



The Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurship Education

Landmark College Year Two Report to
the Morgan Le Fay Dreams Foundation

June 2016

Landmark College
Office of Grants and Sponsored Programs
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*The Morgan Le Fay Center for Advances in
Economics, Business, and Entrepreneurship Education*

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Overview

As Landmark College closes the second year of the Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurship Education, the successes are notable and the path forward is becoming increasingly clear. Upon receipt of this grant award, the MLF Center Steering Committee identified five key goal areas, and significant progress has been made within each area over the past two years.

Goal Area 1: Expanding awareness of existing Landmark College pedagogy among educational practitioners across the U.S.

Key work within goal area 1 has been to utilize the Morgan Le Fay Center as a vehicle for promoting Landmark College's LD Innovation Symposium. The LD Symposium was in only its second year upon receipt of the MLF award, and the growth in this event has been tremendous. A clear focus has been established for the LD Symposium – technologies for educators of and learners with LD. This focus allows the College to stay abreast of cutting-edge technologies in the field. We will continue with this focus in 2016, and the keynote speaker at the LD Symposium will be Dr. Jan Plass, Paulette Goddard Chair in Digital Media and Learning Sciences at New York University.



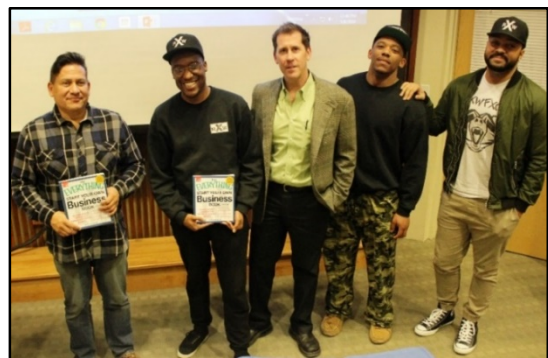
Landmark College's LD Innovation Symposium, October 2015

Goal Area 2: Increasing learning opportunities for students at Landmark College in the areas of economics, business, and entrepreneurship.

Through the MLF Center, Landmark College has been able to hire a new faculty member within the Business Department, offer new coursework, and open up both a concentration and a minor in *Entrepreneurship and Innovation*. In May 2016, Landmark College graduated its first class of baccalaureate students: those earning a B.A. in Liberal Studies. In summer 2016, the first student to earn a B.A. with a minor in Entrepreneurship and Innovation will graduate. These new programs have been met with enthusiasm among students, and will continue to grow over the coming three years.

Goal Area 3: Discovering additional innovative methods to best educate economics, business, and entrepreneurship students who learn differently.

Innovation requires a certain degree of risk-taking and the MLF Center has afforded Landmark College with the ability to explore innovative methods for supporting students. The Landmark Entrepreneurial Accelerator Program (LEAP) is one such example. Students compete through submission of a business plan and presentation to the LEAP Committee for up to \$10,000 of seed money to fund their entrepreneurial vision. In 2015-16, two entries were funded and support was provided to a group of students launching a clothing line with a mission to "positively impact the world". Additional support was provided to a student to utilize both his culinary and business skills to launch a bistro.



2016 LEAP winners with President Peter Eden, February 2016

Goal Area 4: Infusing local practice and external communication with research and evidence-based findings in economics, business, and entrepreneurship pedagogy for students who learn differently.

In winter 2015, surveys were distributed to colleges and universities across the U.S. in order to ascertain the level of experience economics faculty have in supporting students with LD. Specific survey results pointed to the need for professional development and training of economics faculty in supporting students who learn differently. The majority of respondents stated that they addressed learning differences by providing Americans with Disabilities (ADA) mandated accommodations, but very few noted awareness of inclusive teaching practices such as Universal Design for Learning (UDL).

Figure 1.
Respondents experience providing ADA accommodations

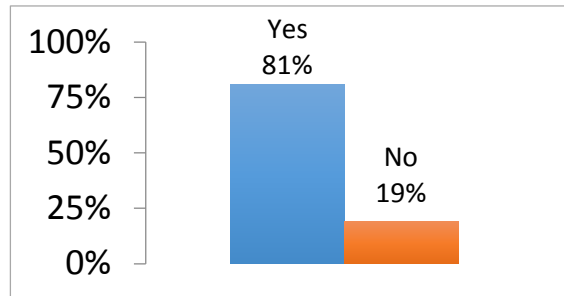
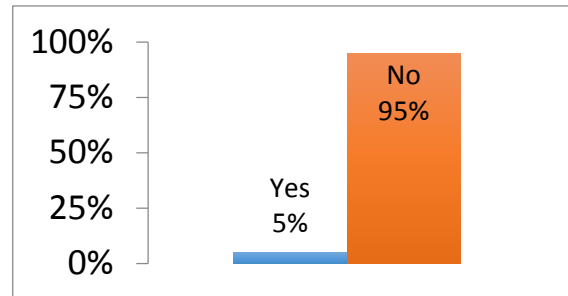


Figure 2.
Respondents experience with the UDL framework



The results of the *College Economics Faculty Survey of Best Practices* were illuminating, and the report outlining full results can be accessed on the Landmark College website at: http://www.landmark.edu/m/uploads/Morgan_Le_Fay_survey_report_2016.pdf. A symposium is currently being planned for October 2016 to further explore issues related to teaching economics to students who learn differently.

Goal Area 5: Becoming the standard-bearer for best practices in teaching economics, business, and entrepreneurship students who learn differently.

It is the culmination of activities undertaken through goal areas 1 through 4 that will result in Landmark College becoming known as the standard-bearer for best practices in teaching economics, business and entrepreneurship students who learn differently. Reports such as the *College Economics Faculty Survey of Best Practices* (link above), as well as scholarly journal articles and white papers from faculty members are examples of the dissemination of information that ultimately leads to the reputation being sought after. Landmark College is positioning itself well, and within three more years will be seen as the standard-bearer in this area.

Year 2 Programmatic Accomplishments

	Goal Area	Year 1 Successes	Year 2 Successes
Short-term Goal (Year 1 and beyond)	1) Expanding awareness of existing Landmark College pedagogy among educational practitioners across the United States.	<p>1.1a) LD Innovation Symposium held October 2014 with a focus on <i>Diverse Technologies for Diverse Minds</i> and included many entrepreneurs and students showcasing products or developments through the Technology Playground, including:</p> <ul style="list-style-type: none"> • iStudiez • Lucidity VR Explorer • Voice Dream Reader <p>1.1b) Webinar held May 2015 featuring Dr. Oskar Harmon, Associate Professor of Economics, University of Connecticut and Dr. Manju Banerjee, VP for Research and Innovation, Landmark College –<i>Pedagogical Practices and Universal Design in College Economics: Teaching Diverse Learners</i>.</p>	<p>1.2a) LD Symposium Landmark College’s 3rd annual LD Innovation Symposium held October 2015 and included the following components:</p> <ul style="list-style-type: none"> • Highlighted the new MacFarlane Science, Technology & Innovation Center. • Featured Christopher Lee, author of <i>Faking It: A Look into the Mind of a Creative Learner</i>, as the keynote speaker. • Expanded Technology Playground highlighted the following: Apple Watch*; Empatica; Fitness and Wellness apps; Impulse; LiveScribe Pen; Oculus Rift ; Out of the Box Notebook*; Project EVO; and SpeechMatch *Presentations led by Landmark College alum. • Addition of a Young Professionals Panel in which alum and other young professionals discussed the transition from college to the workforce. <p>1.2b) Online Offering Contracted with UDL consultant Dr. Bob Dolan for the creation, delivery and management of an online course entitled, <i>Applying Universal Design in eLearning Environments</i>.</p>

	Goal Area	Year 1 Successes	Year 2 Successes
Mid-term Goals (Years 2 – 5)	2) Increasing learning opportunities for students at Landmark College in the areas of economics, business, and entrepreneurship.	2.1a) Adjunct faculty member, Jeffrey Lewis, hired within the Business Department, and the following course offered as a result: <ul style="list-style-type: none"> • BU1011: Introduction to Business (three sections) 	2.2a) New Business Faculty Dr. Matthew Pham began teaching in the Business Department in 2015-16. 2.2b) New Course Offerings Two new courses launched in 2015-16: 1) BU2021: <i>Entrepreneurship and Innovation</i> 2) EC3111: <i>Analysis of 21st Century Economics Issues and Trends</i> 2.2c) New Areas of Study Entrepreneurship & Innovation concentration and minor launched fall 2015; three students currently enrolled.
	3) Discovering additional innovative methods to best educate economics, business, and entrepreneurship students who learn differently.	3.1a) Landmark College’s first LEAP (Landmark Entrepreneurial Accelerator Program) award was made to Lucidity VR Explorer, an interactive virtual reality system developed by a Landmark faculty member and two alums to be marketed to architects, police, educators, etc. interested in the possibilities of immersion and interactivity in a virtual 3D world.	3.2a) Support for Student Entrepreneurs 2015-16 LEAP awards made to: <ul style="list-style-type: none"> • RXWFXCE (pronounced RawFace) – A clothing line with a social justice mission. • Brigid’s Bistro – A classic style bistro combining traditional and contemporary cooking. 3.2b) Expanded Extracurricular Opportunities Phi Beta Lambda, the College’s Business Club, held its 2 nd annual Finn Contest in which students submitted innovative business plans for cash prizes. A new stock club launched in spring 2016. 3.2c) New Technology Purchase of 30 iPads as part of Landmark College’s Apple Task Force’s plan for supporting Language Intensive Curriculum (LIC) students. Through this project, students will: <ol style="list-style-type: none"> a) Demonstrate the ability to use the text-to-speech and speech-to-text software. b) Demonstrate the ability to use instructional writing, reading, and study skills apps. Additionally, a small-scale research project will investigate the impact of this technology.

	Goal Area	Year 1 Successes	Year 2 Successes
Long-terms Goals (Years 3 – 5)	4) Infusing local practice and external communication with research and evidence-based findings in economics, business, and entrepreneurship pedagogy for students who learn differently.	4.1a) Year 2 plans in development for a nationwide survey to harness best practices in economics, business, and entrepreneurship pedagogy for students with LD.	4.2a) Nationwide Survey <i>College Economics Faculty Survey of Best Practices</i> distributed nationally and results from 151 respondents compiled; report available here: http://www.landmark.edu/m/uploads/Morgan_L_e_Fay_survey_report_2016.pdf 4.2b) Conference Planning The MLF Symposium on Inclusive Best Practices for Teaching Economics is planned for October 2016.
	5) Becoming the standard-bearer for best practices in teaching economics, business, and entrepreneurship students who learn differently.	Planning for Goal Area 5 to begin in 2015-16.	5.2a) Textbook/ibook Project Plans in place for the development of a textbook/ibook outlining UDL best practices in economics and business instruction. 5.2b) Scholarly Research Faculty members Jim Koskoris and Matthew Pham are currently developing a white paper focused on utilizing Universal Design for Learning (UDL) to effectively teach economics to students with LD.

Expenditure Report

The following information provides a detailed account of all funds spent in Year 2 (July 1, 2015 – June 30, 2016) from the Morgan Le Fay Dreams Foundation grant awarded to Landmark College. Anticipated expenditures for the remainder of the fiscal year are also indicated.

	Year 2 Budget (2015-16)	Year 2 Expenditures (July 2015 - April 2016)	Year 2 Anticipated Expenditures (May 2016 - June 2016)	Year 2 Total Expenditures
Personnel & Fringe Benefits				
Landmark College Personnel	\$47,427.12	\$85,574.15	\$6,745.77	\$103,153.25
Business/Entrepreneur Faculty Position	\$65,000.00		\$10,833.33	
Fringe Benefits (31.6%)	\$35,526.97	\$27,041.42	\$5,555.00	\$32,596.42
Personnel & Fringe Benefits Subtotal	\$147,954.09	\$112,615.57	\$23,134.10	\$135,749.67
Direct Services				
Seminars and Workshops	\$5,500.00			\$0.00
Online Coursework and Modules	\$7,500.00	\$4,245.00	\$4,435.50	\$8,680.50
Supplies, Equipment, & Other Incidentals	\$7,500.00		\$312.08	\$312.08
Direct Services Subtotal	\$20,500.00	\$4,245.00	\$4,747.58	\$8,992.58
Travel				
Travel Costs	\$3,500.00			\$0.00
Travel Subtotal	\$3,500.00	\$0.00	\$0.00	\$0.00
Other Costs				
LEAP Award	\$10,000.00	\$1,985.06	\$8,014.94	\$10,000.00
Akili Partnership	\$4,000.00			\$0.00
National Survey Project	\$4,000.00	\$824.76		\$824.76
Apple Task Force Project			\$36,284.00	\$36,284.00
Miscellaneous	\$35.37	\$39.39		\$39.39
Other Costs Subtotal	\$18,035.37	\$2,849.21	\$44,298.94	\$47,148.15
Indirect Costs (25%)				
Indirect Costs Subtotal	\$36,988.52	\$10,984.61	\$5,783.53	\$16,768.14
Total	\$226,977.99	\$130,694.39	\$77,964.15	\$208,658.54

Narrative Account of Costs

In Year 2 of Landmark College's award, a total of \$208,659 is anticipated in terms of expenditures, \$130,694 has been expended to date and a remaining \$77,964 is anticipated prior to the close of the fiscal year (June 30, 2016).

Personnel and Fringe Benefits

- **Landmark College Personnel:** Four Landmark College staff and faculty have dedicated time allocated to the Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurship Education, they are: Dr. Peter A. Eden, President (.05 FTE); Dr. Monika Bissell, Vice President for Academic Affairs (.05FTE) through mid-April 2016 only; Dr. Manju Banerjee, Vice President for Research and Innovation and Director of LCIRT (.1 FTE); and Professor Roxanne Hamilton, Chair of Landmark College's Business Department (.15 FTE).
- **Business/Entrepreneur Faculty Position:** In 2015-16, Dr. Matthew Pham was hired as a faculty member within the Business Department under the Morgan Le Fay award.
- **Fringe Benefits:** Landmark College's fringe benefit rate of 31.6% has been applied to personnel costs (excluding the stipend provided to adjunct faculty member). Benefits include: FICA, Medicare, medical, dental, life insurance, and worker's compensation insurance.

Direct Services

- **Online Coursework and Modules:** Cost associated with the online course, *Applying Universal Design in eLearning Environments*.
- **Supplies, Equipment, and Other Incidentals:** Planning costs associated with the fall symposium current being planned.

Travel

- **Travel:** No travel costs were incurred in 2015-16.

Other Costs

- **LEAP Award:** Two awards totaling \$10,000 were made, but recipients have until December 31, 2016 to spend down all funds. To date, \$1,985.06 has been expended.
- **National Survey Project:** Costs in this area include incentive payments to individuals completing the survey, as well as the cost to purchase the mailing list from the American Economics Association.
- **Apple Task Force Project:** Purchase of 30 iPads and corresponding equipment.

Indirect Costs

- **Indirect Costs:** A 25% indirect rate has been applied to this award (indirect is charged on personnel and fringe benefits only). Indirect costs encompass support associated with the administration, grants management, and financial management of the award.

2016-19 Budget

A revised budget for the upcoming three years follows. Significant changes from the original budget presented within the Year 1 report are: funding to support the LD Innovation Symposium and the UDL textbook/ibook project, as well as the elimination of several line items that were not utilized in Years 1 and 2. The budget for the remaining three years is based upon total expenditures in Year 1 of \$90,182 and anticipated expenditures in Year 2 in the amount of \$208,659.

• Total Award	\$1,038,445
• Year 1 Expenditures	\$90,182
• Year 2 Anticipated Expenditures	\$208,659
• Balance	\$739,605

	Year 3 (2016-17)	Year 4 (2017-18)	Year 5 (2018-19)	Total
Personnel & Fringe Benefits				
Landmark College Personnel	\$48,850	\$58,258	\$60,006	\$167,114
Business/Entrepreneur Faculty Position	\$66,950	\$68,959	\$71,027	\$206,936
Fringe Benefits (31.6%)	\$36,593	\$40,201	\$41,407	\$118,200
Personnel & Fringe Benefits Subtotal	\$152,393	\$167,417	\$172,440	\$492,250
Direct Services				
Seminars, Workshops, Online Coursework & Modules	\$13,000	\$13,000	\$13,000	\$39,000
Supplies, Equipment, and Other Incidentals	\$7,500	\$7,500	\$7,500	\$22,500
Direct Services Subtotal	\$20,500	\$20,500	\$20,500	\$61,500
Other Costs				
LEAP Award	\$10,000	\$10,000	\$10,000	\$30,000
National Survey Project	\$3,000	\$2,000	\$0	\$5,000
LD Symposium	\$4,000	\$4,000	\$4,000	\$12,000
UDL Textbook/ibook Project	\$2,000	\$2,000	\$2,000	\$6,000
Miscellaneous	\$3,264	\$3,264	\$3,264	\$9,792
Other Costs Subtotal	\$22,264	\$21,264	\$19,264	\$62,792
Indirect Costs (25%)	\$38,098	\$41,854	\$43,110	\$123,062
Indirect Costs Subtotal	\$38,098	\$41,854	\$43,110	\$123,062
Total	\$233,255	\$251,036	\$255,314	\$739,604

Conclusion

Overall, the Morgan Le Fay Center for Advances in Economics, Business, and Entrepreneurial Education is progressing as planned, and as Year 2 comes to a close significant progress can be seen and clear plans have emerged for the coming three years. Landmark College would like to take this opportunity to, once again, thank both Paul McCulley and the Foundation for the generous support provided and the ability to put the College on the map in terms of innovative practices in supporting students with LD in the critical areas of economics and business.

Spotlight on Phi Beta Lambda, Landmark College's Business Club

Phi Beta Lambda began in 2014 on Landmark College's campus with just six students participating. The MLF Center has infused energy and enthusiasm into the club which now has an active and vibrant membership. The group offers students the opportunity to develop their business leadership skills through individual and team projects and contests. Participation in Phi Beta Lambda allows students to strengthen their confidence and facilitates the future transition from school to work.

In spring 2016, a group of Phi Beta Lambda members went to New York City to observe the New York Stock Exchange in action. As Phi Beta Lambda continues to grow over the coming years, future plans include: continuation of a local contest in which students develop business plans; annual trips to the New York Stock Exchange; and participation in the Southern Vermont Young Professionals forum.



Professor Pham and members of Phi Beta Lambda,
New York City Stock Exchange

Landmark College was the first institution of higher education to pioneer college-level studies for students with dyslexia. Today, Landmark College is a global leader in integrated teaching methods for students with learning disabilities (including dyslexia), ADHD, and autism spectrum disorder (ASD). The College offers two- and four-year degree options, a graduate-level certificate in universal design with technology integration, and summer programs for students who learn differently. Students, faculty, and professionals from around the world are drawn to Landmark College for its innovative educational model, designed through research and practice to help all students become confident, empowered, and independently successful learners.

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