Expanding Our Partnership with 1776

The Social Enterprise Program is in its second year of partnership with 1776, an incubator and accelerator for entrepreneurs based in downtown Washington DC. As a partner, students in the Social Enterprise (SE) Program have unique opportunities to get involved on the 1776 campus. Students have access to a variety of resources, including access to university programming, workshops, seminars, member-only events and workspace. In addition, SE classes, special events, and some faculty office hours are held at 1776. The highlights of the second year partnership for students are:

1776’s University Programming provides SE students with access to workshops, group mentor sessions, seminars, and more, all geared toward helping startups grow. Each week, 1776 sends a listing of the opportunities open to SE students.

Use of AU’s 1776 workspace during the day: SE Students have access to 1776 workspace at the AU table during the day (9am-5pm). This provides students with the ability to expand their network by meeting other 1776 members, entrepreneurs and mentors.

Discounted Nights & Weekends Memberships: Through the partnership, all SE students with a qualifying start-up underway have access to a 15% discount on all Nights & Weekends memberships at 1776. Nights & Weekends membership offers startup ventures access to co-working, the full slate of campus programming, and free access to all 1776 events.
Some graduate programs require their students write a thesis or research paper as their capstone requirement to graduate. The SE Program wants its students to focus more on real world doing, so each second year student designs a project that provides a taste of what they plan to do after graduation. Here is what they are up to:

**Marc Carr:** Building out an online training program to teach West African social entrepreneurs the due diligence requirements of impact investors.

**Alessandra Clará:** Adapting business techniques for the non-profit sector by developing an income-generating strategy for ConTextos (a non-profit organization in El Salvador working to improve the education system in the country). Alessandra is assessing the possibilities of expanding their successful Teacher Training Program into private schools.

**Michael Cobb:** Creating a strategic grant making and operations strategy for a family foundation. He is executing a grant pilot around non-profit capacity building with a social enterprise in Ohio whose mission is to employ homeless and at risk individuals.

**Lina Guerrero:** Working with the NGO Trust for the Americas to design a project for the start of an innovation center for at-risk-youth in Mexico.

**Erin Houston:** Prototyping, testing and iterating ways to connect conscious consumers with ethically-made products. This practicum project is the basis for a business Erin plans to launch later this year.

**John Kavyavu:** Researching the U.S.-based Congolese diaspora’s interests, motivations, and barriers to investing in the DRC.

**Kristen Moses:** Creating a Social Enterprise Cafe and Employment Center for displaced refugees from South Ossetia in the Republic of Georgia, in conjunction with the Peace Corps Partnership Program.

**Caitlin Rosser:** Working with the DC Central Kitchen to redesign their Culinary Jobs Training program application “scorecard” by determining the factors that help students graduate and find employment.

**Eula Sorie:** Developing an emergency at-home visual toolkit for prenatal and post-natal care in post-Ebola Sierra Leone.

**Andrea Vailakis:** Working with an innovative nonprofit initiative, OpenFn that is building an open-source platform to connect development professionals with the technology tools useful in the monitoring and evaluation field to enhance data collection, reporting, and management.
Course Review:
Intrapreneurship

On January 24th and 25th, Rosario Londono and co-teachers from the League of Intrapreneurs: Lisa Neuberger-Fernandez from Accenture and Gretchen Zucker from Ashoka, held a skills institute titled “Driving Change within an Organization.” The two days covered the role of innovators within large organizations, the dynamics of how they drive change from positions in the middle or margins of their organization, find resources, win hearts and minds of their supporters, overcome resistance, and bounce back from setbacks.

This highly participative toolkit oriented course was based on research done by the League of Intrapreneurs, and closely follows the campus event held in the fall: “Driving Change within an Organization” which taught students how to apply ‘intrapreneural’ skills in organizations by giving them a real-life problem which they had to analyze and solve in groups. On the final day of the course, students presented their solutions by using the Business Model Canvas approach.

Event Review:
First Social Innovation Lab

The #SocEnt Social Innovation Lab (SIL) series hosted by Bus Boys & Poets and DC+Acumen began on January 20th with “Beyond Ferguson: Designing the Future of the Movement.” The event featured activists and thought leaders representing The Sentencing Project, DCFerguson, and Unchained. Panelists discussed the movement against police brutality and mass incarceration, ways individuals can get involved, and the future of the movement.

The SIL is a monthly series with the goal of bringing together individuals from all varieties of racial, ethnic, and socio-economic backgrounds to build a community that gains the practical skills to address social issues. SE second year student Marc Carr, who is the lead organizer of the series, envisions the role of the SIL as “a mechanism for democratizing social enterprise by providing a space for changemakers to generate solutions for pressing issues in the local community.”

Social Innovation Lab (SIL) will be recurring EVERY 3rd TUESDAY

6:00 - 8:00 pm at the Brookland Bus Boys & Poets
For questions or comments please contact Marc Carr at carrmarc30s@gmail.com

Follow the conversation online with #SocEntSIL
Can Sweatshops Be Audited Out of Existence?

That’s one question a new SE research project launched last semester is trying to answer. Involving Program Director Bob Tomasko and Graduate Assistant Huong Nguyen the project will build on their personal experiences in South Africa and Vietnam auditing how well companies comply with social codes of conduct. It will look hard at the games that are played by factory managers on auditors, and at accusations that some auditing process are more concerned with brand protection than worker protection.

Conference Roundup: Harvard

The 16th annual Harvard Social Enterprise Conference was held on February 14th in Boston. This year’s theme was “Intent. Action. Impact.” Alan Khazei, CEO of Be The Change and founder of City Year, and Vanessa Kirsch, CEO of New Profit, delivered the opening keynote. Ashoka’s founder, Bill Drayton, and author David Bornstein also spoke. The conference followed with panels and workshops in each category of the theme. “Intent” focused on ecosystems of social change, predictions and trends for the next decade of social enterprise. “Action” centered on subtopics including gender in social enterprise, the use of technology in building and scaling, innovation in education, law for social enterprise, and workshops on financing and development. The “impact” aspect targeted assessment and failure in social enterprise, as well as funding and investment.

Despite a raging snow blizzard, 10 Social Enterprise Masters students and faculty braved the New England weather and attended.
Cohort 2 member **Taryn Bird** is a frequent commuter to Kigali where her project with Kate Spade & Company to create a women-led social enterprise in Rwanda was recognized in the cover story of the Spring 2015 issue of *Sanford Social Innovation Review*. This effort teaches female artisans how to import raw materials and create apparel and accessories that can be sold in Kate Spade stores. Read about it here: [http://www.katespade.com/on-purpose/ks-shops-on-purpose,en_US,sc.html](http://www.katespade.com/on-purpose/ks-shops-on-purpose,en_US,sc.html)

Taryn’s classmate and Cohort 2 alumni, **Federico A. de Jesús**, has launched a new professional services venture, FDJ Solutions. His firm builds on his expertise in social enterprise and government affairs to offer advice on advocacy, political communications and community engagement. Check it out at: [http://www.fdjsolutions.com/](http://www.fdjsolutions.com/)

Faculty member **Stephanie Fischer** is strengthening our Program’s ties with 1776 by offering office hours there to advise its start-up founder members on issues related to management, organization and team building. *Spend Consciously*, the venture created by one of 1776’s members and frequent guest in SE classrooms, **Matt Colbert**, has grown rapidly and been featured in the *Economist*.

Stephanie along with faculty members **Nancy Sachs** and **Bob Tomasko** attended the Ashoka U Exchange at the University of Maryland where they swapped ideas with faculty from 150 colleges and universities on ways to teach social entrepreneurship.

**Amanda Lotz**, Cohort 2 alum, converted her study of financial inclusion into an after-graduation consulting project in the Philippines. Her next stop was San Francisco where she just accepted a full-time offer to join the financial services start-up LendUp. This technology-driven new venture plans to help its borrowers get out of the storefront payday loan debt cycle. Read about how they do it here: [https://www.lendup.com/en/](https://www.lendup.com/en/)

Practitioner Affiliate **G. K. Jayaram’s** new book on leadership and transformational change, *How to Help An Elephant Make a U-Turn*, has just been published in India. All royalties from book sales will be donated to the orphanage and network of schools he runs. His schools were lauded in a recent Indian National TV broadcast: [https://www.youtube.com/watch?v=plZk-FliNsY&feature=youtu.be](https://www.youtube.com/watch?v=plZk-FliNsY&feature=youtu.be)

Congratulations to Cohort 2 member **James McDowell**, our newest alum, who graduated this December.

**Mike Sayre**, alumni of our inaugural cohort, is now the Senior Program Officer for Innovation and Design at the Global Knowledge Initiative.

Cohort 2 alum **Aaron Schneyer** brought Heartbeat to DC in February for several concerts that kicked off a 10-state tour for his group of Israeli-Palestinian youth musicians.

**Jen Stutman**, a first year SE student, is building a 2-year Peace Corps stint into the middle of her Masters Program. She’ll be off to Macedonia this fall after finishing her first year of study. She is following a path blazed by **Kristen Moses** (Cohort 1) who is finishing up both her Peace Corps service and her SE Masters Practicum in Georgia this spring. Kristen’s project is described here (contributions are most welcome!): [http://www.globalgiving.org/projects/social-enterprise-cafe-for-georgian-idp-settlement/](http://www.globalgiving.org/projects/social-enterprise-cafe-for-georgian-idp-settlement/)
Save the date!

Monday April 6th

6:30pm to 9pm

SECOND ANNUAL SOCIAL ENTERPRISE PARTY
AT 1776

For all current and prospective students, alumni, faculty, and Practitioner Affiliates

Just in: FOREIGN POLICY Ranks AU in Top 10 for IR

The results of the 2014 Ivory Tower survey—a collaboration between FOREIGN POLICY and the Teaching, Research, and International Policy (TRIP) project at the College of William & Mary—provide an insider’s guide to the world’s best international studies programs. Responses from 1,615 international relations scholars from 1,375 U.S. colleges and universities determined rankings for the leading Ph.D., master’s, and undergraduate programs in IR. Read more here

SIS is ranked 8th for Master’s programs for careers in international relations
SIS is ranked 9th for undergraduate teaching international relations

The School of International Service Masters are in good company. Other schools in the Top 10 include Columbia, Harvard, and Princeton. This survey ranked SIS ahead of Berkeley, Oxford, Stanford, and Yale.

SIS reputation, it’s multidisciplinary orientation, global focus, and flexible curriculum make it a perfect home base for American University’s Social Enterprise Masters.

For more information about the American University Social Enterprise Program, visit:
http://www.american.edu/sis/socialenterprise/
or contact Robert Tomasko, the Program Director at tomasko@american.edu