University of Ottawa Entrepreneurship Hub

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

The purpose of the University of Ottawa eHub (eHub) is to help shape an entrepreneurial mindset across the University of Ottawa campus. Activities of the eHub include promoting a campus-wide entrepreneurship strategy, while recognizing the unique strengths of individual collaborators. To help manage over 100 volunteer mentors and staff, Director Kathleen Kemp employed the GEET+ tool to assess various aspects of the organization.

Outcomes

- GEET+ was "easy to use" and "straightforward"
- Helped identify organizational-level goals that were then integrated into the eHub's annual plan
- Insights influenced management to adjust program pay structures, evaluation criteria, wording to describe program outputs, and representation of advisors and founders
- Provided a "snapshot in time", highlighting areas for specific improvement and differentiating short, medium, and long-term opportunities to improve EDI
- Prompted conversations about EDI goals with eHub staff and programmers

Lessons Learned

- Shared language can be a challenge among and between academics and practitioners
- GEET+ is a useful tool for periodic "check-ins" and "repetitive action" or ongoing assessment and progress reporting toward EDI goals
- Credentialing (e.g., digital badges for completion of GEET+ scorecard) may be a useful incentive to adopt the tool given the time commitment required to review the tool
- Training is needed on how to implement GEET+ in multiple formats (e.g., discussion board, reading, YouTube) for organizations to fully engage
- GEET+ assumes a basic level of knowledge about EDI (e.g., concepts such as intersectionality, micro-aggressions, and privilege)

The IEET Research Program acknowledges the contribution of Kathleen Kemp in developing this case report. Learn more about the University of Ottawa eHub here.

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