



2020-2021

ANNUAL REPORT

dc DYER CENTER

FOR INNOVATION+ENTREPRENEURSHIP

LAFAYETTE COLLEGE

Message from the Dyer Center

Periods of disruption and dislocation are paradoxical. The uncertainty and risk cause us to retreat and become trepid while making us forget that these dark and cloudy moments always come with a silver lining: They frequently provide the greatest innovation and value creation opportunities.

We recognized battenning down the hatches at the Dyer Center and waiting for things to go back to “normal” wasn’t a strategy, so we moved decisively to make the tough choices necessary to come out stronger on the other side. With a north star of preparing our students to compete in an innovation-based economy, we have introduced several new initiatives over the past year:

Skill development boot camps in data analytics and digital marketing. Over the past year, we have supported over 100 Lafayette students as they have learned practical and in-demand professional skills in data and marketing.

Project-based learning. Through partnerships with local companies and nonprofits, we supported student learning through real-world projects that aligned with their passions and interests. To challenge themselves and serve others in meaningful ways, student teams conducted a market feasibility study, built a customer relationship management tool, and created a digital marketing plan.

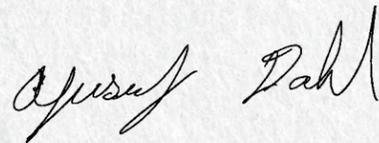
Program innovation. We leveraged technology and partnerships to scale program impact. For example, we moved our business pitch competition online, increasing the prize money and mentorship offered. In addition, we enhanced our real estate case competition through a partnership with the Urban Land Institute to provide students with access to their Foundations of Real Estate certificate.

Finally, we launched a brand-new initiative called **Designing Your Entrepreneurial Roadmap (D.Y.E.R.)** fellowship, a paid, sequenced, and progressive four-year program that begins with the foundational mechanics of innovation and entrepreneurship and culminates with a \$4,000 investment in a student’s idea or professional development. This program will help students maximize their four years at Lafayette and accelerate their impact after graduation.

Our response to the past year reflects the unique genesis and structure of the Dyer Center. Conceived and initially funded by two visionary alumni, **Don Morel '79** and **Brad Dyer '64**, the Dyer Center remains the only campus program whose programmatic budget is entirely funded by the support of alumni, parents, and friends.

It’s a tenuous model that would make many uncomfortable; however, we believe that by relentlessly executing our mission to help students ignite exemplary careers through innovation, creativity, and intelligent risk-taking, even in a pandemic, new supporters, collaborators, and investors will come.

I hope you enjoy reading about our work this year and, as always, reach out with any questions or feedback.



YUSUF DAHL
Bradbury Dyer III '64 Director of Innovation and Entrepreneurship



by THE NUMBERS

2020-2021 ANNUAL REPORT

Teams took on the challenge of what might help develop Metzgar Fields.

1

SHOWCASE

Students showcase the impact of their Dyer Center semester internships to our alumni community.



6

INTERNSHIPS

3

COMPETITIONS



30

CONSULTATIONS

840
PARTICIPANTS

7

WORKSHOPS

1

CONFERENCE

1

CERTIFICATE



6

GUEST LECTURES

2

COURSES

2

DATA ANALYTIC
BOOT CAMPS



Rob Delaney '12



Gil Ozir '96



Bill Wagner '89

1

FACULTY
WORKSHOP

HIGHLIGHTS

PROGRAMMING—COMPETITIONS AND EVENTS



This summer, get an introduction to in-demand skills for your future career working on projects with leading companies like:



Now enrolling for summer! Applications must be submitted by May 27th. Seats are limited to 30.



DATA ANALYTICS BOOT CAMP
As the pandemic shut things down in spring 2020, Dyer partnered with the Gateway Career Center to fill the gap students faced as summer internships were canceled by offering a 10-week Data Analytics Boot Camp, tailored to equip students from traditionally non-STEM backgrounds with marketable skills to understand and analyze data. The boot camp offered lessons from two courses—Intro to Applied Data Analytics and Data Visualization. Students learned and practiced analyst-level work and, using real-world examples, mastered Excel and Tableau, a software program that simplifies and visualizes data.

PROGRAM DETAILS

- Want a great career in business, healthcare, government, entertainment or non-profits? Data skills can help you get there!
- This is a boot camp introduction, not a math course. Students from all backgrounds are welcome.
- There are no tests and all work is open-world, just like the real world.
- Lectures are flexible and will take place online.
- You will then attend virtual live discussions, LiveLabs, with your classmates and instructor each week.
- Get Certified - you'll be prepared to take the Tableau Specialist Certificate and will receive a certificate of completion.



PROFESSOR BIO
Professor Alvarez is an Artificial Intelligence advisor to NASA. He has served as an adjunct Professor of Data Science and Machine Learning at Santa Clara University Leavey School of Business. He has also held a variety of industry data science roles at Intel and CERN. Additionally, he taught data science in an applied format for the leading Silicon Valley data science bootcamp.

PART 1
Intro to Applied Data Analytics

PART 2
Data Visualization with Tableau

REAL ESTATE CASE COMPETITION

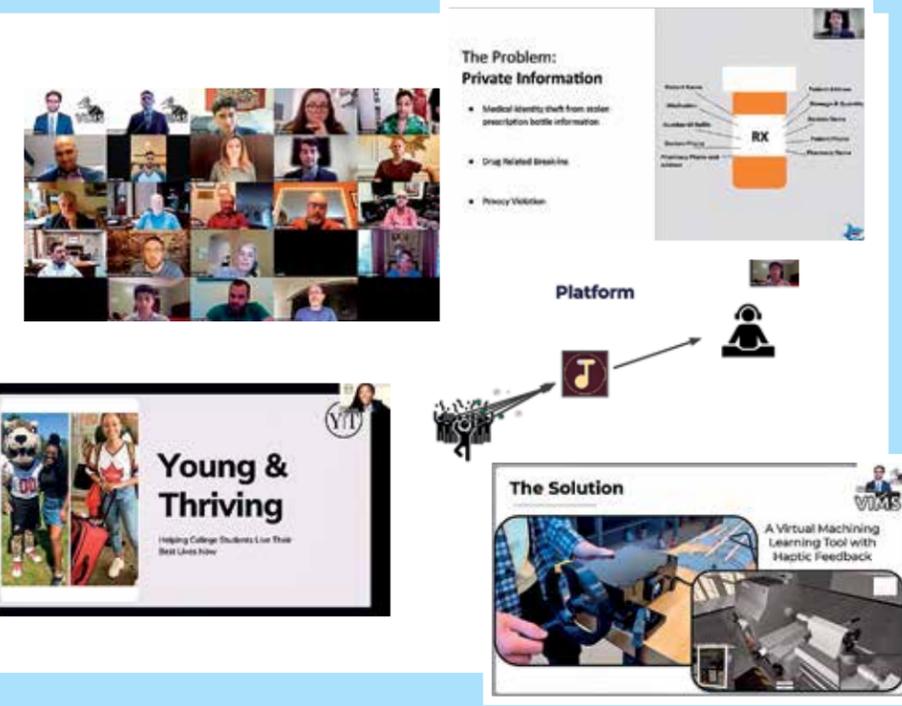
Student teams had a crash course on real estate and spent endless hours over a two-week period dreaming big, refining plans, crunching numbers, and building presentations for the annual Real Estate Case Competition. With help from U3 Advisors, Urban Land Institute, and notable alumni like developer **J.B. Reilly '83**, student teams generated an income opportunity by developing a plot of land that surrounds Metzgar Fields Athletic Complex. Each team had 15 minutes to present its solution and then field some hardball questions from several real estate professionals who served as judges: **Dan Huffenus '86**, **William Felton P'23**, and **Sheila McGrath '87**.



PROGRAMMING—COMPETITIONS AND EVENTS

BIG IDEA PITCH COMPETITION

Sharing playlists with the DJ at a party. Annihilating labels on prescription bottles to avoid identity theft. A suite of real and online tools to help college students manage time. A virtual learning platform that uses tools providing haptic feedback. Ideas varied but passion was equal among student teams that showcased ideas at the annual Dyer Center Big Idea Pitch Competition. This year's judges included **Terese Brown '07**, fashion designer and founder of fashion label Terese Sydonna; **Nina Flood '93**, president of backpack line Eastpak; and **Justin Kamine '11**, entrepreneur, co-founder of Kamine Development Corp., and Forbes 30 under 30 selection.



SPEAKERS

The center welcomed a range of talented entrepreneurs to speak with students:

- **Cameron Rogers '13**, who leads the Freckled Foodie digital brand
- **Bill Wagner '89**, president and CEO of LogMeIn, spoke about future trends
- **Rob Delaney '12**, vice president at Carrick Capital Partners, spoke about venture capital
- **Gil Ozir '96**, managing partner at Beringer Capital, spoke about corporate structure of startups
- **Robert Sun**, president and CEO of Suntex International and creator of First in Math, shared his life and entrepreneurial journey



▲ Cameron Rogers '13



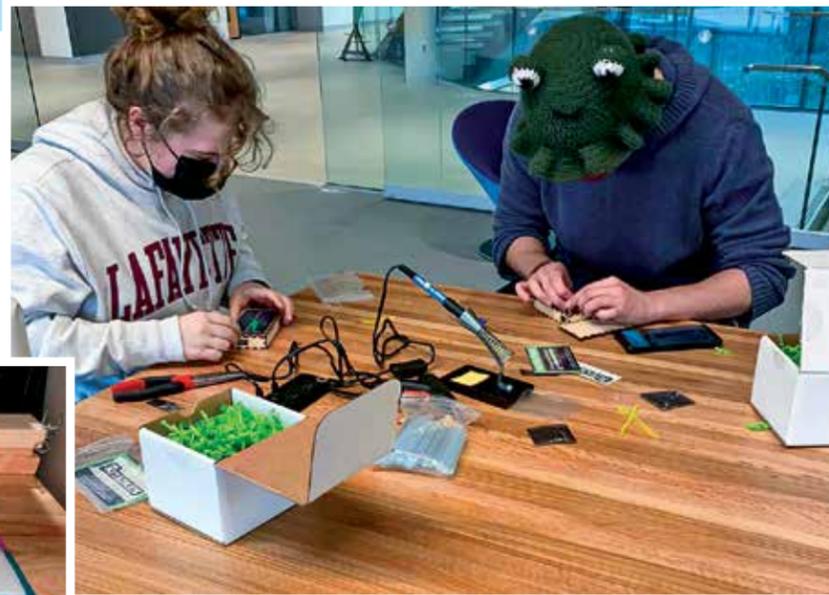
▼ Robert Sun

HIGHLIGHTS

GROWTH

MAKER SPACE ▶

Students and alumni led several virtual and in-person sessions, including paper making by **Jake Hoffner '19** and solar panel charger by **Sebastian Wallach '23**.

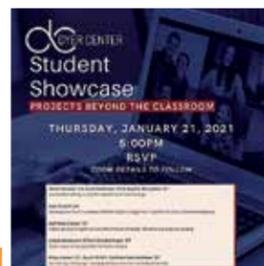


◀ CONFERENCE TALKS

Yusuf Dahl delivered poignant talks at several conferences, including one at Ashoka, which brought together global changemakers, titled "The 20% Rule for Innovation in Higher Education."

STUDENTS IN ACTION ▶

Fifteen students took on roles across campus, in the community, and at companies to assist with innovative projects in various fields, including in intellectual property, development, data analytics, and STEM education.



DATA ANALYTICS
PROJECTS WANTED!

NEW FACULTY ADVISER ▶

Dyer Center thanks **Chris Ruebeck**, associate professor of economics, for his two years of service as the faculty director and welcomes **Toby Rossmann**, associate professor of mechanical engineering as he begins his tenure in the faculty director role.



COMMUNITY

REAL ESTATE LAB ▶

A partnership between the Dyer Center and City Center Allentown called the Real Estate Lab graduated its inaugural cohort of real estate entrepreneurs who will work to transform downtown Allentown neighborhoods.



CURRICULAR

INDS 223: SOCIAL ENTREPRENEURSHIP

Rachel Hogan Carr, executive director of Easton's Nurture Nature Center, who has experience in social science community research studies, innovation in community engagement, and a wide range of roles in several of Easton's civic organizations.

EGRS 370: BUILDING THE HIGH-TECH STARTUP

Sandra Furnbach Clavijo '03, who graduated with a dual degree in civil engineering and international affairs, worked as a project engineer in urban land development, earned a master's in engineering management, and today works in the school of engineering and sciences at Stevens Institute of Technology as director of core education at the Center for Student Success.



THE IMPACT OF ONE

In 2017, **Rabia Demirelli '21**, a first-year student from Turkey, sat in the basement of Acopian Engineering, in what was then the IDEAL Center, interviewing for a fellowship position with a recently hired Yusuf Dahl.

Over the next four years, Demirelli didn't seek the glory of launching a venture or pitching ideas. Instead she was an "outlier," more interested in what she calls the "big picture" work: what students wanted and what the center could create. Her vision over four years has helped to define her college experience and shape a silent but profound legacy.

Co-founding the Collegiate Entrepreneurs Organization (CEO) club on campus, she worked to host events and workshops and attended its nationwide annual conferences.

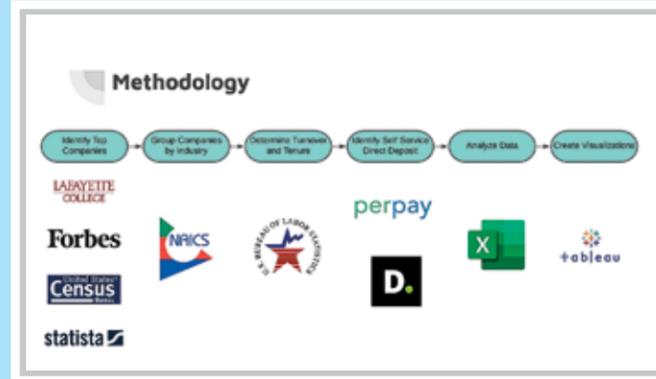
She participated in an NYU hackathon to determine if the College could host such a competition.

With the opening of the new center in Rockwell Integrated Sciences Center, she launched a task force team focused on marketing, programming, and the maker space.

For her senior thesis, she researched ways to advance the cause for social entrepreneurship at the College.

She won the 2020 Emerging Leader Award, which recognizes students who demonstrate considerable leadership potential and have made an impressive transition from exploring to taking the lead toward meaningful change.

"I have learned a lot about building relationships and how to get students to take action," she says. But turning a brainstorm into a vision and translating it into action is what she cares about most. "I hope I helped create a difference on campus as we took the initial steps to start something and watch it grow with the support of students and alumni," she says.



LOVE OF DATA ANALYTICS

Leigh Jacobsen '22, civil engineering, was slated to enjoy a 2020 summer internship in her field when the pandemic upended her plans. Looking for something else to do, she applied to the Data Analytics Boot Camp. She was intrigued by the coursework, the real-world problems, and learning to use the software tools.

For the next 10 weeks, she got to better understand Excel and Tableau, probability, regression, and hypothesis testing. Even when her canceled internship resurfaced for a few hours a week, she leaned into data analytics even more. "I enjoy my major, but I really fell in love with this new course of study," she says.

It showed. At the end of the boot camp, an alumni-owned company, PerPay, reached out to her as a "top performer" and asked if she was interested in working on a data analytics project. She jumped at the chance. For the next five months, she did primary research and data analytics and then presented her findings to company officials.

This summer, rather than accept the civil engineering internship offers she received, she sought one that aligned with this new passion. She will be working at American Red Cross in New York City on another data analytics project. "The boot camp opened a new door for me and had a big impact," she says. "It speaks to the power of a liberal arts education, finding new opportunities that move you in new directions."



BSA SUPPORTS STUDENT PROJECTS

When student ideas take shape or when needs arise where students show a keen interest, the Bergh Summer Accelerator (BSA) is there to provide funding, resources, and mentorship to validate, scale, and realize those ideas and projects.

This past year saw two students working on BSA projects.

Shantae Shand '22 felt like she was winging it during her first year on campus as she attempted to manage the demands of her classes, extracurricular activities, and social life. By the end of that year, she saw she wasn't enjoying herself or performing her best. Her sophomore year was different as she better managed her time and schedule. What she learned could help others, so she used the BSA to prototype ALME (Academic Life Made Easy), an online scheduling app exclusively designed for college students. "The Dyer team helped me to structure my thinking, define a problem statement, and discuss what was needed to make my idea move forward," she says.



Max Turkot '24 was looking for a community-based project to support and was asked to develop a course management system (CMS) for Real Estate Lab, a social entrepreneurship enterprise in downtown Allentown, Pa., that offers a hands-on 10-week course about the real estate transaction lifecycle, and then access to capital for the acquisition and rehab of Allentown-area properties. "It was great to be part of a team and have a role to play, working through a real project and feeling relied on to meet the goal," he says. "As a computer science major, this project helped me to better understand what I like in my field and learn the demands placed on full-stack developers."

D.Y.E.R. FELLOWS SET TO LAUNCH

Designing Your Entrepreneurial Roadmap (D.Y.E.R.) is a four-year program to develop next-generation innovators, those who are hungry to turn ideas into action and impact, brush off failures, pressure test prototypes, and leverage College networks. D.Y.E.R. is a paid sequenced and progressive four-year program that begins with the foundational mechanics of innovation and entrepreneurship, and culminates with a \$4,000 investment in student ventures. The first cohort of fellows was selected from enrolled members of the Class of 2025 who applied and interviewed. In the fall, they will begin an entrepreneurial education that includes skill building, personal development, entrepreneurial thinking, hands-on ventures, and network building.



THANKS TO SPONSORS, PARTNERS AND DONORS

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 Mr. Richard Dale Lemen '56
 Mr. Robert M. Malnati '89
 Mr. Roger E. Manzano '06
 Mr. William J. Martin, Jr. '72



It is with heavy heart that we acknowledge the passing of **Lauren Dow**, director of major gifts, following a courageous three-year battle with breast cancer. She was a champion for the Dyer Center, and shared her enthusiasm and our stories with alumni, parents, and friends throughout the country. Entrepreneurship and innovation at the College have lost a true friend.

Mr. Scott B. McCausland '91
 Mrs. Kristen N. McCausland 'P18
 Mr. William E. McClure, Jr. '63
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 Dr. Joseph D. Miranda '83
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 Mr. Gil S. Ozir '96
 Mr. Robert G. Pali '67
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NOTE FROM

Brad

Houston... we have a problem.

Innovation is the topic. The COVID-19 pandemic triggered an acceleration of innovation across the economy and a wide range of institutions. The immediate impetus was the threat to human health; however, a broader scope of innovative second-order developments evolved from COVID-19 dislocations, i.e., shutdowns and related public policy measures to slow disease spread.

Vaccine development, manufacturing, and distribution, all within one year of recognizing that we had a pandemic on our hands, is testimony to the power of innovation across multiple fronts. While the for-profit entrepreneurial world played a prominent role, so did many public/private partnership models.

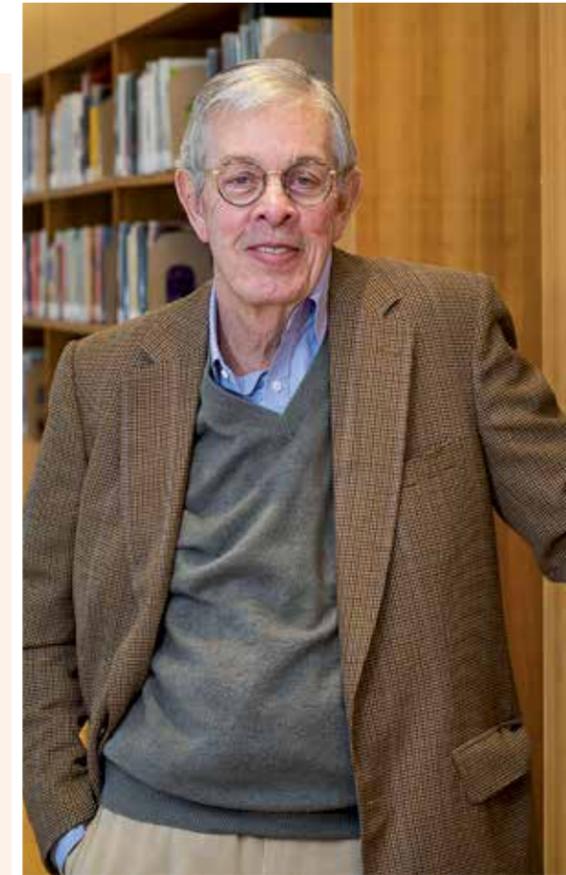
COVID-driven innovation permeated the health care system on several fronts, be it treatment modalities, testing, or PPE. As a result, there will continue to be highly visible innovative developments across the health care continuum.

The innovative second-order developments triggered by changes in operational procedures—think working from home, online purchasing

“*The Dyer Center has responded decisively and innovatively to COVID-19... it would be a mistake to lose the sense of urgency and collaboration that helped propel us through this crisis.*”

—BRADBURY DYER III '64

of goods and services, and virtual or remote instruction—will prove equally durable. Disruptive innovation has placed a “bullseye” on the back of vulnerable, tradition-based, asset-heavy, sticky cost structure, high incremental margin verticals such as office building



Bradbury Dyer III '64 furthers entrepreneurial learning at Lafayette College.

ownership, brick and mortar retailers, and higher education.

When considered in the context of rising tuition costs, growing industry acceptance of certificate credentials, skills-based hiring, and free community college, it's hard not to conclude, “Houston... we have a problem.”

The Dyer Center has responded decisively and innovatively to COVID-19. With the pandemic subsiding domestically, it would be a mistake to lose the sense of urgency and collaboration that helped propel us through this crisis.

We remain committed to not taking our hands off the wheel and focusing on serving our customers—the students and the College—as we pursue our broad imperative to strengthen Lafayette's value proposition in the marketplace and prepare our students to lead in the challenging times ahead.



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