

The Catalysts for Intellectual Capital 2020



Proseminar in Civic Entrepreneurship 2010



A CIC Concept Trajectory and Analysis of Theory

Leading from the Confluence

The Catalysts for Intellectual Capital 2020 (CIC2020)

2010 Proseminar

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A CIC Concept Trajectory:

The Catalysts for Intellectual Capital 2020 (CIC2020) has, over the past five years since the class's inception, added theory and practicality to their essential mission of retaining 20 percent of Binghamton University students by the year 2020. In aiming to reach their spirited goal, the student led economic think tank has focused on creating strategic partnerships between academia, industry, start-up firms and government to spur area-wide revitalization and growth.

Emphasizing the importance of collaboration and creativity, CIC2020 proposes methods for capitalizing on the availability of talent to foster an intelligent network of motivated individuals in the Southern Tier of New York.

In “The Confluence Project,” The CIC Leadership Institute (CIC-LI) worked directly with the city of Binghamton to brainstorm improvement methods pertaining to the urban core by revamping infrastructure, adding amenities and recruiting the local student and community masses.

“The Partnership for Knowledge Entrepreneurship,” CIC2020’s Spring 2009 conceptualization, focused on researching and putting forth the necessary tools for connecting, engaging, educating and innovating in a knowledge economy where innovation and creativity are the bases for business organizational behavior and academic advancement.

Leading from the Confluence:

On May 7th, 2010, The Catalysts for Intellectual 2020 presented “Leading from the Confluence,” an inclusive framework that suggests expanding various concepts in an effort to promote the attraction and retention of young talent in the Southern Tier of New York.

Recommendations for inciting a collaborative, innovative environment include strengthening five main factors: the **relational development** of university/community partnerships; a **common culture** that plays off of the Partnership for Knowledge Entrepreneurship’s suggestions to connect, engage, educate and innovate; a sustainable **locale** with a vibrant quality of life; the

opportunistic engagement and retention of young professionals that empowers and utilizes the **social capital** at hand and a prospering sense of **entrepreneurial ubiquity** in current and future regional plans for economic development.

The five factors are theorized as follows:

1. **Relational Development:** Practice dynamic marketing strategies that emphasize regional collective development and aim to target young talent.
2. **Common Culture:** Use “Connect, Engage, Educate and Innovate” as a basis for smart, risky start-up ventures in the realm of local economic development.
3. **Local:** Promote smart business development to ensure a productive entrepreneurial milieu.
4. **Social Capital:** Exercise practices that attract and retain young talent.
5. **Entrepreneurial Ubiquity:** Foster knowledge acquisition in an entrepreneurial contagion by organizing and suggesting change.

Proposing a capstone demonstration or, “superenclave,” of talented youth and their partners, CIC2020 has partnered with Broome County’s Youth Music Festival and Gorgeous Washington Street Association’s First Friday in an effort to organize a “productive rally” that elicits excitement around the art, culture, creativity and innovation present in the Southern Tier of New York. The collaborative project aims to celebrate existing efforts as well as suggest not only their

continuation, but great improvements in advertising such initiatives to technologically savvy, 21st century-minded young talent.

A vision put forth based on the likes of Pierre-Andre Julien and his magnificent take on the new economy, CIC2020's "superenclave" personifies commentary in his book, A Theory of Local Entrepreneurship in the Knowledge Economy. He introduces the notions of an intelligent network, an entrepreneurial milieu and entrepreneurial contagion as the socioeconomic factors crucial to fostering entrepreneurial spirit in a local economy. Composing a flourishing milieu that inhabits both intelligent networks and entrepreneurial contagion, Julien emphasizes distinct local identity as the key to prosperous economic development (Julien, 116). In attempts to revamp the Southern Tier, Julien would support discovering a noteworthy individualism within the local environment. The "superenclave," as a demonstration, was formed by key, supportive players in the region from all sectors of the economy- a true confluence of minds acting under a distinct, contagious air of entrepreneurial ubiquity.