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West Virginia
**Governor's
School of Entrepreneurship**
STUDENT HANDBOOK



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MESSAGE FROM THE DEAN

01

Dear GSE Students,

Have you ever noticed a problem and thought, "Someone should do something about that!"? That's entrepreneurship – seeing opportunities, imagining what's possible, and taking action. We're excited to have you join us for the GSE to explore, create, and challenge yourself in a fun, hands-on environment. You'll learn to innovate and solve problems the same way that Intuit, Apple, AirBnB, and other world-leading companies do. Over 10 days, students will experience some of the Huntington's most interesting attractions and find opportunities to help them innovate their way to even greater success.

GSE was established in 2016 to empower students to turn their ideas into reality and create lasting change. Redesigned as a 10-day experience for 2025, the program focuses on real-world problem-solving and the process of launching a startup. Students will collaborate with peers, learn from industry experts, and use cutting-edge tools to design and pitch creative solutions.

You will gain practical skills, build valuable networks with entrepreneurs, and experience the excitement of pitching ideas. Whether you want to start a business, make a difference in your community, or explore your creative potential, GSE offers the perfect opportunity to shape your future.

Governor's Schools are truly a community effort. Requested in the Governor's budget and funded by the legislature, all Governor's Schools of West Virginia are administered by the West Virginia Department of Education. Marshall University is proud to be the host institution for GSE 2025.

We're incredibly excited to spend 10 action-packed days with you at Marshall University!

Dr. David Wiley
Dean



DATES AND SCHEDULE

Opening and Closing Dates

The 2025 West Virginia Governor's School of Entrepreneurship (GSE) will begin on **Friday, July 11**. Students will sign up for a check-in time between 12:00 p.m. and 4:00 p.m. If you select an earlier check-in time, please eat lunch before arriving, as it will not be provided. Dinner will be provided for all students that evening.

GSE will conclude on **Sunday, July 20**. Parents/guardians may begin arriving at 8:00 a.m. and all students must be checked out by 11:00 a.m.

Instructions on how to select your check-in time will be sent in a separate communication.

Typical Daily Schedule

While each day at GSE will be unique - featuring different speakers, activities, and experiences - the schedule below gives you a general idea of the daily rhythm:

8 a.m. - 9 a.m.	Breakfast
9 a.m. - 9:30 a.m.	Morning Kickoff / Daily Briefing
9:30 a.m. - 12 p.m.	Field Experience or Classroom Instruction
12 p.m. - 1 p.m.	Lunch
1 p.m. - 6 p.m.	Innovation Studio (Customer interviews, ideation, prototyping)
6 p.m. - 7 p.m.	Dinner
7 p.m. - 9 p.m.	Evening Activities
11 p.m.	Lights Out

Off-Campus Outings

- Sunday, July 13 Camden Park
- Tuesday, July 15 Tri-State Coal Cats Game
- Friday, July 18 Heritage Farm Museum & Village

* Please note that off-campus outing dates are subject to change.



EXPECTATIONS AND RULES

Residency

- GSE is a serious commitment and is for students who are “all in.” If you’re not ready to commit to staying and engaging for the entire duration of the program, you should not attend.
- Students are expected to stay on campus for the duration of GSE. Students who live locally are not permitted to commute to and from their home each day.
- Students may never leave campus alone. Leaving campus is only allowed when accompanied by GSE staff as part of scheduled program activities.
- Students are not permitted to have food deliveries (GrubHub, Instacart, DoorDash, etc.) to the residence halls.
- Quiet hours must be observed in the residence halls to allow all students the opportunity to rest, reflect, and recharge.
- Shared spaces must be kept clean and orderly. Everyone plays a role in maintaining a positive living environment.

Visitation

- Students may not host visitors during GSE, including family members.
- If a student forgets an essential item at home, parents/guardians may contact the Resident Director to arrange a designated time and location for drop off.
- Students are not permitted to visit other groups or residence halls while on Marshall’s campus.
- Mixed gender visitation is limited to supervised common areas only. Students may not enter the rooms of students of another gender under any circumstances.

Transportation

- Students are not permitted to bring personal vehicles to GSE. Campus parking will not be provided or accommodated.
- Students may not ride in or operate any vehicle during the program unless it is part of an official, staff-supervised GSE activity.
- All transportation needs, including off-campus trips and emergencies, will be coordinated and provided by GSE staff.



EXPECTATIONS AND RULES

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Technology Use

- Use of cell phones and other personal electronic devices is limited to designated free time only, unless otherwise approved or instructed by GSE staff.
- Students may carry their phones during the day but must keep them silenced and out of sight during class sessions, workshops, and all scheduled activities unless use is explicitly permitted.
- There may be instances where students are encouraged to use their phones to collaborate, coordinate, or communicate with peers for GSE-related class projects or extracurricular activities.
- GSE is a unique opportunity to engage deeply with your peers. We encourage you to be present, minimize screen time, and build meaningful connections with those around you.

Off-Campus Activities

- Students must follow all travel schedules and applicable local ordinances regarding curfews for minors.
- When off campus, students must remain with their assigned RA- or GSE staff/faculty-led group at all times.

Substance Use and Medication

- The use or possession of tobacco, alcohol, vaping devices or products, illegal drugs, or other chemical substances – apart from approved prescription or over-the-counter medications – is strictly prohibited and will result in dismissal.
- Students may only use prescription or over-the-counter medications that have been disclosed and approved at check-in by GSE staff and the resident nurse.
- All medication use must be coordinated with the resident GSE nurse. Unauthorized use or possession of medication is strictly prohibited.

Attendance and Participation

- Students are required to attend and actively participate in all scheduled classes, workshops, and events.



EXPECTATIONS AND RULES

Behavior and Conduct

- GSE identification badges must be worn at all times.
- In the event of a fire alarm, students must exit the building immediately and gather at the designated meeting area for roll call.
- Business casual attire is required for the Closing Ceremony.
- GSE t-shirts should be worn on designated days or field trips, as instructed.
- Clothing with offensive language or imagery is not permitted.
- Students must wear appropriate attire during all program activities, including field trips and meals.
- Sexual activity or public displays of affection (PDA) between students is strictly prohibited.
- Theft, vandalism, tampering with fire or safety equipment, and possession of weapons, firecrackers, drugs, or alcohol will result in immediate dismissal from the program.
- GSE has a zero tolerance policy of any and all kinds of harassment. Harassment includes any action or behavior that mocks, demeans, puts down, disparages, or ridicules another person or group. Bullying of all kinds is considered a form of harassment. Sexual harassment is any sort of discrimination, unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature.
- If you are a victim of harassment, please report to your immediate RA or any other RA, or the RD. In these situations, you should report to whomever you are most comfortable speaking to. Together you can discuss the incident and create a plan to address the issue at hand.

Self Care and Wellness

During GSE, there will be ample opportunities for participants to engage in physical activity. Participants will have an opportunity to visit the Marshall Recreation Center in the mornings, if they choose to do so. They will also have the opportunity to participate in outdoor activities and the Rec Center in the evening. This is dependent on the time and weather. There will be other activities such as board games, Just Dance, Mario Kart, and movie nights depending on the evening.





DISCIPLINARY ACTION

The Governor's School of Entrepreneurship strives to provide an environment where students can grow and explore their ideas in a supportive space. Certain behavior is incompatible with the philosophy of GSE. As representatives of your schools, communities, counties, and the state of West Virginia, you are expected to be exemplary citizens.

All staff members are responsible for disciplinary action in response to misbehavior. In other words, every adult is the "boss." There are three levels of discipline, determined by the nature, frequency, or severity of the infraction:

- Verbal reprimand by staff with written notice to the Dean
- Written warning by the Dean with notice to the parent/guardian
- Dismissal from GSE

The Dean, in consultation with the appropriate faculty, staff, and the State Director, will make final decisions regarding dismissal from GSE. Should a student be dismissed, the Dean will immediately contact the student's parents or guardians. A student who has been dismissed must be picked up by a parent/guardian within 12 hours of dismissal. While waiting to be picked up, the student is no longer welcome to participate in GSE activities and will pack personal belongings under staff supervision.

Please note, a letter stating the reason for dismissal will be sent to the parent/guardian, high school principal, and county superintendent of schools. Be advised that Marshall University and the GSE will cooperate with all university, local, and state authorities regarding investigations or illegal activities.

Causes for Disciplinary Action

Actions that will result in automatic dismissal include, but are not limited to:

- Possession or use of alcohol, illegal drugs, vaping devices, or tobacco products
- Leaving campus without authorization
- Activities that threaten the safety of yourself or others, including leaving assigned groups when off campus
- Disobeying visitation policies
- Unauthorized use of a vehicle or riding in a vehicle with an unauthorized person
- Tampering with fire alarms or security systems
- Harassment/bullying
- Possession of a weapon
- Sexual activity or inappropriate physical conduct



PACKING LIST

Clothing

- One dressy outfit
 - Ex. business casual dress or slacks and a blouse
 - Ex. dress shirt and tie (dress coat optional)
 - Dress shoes
- Variety of tops of different weights (it may be cold inside with the A/C)
- Shorts
- Jeans
- Sleepwear
- Rain gear
- Jacket
- Umbrella
- Comfortable walking shoes
- Athletic shoes
- Laundry bag or basket
- Preferably, laundry detergent and dryer sheets (washers and dryers are available at no charge)

Optional

- Bedside lamp
- Hair dryer
- Cosmetics
- Camera
- Sports equipment
- Board or card games
- Cell phone
- Workout clothes
- Swimsuit
- Handheld video game device (i.e. Switch or DS)
- Laptop/tablet and charger
- Hangers
- Snacks
- Notebook and pen/pencil

Bedding and Toiletries

- Sheets for EXTRA-LONG TWIN bed
 - Sheets are not provided by the dorm - you must bring your own
 - Mattress cover optional
- Pillow(s)
- Pillowcase(s)
- Blanket and/or comforter
- Alarm
- Towels and wash cloths
- Deodorant
- Toothbrush and toothpaste
- Shampoo and conditioner
- Soap/body wash
- Sunscreen
- Garbage can liners for small garbage cans
- Feminine hygiene products

Prohibited Items

- TV
- DVD or blu-ray player
- Kitchen appliances (toaster, coffee maker, microwave, refrigerator, etc.)
- Air conditioner
- Large sports/fitness equipment
- Large video game console (i.e. PlayStation, Xbox)

***A CVS is conveniently located near the residence hall for any forgotten necessities. Students must be accompanied by at least one GSE staff member to go to CVS, or items will be retrieved by the Resident Team for the students.*

MEET THE TEAM

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Dr. David Wiley, Dean



Dr. David Wiley is Associate Professor of Entrepreneurship, Marketing, and MIS and Director of The Brad D. Smith Student Incubator at Marshall University. Dr. Wiley's work and research happen at the intersection of open educational resources, generative AI, entrepreneurship, continuous improvement, and professional development. As an academic, Dr. Wiley has received several recognitions for his work, including an National Science Foundation CAREER grant and appointments as a Nonresident Fellow in the Center for Internet and Society at Stanford Law School, a Peery Social Entrepreneurship Research Fellow in the BYU Marriott School of Business, and a Shuttleworth Fellow. As a social entrepreneur, he has founded or co-founded numerous entities including Lumen Learning, Degreed, and Mountain Heights Academy, and was named an Ashoka Fellow. In 2009, Fast Company named him of the 100 Most Creative People in Business. Dr. Wiley was President of the international Association for Educational Communications and Technology from 2022 - 2023.

Tricia Ball, Associate Dean



Tricia Ball is the Executive Director of the Center for Innovation and Entrepreneurship (iCenter) at Marshall University, where she leads initiatives to foster innovation, design thinking, and entrepreneurial growth across the region. She previously served as President & CEO of the Huntington Regional Chamber of Commerce, where she oversaw a strategic rebranding, membership investment restructuring, and the launch of new programs including Leadership Huntington and the Nonprofit Roundtable. Earlier in her career, Tricia held several leadership roles at Marshall University, including Associate Director of the iCenter and Acting Director of the Brad D. Smith Business Incubator. Her background also includes corporate marketing, where she managed global accounts and led international teams. Tricia is a graduate of the Appalachian Regional Commission's Leadership Institute and holds certifications in innovation and coaching from Intuit, LEANSTACK, IDEO U, and Gallup. She earned a bachelor's degree from West Virginia University and a master's from the University of Florida.

MEET THE TEAM

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Dr. Ben Eng, Faculty



Dr. Ben Eng is the Interim Dean of the Brad D. Smith School of Business and Associate Professor of Marketing and Entrepreneurship at Marshall University, where he also founded the iCenter, the university's hub for entrepreneurship and innovation. In 2018, Eng won the Pickens-Queen Teacher Award, which is Marshall University's highest teaching award for newer faculty members. In 2019, he won the Robert P. Alexander Mentorship Award, which goes to the faculty member in the College of Business who demonstrates excellence in mentoring students. His research on design thinking and celebrity branding has been published in peer-reviewed journals and presented at leading academic conferences. Before academia, Eng worked at United Talent Agency in Hollywood. He holds a Ph.D. in Business Administration from Southern Illinois University, an MBA from Marshall University, and a B.A. from James Madison University. A Huntington native, Eng remains active in the community and serves on the boards of the Developmental Therapy Center and Goodwill of KYOWA.

McKenna Sunderland, Resident Director



McKenna Sunderland graduated from Marshall University in 2021 with a BBA in Entrepreneurship and in Management. Since then, she has gone on to work in hospitality at The Walt Disney World Resort. She now works at a small IT business in South Charleston, wearing many hats. She acts as a bookkeeper, an admin assistant, and a web developer. McKenna now runs the Holdings company and is in charge of all aspects. She has many entrepreneurial aspirations for the future of the Holdings company. This is McKenna's fifth year returning as the Resident Director and is so excited to meet all the participants.

CONTACT INFORMATION

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Dr. David Wiley

Dean

wiley6@marshall.edu

Tricia Ball

Associate Dean

ballt@marshall.edu

(304) 696-5105

McKenna Sunderland

Resident Director

sunderland3@marshall.edu

