediately after opening, the number of startups jumped to 365. The building also won the inaugural SXSWedu Learn X Design Award and has been profiled extensively by The New York Times, Fast Company, EdSurge, Architectural Digest, Entrepreneur and other media.

Startup Teams

Hundreds of student teams work with us [Lassonde Studios] to launch ideas in every field and industry imaginable. We define a startup team that accesses Lassonde Entrepreneur Institute programs to test, develop and grow their business idea through mentorship, grants, office space, and more.



Startup Teams, Lassonde Entrepreneur Institute FY 2022 Annual Report¹¹

So how do you achieve these kinds of outcomes?

The University of Illinois at Urbana–Champaign has put together some excellent resources for universities to consider, including an ELLC manual with seven steps to consider when creating an ELLC.¹²

1. Understand your institution
2. Articulate your goals
3. Anticipate challenges
4. Identify key contributors
5. Design your implementation plan
6. Act entrepreneurially!
7. Tell your story

10 Critical Components Driving the Future of ELLCs

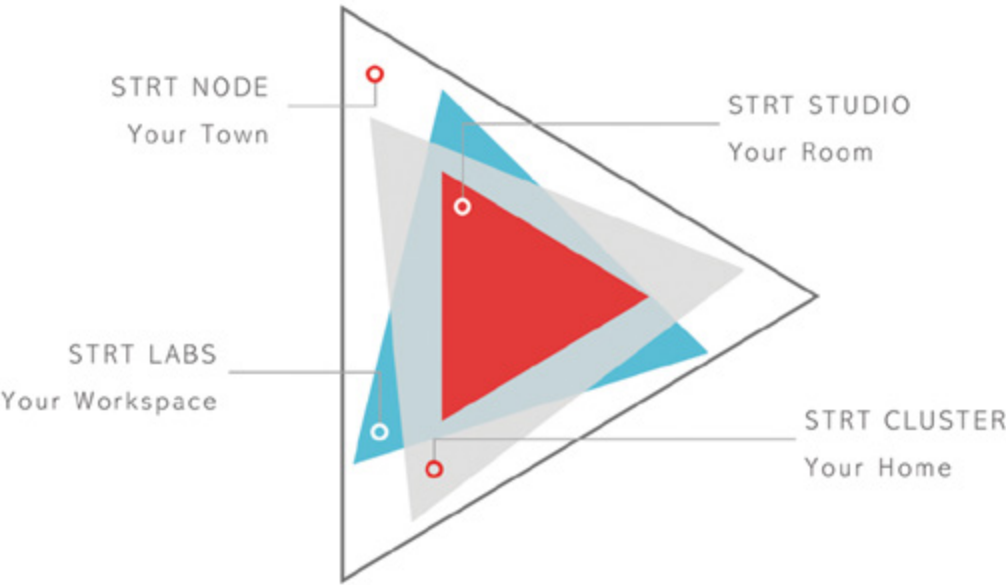
- Focusing all details on the student experience
- Intensive yet flexible programming
- Professional staff to support the creator
- Scale and creative density
- A porous and welcoming environment
- Access to capital resources
- Purposeful organization, connecting critical spaces and resources
- Diversity of thought and backgrounds
- 24/7 activity and access
- Plentiful and varied resources

Creator-Oriented Communities

Spaces optimized for residents to work or attend virtual meetings and classes.

Building design to connect residents, build relationships and all of the resources to support their creative goals.

Future of ELLCs



Each ELLC is a mini city designed to help student creators succeed.

Everything is in one place, optimized to help each student explore the entrepreneurial mindset.

WHAT’S INCLUDED

Private Bedrooms

Fully Furnished

Beautiful Kitchen & Lounge Areas

Housekeeping

Internet & Fully Tech Enabled Properties

All Utilities

Washers & Dryers

Events

Full Co-Working Space

Network of Advice & Resources

Access to Capital

The STRT Staff

About the Publishers

STRT

At STRT (pronounced “start”) we are passionate about supporting creators, innovators and entrepreneurs. We believed that everyone should have access to explore the entrepreneurial mindset. Our mission is to increase the velocity of creators by gathering the resources they need to maximize their potential. STRT builds communities of entrepreneurs, designers, engineers, artists and creators who will live and work in our uniquely designed spaces. We support their creative endeavors by providing access to expertise, networking, digital tools and capital.

STRT, Inc, headquartered in downtown Salt Lake City, Utah, is a leader in the design and operation of world-class accommodations and experiences focused on entrepreneurs and creatives. Each STRT property, or STRT Node, brings all of the necessary resources together for entrepreneurs and creatives to succeed.

American Campus Communities

American Campus Communities (ACC) is the nation’s largest developer, owner and manager of high-quality student housing communities.

Whether we’re creating a new development, upgrading an acquired community, or partnering with a university to develop or manage on-campus housing, our goal is the same: deliver the best possible experience for students — at every price point. And it’s not just about great living spaces and great amenities. It’s about giving students the resources and environment they need to succeed, both academically and personally.

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