

The University of Texas at Austin

Kendra Scott Women's Entrepreneurial Leadership Institute



This case summarizes lessons learned in adopting the GEET+ framework and assessment criteria.

Lesley Robinson is the founding director of the Kendra Scott Women's Entrepreneurial Leadership Institute (KSWELI) at The University of Texas at Austin. She is also a doctoral student whose thesis examines “gender-aware” approaches to teaching and promising practices for evaluating entrepreneurship education programs. Her research includes evaluating EDI assessment tools, such as GEET+.

Outcomes

- Among EDI tools reviewed, GEET+ is deemed a promising practice. Robinson recommends that organizations:
 - Adopt the GEET+ assessment tool to be more inclusive in their entrepreneurship education practices
 - Employ GEET+ as a framework to train higher education leadership in entrepreneurial leadership competencies and mindset
 - Engage individuals to undertake the GEET+ scorecard in higher education programming environments (e.g., KSWELI recruited a graduate student who is studying entrepreneurship and EDI to implement the GEET+ assessment in the institute. This enhanced the student's understanding of the tool and the institute's EDI assessment process.)

Lessons Learned

- GEET+ is a useful assessment tool to enhance consistency across programming
- There are few comprehensive and validated EDI assessment tools for use in entrepreneurship education research, design, programming, and practice
- There is a need to better communicate the value of GEET+ among practitioners
- There is a need to develop an accreditation process for GEET+ trainers
- GEET+ offers a useful framework for research and for the design, training, and evaluation of programs in higher education learning and leadership contexts

The IEET Research Program acknowledges the contributions of Lesley Robinson in developing this case report. Learn more about the KSWELI [here](#).



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