



IE STUDENTS CONTRIBUTE OUTSIDE OF ACADEME

The Intellectual Entrepreneurship Consortium (IE) began in 1996 as an initiative in UT's Graduate School. Dozens of IE courses and workshops were offered. Nearly 5,000 thousand graduate students in practically every academic discipline on campus enrolled. Many of these Ph.D.'s have become successful professionals in the non-academic world. Read about their achievements (below). The IE courses in which they enrolled are described at:

<http://www.utexas.edu/student/registrar/catalogs/grad03-05/ch4/inter/grs.crs.html>

Many IE students, of course, also have become productive faculty members:

https://webspace.utexas.edu/cherwitz/www/articles/ie_students_faculty.pdf



Dr. Michael Erard earned his Ph.D. in English. A prolific author, journalist, and linguist, his latest book, [Babel No More](#), is about the science and history of extraordinary language learners. In 1999, while working on his doctorate, Michael enrolled in Dr. JoyLynn Reed's "Academic and Professional Consulting"--an IE course offered through UT's Graduate School. Recalling that experience, Michael notes:

"Most of all, I learned that you can make consulting work an engine of social change, not solely an opportunity for self-advancement. Yes, anyone can appoint him- or herself an expert; go get yourself a Power Point presentation and a business card and you too can be a consultant. For graduate students, however, consulting might be the ticket to an intellectual career beyond the university's vaunted halls. I've always known that such a career would be desirable; Reed's [IE] class

showed me how it was possible. Although Reed's syllabus, even the whole program, may attempt to turn graduate students into flexible tools of capital, many of my classmates want to do nonprofit consulting. As it turns out, improving corporate profits isn't the next logical destination for academic expertise. Howard wants to consult with water resource nonprofits and Larry wants to improve hiring and retention practices at a Catholic nursing home. As I listen to students rehearse their pitches, I realize that the class puts us in touch with why we chose graduate school in the first place: because we love ideas, we love to learn, analyze and synthesize and because we're not risk-takers by nature."

Erard first wrote about his IE experience in, "Ivory Tower: Pimping a Ph.D.," [Salon](#), December 13, 1999.

http://www.salon.com/1999/12/13/intellectual_entrepreneurs/



One of UT's very first Intellectual Entrepreneurship Consortium (IE) students: **Carolyn Roark** (Ph.D. Theatre). Carolyn is using her knowledge to help others:

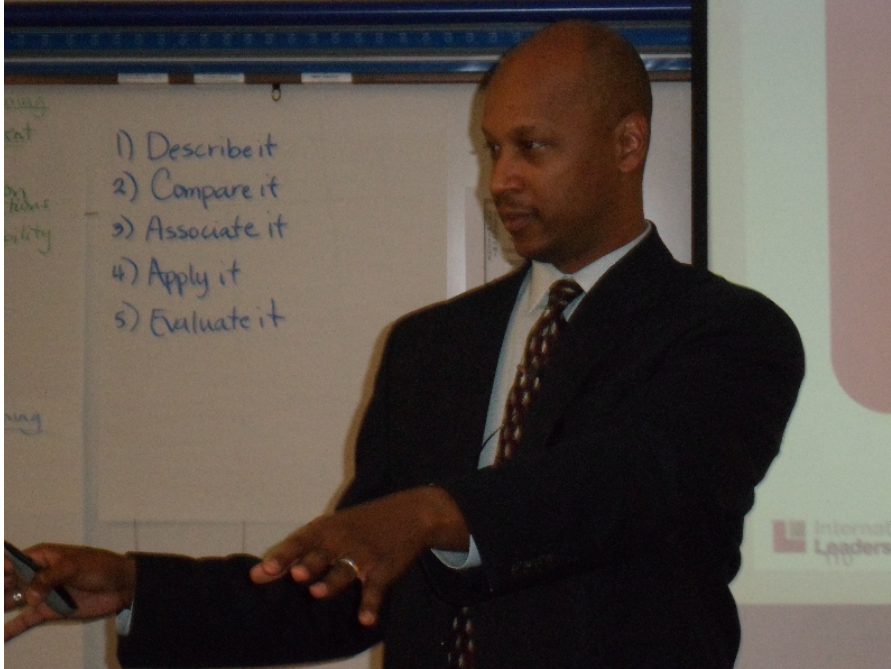
“With my business, the Writing Texan (www.writingtexan.com), I work as a freelance writer and editor. I help

individuals and organizations refine their prose, create new content, and make an impact through the written word. I've written and edited everything from business books to textbooks to diet and exercise guides to company websites and press releases. My favorite part of the job is helping smart, educated people lose their fear of writing, say what they mean to say, and say it well.”

Carolyn recently wrote an editorial, “University of Texas IE Consortium: Creating a New Breed of Entrepreneurs”

<http://wisepreneur.com/entrepreneurship/university-of-texas-ie-consortium-creating-a-new-breed-of-entrepreneurs>

Read more about Carolyn’s work: <http://writingtexan.com/>



Sean Haley, who earned his PhD in Education, took several IE courses offered by UT's Graduate School. He currently owns his own educational consulting firm, the Haley Responsive Education Corporation (HREC), and uses what he learned in IE in combination with the expertise he gleaned as a practitioner in the field of education to

support and develop school leaders and teachers (primarily focused on K-12). Sean notes:

“IE was my first experience during graduate school that allowed me to apply my newly (and ongoing) acquired knowledge/skills outside of the realm of the University of Texas. My IE internship involved working with college students at Huston-Tillotson University while co-teaching a "Contemporary Social Problems" class and an early on-line, distance-learning "Educational Psychology" class. Because Huston-Tillotson is predominantly a teaching college, the value of the guidance and exposure provided by the two sponsoring professors cannot be overstated. The combination of support provided me, beginning with the reflective class sessions with IE Director Rick Cherwitz at UT to the multiple class preparation and office meetings with the sponsoring professors, created a safe and supportive environment that allowed me to expand boundaries quickly. I am still expanding boundaries and I am forever indebted to those early mentors and motivators with whom I engaged during my IE experience!”



Dr. Geoffrey Tumlin is the Founder and CEO of Mouthpeace Consulting LLC and Board Chair, Critical Skills Nonprofit. While completing his PhD, he enrolled in several IE courses and workshops offered by UT's Graduate School. He is the author of "Stop Talking and Start Communicating: Counterintuitive Secrets to Success in Business and in Life." Geoff wrote to tell us:

"I am grateful to the University of Texas's Intellectual Entrepreneurship (IE) Consortium for helping me realize different ways that I could convert my academic knowledge into action. IE programs encouraged me to consider academia and the world outside of the university as partners in a very long dance, instead of as toe-stepping strangers. I wholeheartedly recommend the university's IE programs and initiatives to anyone interested in exploring new possibilities and expanding personal horizons. I am thankful that the IE program was up and running because it reassured me that there were other options besides research in academe toward which I could transfer my academic skills. The IE program is an asset to the university that has helped countless students."

Read more about Mouthpeace Consulting: <http://mouthpeaceconsulting.com>



Scott Evans earned his Ph.D. in Mechanical Engineering. Following completion of his doctorate, Scott helped UT's Cockrell School of Engineering begin and then run their "Idea to Product" competition. He also started his own tech company, and for the past few years has been working to bring entrepreneurship to middle school students as a board member of a charter school. Writing about his IE work, Scott notes:

"I took an IE course during my first semester at UT in the fall of 2001. It led me to seek other courses in entrepreneurship and to compete in technology commercialization competitions. I founded a manufacturing and materials company with a fellow Ph.D. student during the summer of 2003. I later

helped to develop and teach entrepreneurship courses to graduate students in law, business natural sciences and engineering. I left UT in 2008 to work with a small consulting startup. I am now with Correlated Magnetics Research as the Director of Product Development and R&D Programs.”

"The IE Program has tremendous application to more technical fields as well. For engineers and scientists mathematical savvy and scientific problem solving are clearly important. Yet, these are useless without prominent skill in communication, especially across disciplines, and significant ability in project management. What's more, these technical professionals are often called upon to provide leadership from their specific fields and to take risks in new areas of understanding. In other words, they are called to be entrepreneurs of technical enterprises. The IE program provides a unique set of resources and a forum for exploring the various roles engineers and scientists take on in the 'real world.' In addition, the program facilitates exposure to and synergy with a range of disciplines and perspectives possibly never before connected with engineering and hard science. It creates within the academic environment of the university, a richly diverse and focused microcosm of the surrounding society."



Dr. Mark Westmoreland is a visual anthropologist and documentary filmmaker. He recently was appointed the next Co-Editor of Visual Anthropology Review, one of the flagship academic journals in his field. Mark was part of IE’s Interpreting the Texas Past project (ITP); receiving an IE Fellowship, he co-produced an award-winning (Zora Neale Hurston Prize from the American Folklore Society) film, “Truth I Ever Told,” an oral history

documentary telling the stories of three African American families in Washington County, Texas whose roots date back to the 1840's when their ancestors were enslaved and brought to work on cotton plantations. Watch this powerful film: <http://vimeo.com/32815083>

Notes Mark:

“My experience in the IE program has fundamentally shaped me as a public scholar. Developing a project in Martha Norkunas' Representing the Past seminar, working as a liaison between

institutional and public stakeholders, and building a close partnership with fellow IE participant, Tony Cherian, remain prominent touchstones in nearly all the work I have done since. Furthermore, this and later projects enabled me to know and experience Texas in incredibly enriching ways, ways that go well beyond the Ivory Tower, UT's 40 acres, or even Austin's city limits, ways that rooted me in the diverse social and historical communities around me and that I now carry to new places.”



Like so many IE students, **Ken Dion** (Ph.D., Nursing Administration) knew early on that one’s education can and should be used to make a difference—to help others. After earning his doctorate, Ken founded and operated Decision Critical, Inc., a Software-as-a-Service company dedicated to improving the education and competency of healthcare providers. Ken’s company was acquired by Healthstream, Inc. (Nasdaq:HSTM) where he serves as Vice President and Chief of Nursing Informatics allowing him to influence even more patients’ lives. In addition, Ken has been awarded two patents for his work. He

credits IE for much of his success:

“Through UT’s Intellectual Entrepreneurship (IE) program, I learned the importance of collaborations between industry and academia—and the enormous synergies that are produced by these partnerships. The principles and practices I acquired in IE enabled me to achieve a clear vision and mission of service, and for that I am grateful.”