

NACCE 2014 Presentation Proposal
From Saddleback College
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Social Entrepreneurship in Action! A Competition that Makes a Difference **An Interactive Panel**

1. Presentation Program Guide Description:

Social Entrepreneurship in Action! A Competition that Makes a Difference

Make a difference! Go beyond competition prize money and recognition. Help innovators use entrepreneurship models to address serious social challenges. This panel of educators, administrators, business partners, facilitators, and new social entrepreneurs will help you plan effective steps to carry out a successful, meaningful competition in Social Entrepreneurship. (50 words)

Panelists: Tod Burnett, President, Saddleback College; Tony Teng, Dean, Business Science and Economic and Workforce Development, Saddleback College; Saddleback College Faculty Rebecca Knapp, Scott Fredrickson, and Barbara Cox; Rich Tafel, President, Public Squared, Inc.; Social Entrepreneurship Competition entrants to be named; others TBA but to include investors and business partners.

2. Full Description:

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All panelists were integral to the 2014 Social Entrepreneurship Competition. Panelists: Tod Burnett, President, Saddleback College; Tony Teng, Dean, Business Science and Economic and Workforce Development, Saddleback College; Saddleback College Faculty Rebecca Knapp, Scott Fredrickson, and Barbara Cox; Rich Tafel, President, Public Squared, Inc.; Social Entrepreneurship Competition entrants to be named; others TBA but possibly to include investors and business partners.

Background:

What Is Social Entrepreneurship?

Social entrepreneurship is the process of pursuing solutions to complex social problems through sustainable business models.

The social entrepreneur is a tenacious leader with a pragmatic vision and a solution that address a clear social problem. Social entrepreneurs address systems, not just the symptoms, of a problem they seek to address, and their business model prioritizes social impact while generating a sustainable funding stream.

The 2014 Orange County Social Entrepreneurship Competition coordinated by Saddleback College in Mission Viejo, California, engaged in a process to support entrepreneurial innovation. The Competition was designed to elicit ideas for using entrepreneurship to solve challenges in a wide range of areas

including but not limited to poverty, homelessness, environment, urban revitalization, health, and education.

The process included creating an outreach network throughout the region, engaging with other educational institutions at all levels, and providing instruction via Webinar to help entrants formulate and present their innovations, and then providing intensive mentoring and coaching to the most viable plans to prepare them to pitch to real investors interested in long-term social benefit..

The panel will address the following:

Why social entrepreneurship?

Why a competition?

How is this competition different from other entrepreneurship competitions?

What makes it work?

What partners are needed?

What resources are needed?

What institutional support is needed?

3. "What things will participants be able to do after attending my session?"

1. Participants will be able to communicate the value of Social Entrepreneurship.
2. Participants will be able to begin planning their collaborative Social Entrepreneurship Competition.
3. Participants will be able to identify the resources and plan the partnerships needed for their successful Social Entrepreneurship Competition.

1. Building an Innovative Curriculum: Is more always better? How do you decide? A self-assessment checklist for planning program development.

Course, OSA, Cert, Degree, Regional Collaborations

Some schools are still working on developing and implementing programs in entrepreneurship. Saddleback College has a Degree, a Certificate, a low-unit Certificate, and is now in the process of expanding the program offerings. How do you identify where to go next?

What we've had for eight-plus years: (list courses),

What's new: Social Entrepreneurship, New Product Development, Launch, and Marketing; Social Media Marketing; Legal Aspects of Entrepreneurship; Sustainability

Regional Collaboration: Creating a Joint Global Entrepreneurship Certificate!

a. Dog Fair

Create a significant college/community social entrepreneurship engagement process. Determine a common goal. Guide students in planning an engagement that is inclusive, fun, creates good will, triggers dopamine, and does good! (30 words)

2. a. Dog Fair

How to create a significant college/community social entrepreneurship engagement process.

Determine a common goal. Plan an engagement that is inclusive, fun, creates good will, triggers dopamine, and does good!

One example? Saddleback College Dog Fair, a meaningful project of service, community outreach, and potential economic development that built a connection between students, courses and programs, the College, and the Community...and has a pedagogical basis in service learning, a model of experience-based learning and community

4. Participants will be able to: Plan entrepreneurship-related curriculum changes that fit with their philosophy, resources, and priorities.
5. Participants will be able to: plan and implement an entrepreneurial event (a la "Dog Fair") that brings together students, faculty, staff, local organizations and businesses, and community residents to achieve common objectives of entrepreneurship education, innovation, and social enterprise.