Teaching Guide Webinar
Using Experiential Education to Teach Social Enterprise and Entrepreneurship

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• Immediate Past-Chair, ARNOVA Social Entrepreneurship/Enterprise Section (SEES)

• Founder, Weaver’s Social Enterprise Directory

• Wife, mother, 1st generation American, and an aspiring yogi
Objectives

01 Outline various experiential learning assignments and activities that foster understanding of social enterprise and entrepreneurship

02 Disseminate knowledge about practical tools and resources that can be used to facilitate student immersion into the social enterprise sector

03 Convey the diversity of career opportunities related to social enterprise and entrepreneurship
Overview

- Experiential Education and Social Entrepreneurship
- Experiential Learning Assignments, Activities, and Readings
- Preparing Students for Careers
- Tools and Resources for Educators, Researchers, and Practitioners
- Syllabus, Class Activities, and Assignment Examples
- Readings on Social Entrepreneurship
Section I: Experiential Education and Social Enterprise / Entrepreneurship
What is Experiential Education?

“Experiential education is a teaching philosophy that informs many methodologies in which educators purposefully engage with learners in direct experience and focused reflection in order to increase knowledge, develop skills, clarify values, and develop people's capacity to contribute to their communities.” – Association for Experiential Education
Importance of Experiential Education

• Social enterprises, as revenue-generating organizations, are practical by nature.

• The more opportunities that students and scholars have to engage with social enterprises, the more we understand them.

• Entrepreneurs have a bias towards action. – Design Thinking Principle
What is Social Entrepreneurship?

• The definition of social entrepreneurship has evolved over the years.

• It is oriented around the process of using commercial activity to generate revenue that is used, at least in part, to address social problems.

• Social enterprises may be legally structured as nonprofit organizations, for-profit businesses, or a combination of both.
Examples of Social Enterprises
Examples of Experiential Education Techniques in SEE

- Written and digital case studies
- Field visits to social enterprises
- Volunteer/intern work with social enterprises
- Coordinating public forums or expos
- Participating in social venture pitch competitions
- Visiting makerspaces
- Collaborating with an incubator, accelerator or coworking space
Section II: Experiential Learning Assignments, Activities, and Readings
Examples of Major Experiential Learning Assignments

<table>
<thead>
<tr>
<th>Experiential Learning Assignment</th>
<th>Course Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run a Hybrid (For-Profit to Nonprofit) Business</td>
<td>Intro to Community Entrepreneurship</td>
<td>University of Vermont</td>
</tr>
<tr>
<td>Community Needs Assessment with Recommendations</td>
<td>“Using Entrepreneurship to Advance Community Economic Development in Jamaica”</td>
<td>Iona College</td>
</tr>
<tr>
<td>Social Venture Consulting</td>
<td>Social Venture Consulting Program</td>
<td>University of Maryland</td>
</tr>
<tr>
<td>Pop-Up Shop</td>
<td>Brick and Mortar Facility For Rental Use</td>
<td>Sheffield Hallam University (UK)</td>
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</tbody>
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Field Visit Ideas

Example: Staten Island Makerspace
## Field Visit Ideas (continued)

<table>
<thead>
<tr>
<th>Accelerators</th>
<th>Business Incubators (Often on College Campuses)</th>
<th>Coworking Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Ben Franklin Fintech Accelerator Philadelphia, PA</td>
<td>Gael Ventures Iona College New Rochelle, NY</td>
<td>Center for Social Innovation New York, NY</td>
</tr>
<tr>
<td>9Mile Labs Seattle, WA</td>
<td>Vermont Center for Emerging Technologies Burlington, VT</td>
<td>WeWork (Numerous locations)</td>
</tr>
<tr>
<td>LAUNCH University of California Berkeley, CA</td>
<td>Element46 Incubator White Plains, NY</td>
<td>KOI Creative Spaces White Plains, NY</td>
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# Case Studies

<table>
<thead>
<tr>
<th>Case Study</th>
<th>Unique Features</th>
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<tbody>
<tr>
<td><strong>Aspire: Building Partnerships through Social Entrepreneurship</strong> by John Ronquillo</td>
<td>Online case study with experiential modules.</td>
</tr>
<tr>
<td><strong>Greyston Bakery: Combatting Poverty by Making a Profit</strong> by Deborah Leipziger</td>
<td>List of critical discussion questions about this benefit corporation.</td>
</tr>
<tr>
<td><strong>Appalachian by Design Case Study</strong>, by Diane Lynch Maxwelton, Barbara Ann Elliott and Debbi D. Brock</td>
<td>Knowledge about important stages of social enterprises development (e.g. financial performance, feasibility assessments)</td>
</tr>
</tbody>
</table>
Resources for In-Class Readings

- Nonprofit Quarterly
- Stanford Social Innovation Review
- Harvard Business Review
- Social Change Innovators by Debbi D. Brock, PhD
- Community Wealth Ventures
Section III: Preparing Students for Careers
<table>
<thead>
<tr>
<th>Social Entrepreneur</th>
<th>Social Enterprise Employee</th>
<th>Director of a Private Business</th>
<th>Nonprofit Director</th>
<th>Magazine Editor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher</td>
<td>Professor</td>
<td>Researcher</td>
<td>Policy Analyst</td>
<td>Consultant</td>
</tr>
<tr>
<td>Accelerator, Incubator, Coworking Space Manager</td>
<td>Chief Impact Officer</td>
<td>University/College Civic Engagement Coordinator</td>
<td>Design Thinker</td>
<td>Program Manager</td>
</tr>
<tr>
<td>Grant Writer</td>
<td>Impact Investor</td>
<td>Angel Investor</td>
<td>Lobbyist</td>
<td>Lawyer with Expertise in Social Entrepreneurship</td>
</tr>
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Conferences for Social Entrepreneurs

- Social Enterprise Summit by the Social Enterprise Alliance
- Social Enterprise Conference at Columbia University Business School
- Skoll World Forum
Training Programs

- Global Social Entrepreneurship Certificate Program
- Starting Bloc
- Various incubator and government programs (e.g. NJ OFBI)
Seed Funding Competitions

- Rockefeller Foundation-Acumen Student Social Innovation Challenge – Up to $20,000
- Fowler Global Social Innovation Challenge Up to $50,000
Section IV: Tools and Resources for Educators, Researchers, and Practitioners
Weaver’s Social Enterprise Directory

• Created in April 2018 and features over 1,000 social enterprises across the United States.

• Tracks the United States social enterprise sector and supports the ecosystem.

• In May 2020, WSED will launch an online community for social entrepreneurs.

Website
www.socialenterprisedirectory.com
Social Enterprise Law Tracker

Website
https://socentlawtracker.org/#/map
Hubert Project

• Offers free educational resources such as:
  • E-case studies
  • Video policy and research briefs
  • Various resources for teaching public affairs and other subjects

Website
https://hubertproject.org/
Explore in the Teaching Guide

- Major academic and professional institutions
- Academic conferences that feature social enterprise research
- Journals that publish work related to social enterprise and entrepreneurship
Section V:
Syllabus, Class Activities, and Assignment Examples
Course

Social Entrepreneurship, Civic Engagement, and Community Development

Department of Public Policy and Administration

Rutgers University-Camden

• Focus
  • Students conduct a community-needs assessment in the local community for a nonprofit organization. Findings are pitched, by students, to a prospective donor.
Materials

- Community Needs Assessment Project Packet
- Classroom Activity
- Major Class Assignments – 2 Case Studies
Section VI: Readings on Social Entrepreneurship

- Future Exploration
  - Core Readings in Social Entrepreneurship

- Core Academic Readings in B Corporations or Benefit Corporations

- Recent publications from ARNOVA Social Entrepreneurship/Enterprise Section (SEES) Members
• Experiential education is essential to social entrepreneurship education. *Entrepreneurs have a bias towards acting!*

• There is a growing list of resources and opportunities related to social enterprise/entrepreneurship

• Sharing knowledge and promoting the work of our community is important to supporting this growing field.
Upcoming Opportunities
Special Issue
Call for Papers
Deadline: March 15, 2020

Entrepreneurship Education and Pedagogy
Call for Papers

Special Issue on Social Entrepreneurship Education

Guest Editors:

Jill Kickul, University of Southern California
Paulami Mitra, IÉSEG School of Management and Université catholique de Louvain
Rasheda L. Weaver, Iona College
Jacqueline Orr, University of Southern California
Christoph Winkler, Iona College

The future for social entrepreneurs is replete with opportunities to effectively address, and potentially solve, some of society’s most pressing issues. Social entrepreneurship often involves the application of business practices in the pursuit of a social and/or environmental mission. It brings the mindset, principles, strategies, tools, and techniques of entrepreneurship to the social sector, yielding innovative solutions to society’s vexing problems: poverty, hunger, inadequate housing and homelessness, unemployment and underemployment, illiteracy, disease, environmental degradation, and the like.

Our intriguing field of social entrepreneurship has captured the imaginations of thousands of students of business, public administration, social work, and other fields around the world, leading to the creation of hundreds of courses and programs of study to meet this burgeoning demand. These programs are witnessing a surge of social consciousness among students across all levels of higher education. As early as 2008, the Aspen Institute’s Center for Business Education’s survey indicates that our students are thinking more broadly about the primary responsibilities of a company, considering “creating value for the communities in which they operate” to be a primary business responsibility.

Sixth Annual ARNOVA SEES Research Colloquium on Social Entrepreneurship

Hosts: The Social Enterprise/Entrepreneurship Section (SEES) of the Association for Research on Nonprofit Organizations and Voluntary Action, Iona College, and Grove City College.

Location: Iona College in New Rochelle, New York (30 minutes from Manhattan)

Date: Thursday May 28, 2020 and Friday May 29, 2020

Cost: There is no cost to attend the colloquium or for the opening dinner and keynote. Participants are asked to make your own travel arrangements. We will recommend a local hotel. Details will be forthcoming.

The colloquium welcomes research in all areas that present innovative methods and perspectives. Particularly welcome are research in the following areas:

- What do we know about different models of social enterprise in different countries?
- How does social entrepreneurship influence economic development?
- What are the challenges and opportunities for social entrepreneurs?
- How can we measure the impact of social enterprises?
- What are the implications of social enterprise for policy?

The colloquium will feature several plenary sessions, a keynote presentation, and several parallel sessions. There will be an opportunity for scholars to present their research in the form of short papers or panel discussions. The program will be announced in the near future.

More information is available at the ARNOVA website or by contacting the SEES committee. The colloquium will be held at Iona College in New Rochelle, New York (30 minutes from Manhattan). Participants are asked to make their own travel arrangements. We will recommend a local hotel. Details will be forthcoming.

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