

# NORTH CAROLINA CAMPUS COMPACT



North Carolina | Campus Compact

## 2010 Civic Engagement Institute

Planning Committee:

Shari Galiardi  
*Appalachian State University*

Christopher Gergen  
Matt Nash  
*Duke University*

Gary Palin  
Jeff Stein  
*Elon University*

Leslie Garvin  
Lisa Keyne  
*NC Campus Compact*

Michael Giancola  
*NC State University*

Maryann Feldman  
*UNC-Chapel Hill*

Cathy Hamilton  
Dianne H.B. Welsh  
*UNC-Greensboro*

“Civic Engagement Through  
Social Entrepreneurship”

February 9, 2010

NC Campus Compact welcomes you to the 4th annual **Civic Engagement Institute!** We are pleased you have gathered with colleagues from across the state, and look forward to an intensive day of learning and sharing related to social entrepreneurship.

We welcome featured speakers, Dr. Brett Smith, Director of the Center for Social Entrepreneurship at Miami University of Ohio, and Greg Werkheiser, Director of The Phoenix Project in Virginia. Today also includes workshops and a panel of active social entrepreneurs in the afternoon. The day concludes with a networking session at which Al Delia, Senior Advisor to Governor Perdue and Co-Chair of the North Carolina Innovation Council, provides a vision for how our higher education institutions' social entrepreneur initiatives will impact North Carolina.

### Objectives of the 2010 Institute

Participants will:

- ◆ Be introduced to an operating definition of social entrepreneurship
- ◆ Gain multiple perspectives of social entrepreneurship, as well as best practices and models
- ◆ Consider ways to spark student interest in utilizing innovative problem solving to address social and community issues
- ◆ Assess current campus initiatives – curriculum, research, co-curricular – as well as opportunities to integrate social entrepreneurship initiatives more fully
- ◆ Build communication between those initiating campus-based social entrepreneurship and the civic engagement office (s)
- Connect with like-minded staff and faculty from across the state and explore possible collaborations



*Mark your Calendars!*

2011 Civic Engagement Institute  
Tuesday, February 8, 2011


Stay posted to the website for details!  
[www.nccampuscompact.org](http://www.nccampuscompact.org)

## FEATURED SPEAKERS

**Brett R. Smith, Ph.D.** is the Assistant Professor of Entrepreneurship and Founding Director of the Center for Social Entrepreneurship at Miami University in Oxford, Ohio. His research focuses on social entrepreneurship, with specific emphasis on scaling of social impact and new development models. Published in a number of leading academic journals, his work in social entrepreneurship has also been highlighted in *Time*, *Business Week*, *Financial Times*, CNN, MSNBC and more than 100+ other media outlets.



He founded Edun LIVE on Campus, a partnership with Bono's Edun, a socially conscious clothing company designed to promote economic development in Africa and to teach students social entrepreneurship through experiential learning. He won the *ASHOKA Award for Pedagogical Innovation* at the Skoll World Forum on Social Entrepreneurship. He has spoken around the world on social entrepreneurship including at the United Nations executive committee (regarding NGOs and entrepreneurship) and the Nelson Mandela Foundation.

**Greg Werkheiser, J.D.**, is a leadership educator,  social entrepreneur, lawyer and speechwriter. He cofounded The Phoenix Project, a statewide movement battling poverty in Virginia by partnering Virginia's institutions of higher education with the Commonwealth's most economically distressed communities, employing that partnership to prepare our next generation of nonprofit leaders and social entrepreneurs. The Carnegie Foundation for the Advancement of Teaching has recognized Mr. Werkheiser as one of the nation's leading civic educators, extensively documenting his work in the recently published *Educating for Democracy: Preparing Undergraduates for Responsible Political Engagement*. He founded and directed for seven years the bipartisan Virginia Citizenship Institute, later merged with the Sorensen Institute for Political Leadership at the University of Virginia, which over the last decade has prepared hundreds of young Virginians to be more informed, thoughtful and engaged citizens. Mr. Werkheiser is a contributing author to *The Civic Mission of Schools*, the seminal work laying out a national strategy for improving civic education in America's schools, now being pursued by eighteen states. By appointment of Governor Mark Warner, he chaired the Virginia Commission for National and Community Service, the body charged with overseeing AmeriCorps and other federal and state service initiatives.



A graduate of the College of William & Mary and the University of Virginia School of Law, Mr. Werkheiser represented law clients in federal and state courts and was named Pro bono Attorney of the Year for his precedent-setting work on behalf of Native American tribes. Mr. Werkheiser has served as a speechwriter to a President and First Lady of the United States and a Governor of Virginia. He also served in the American embassy in Paris with the late Ambassador Pamela Harriman and for the United States Information Agency. Mr. Werkheiser founded the 120,000 member Virginia Student Coalition to advocate for greater investment in public colleges and universities in the 1990s and guided the next generation of student advocates in their founding of Virginia 21. He has lectured at fourteen Virginia universities and taught government at George Mason University.

### Be a Winner!

Place your name in the boxes on the Resource Table in the rear of McKinnon in order to win a door prize. Drawings will take place throughout the day. You must be present to win, and one prize per person.

Thanks to all the companies who donated door prizes including: Chelsea Green Publishing, Ashoka, David Bornstein and Pearson. Special thanks to TSDesigns for supplying t-shirts made from sustainable materials. Learn more at [www.tsdesigns.com](http://www.tsdesigns.com).



# SPECIAL GUESTS

**Albert A. Delia**, *Senior Advisor to Governor Perdue*

Al Delia serves as Senior Advisor to Governor Bev Perdue, overseeing all of the Governor's Office operations related to policy, inter-governmental and legislative affairs, as well as statewide volunteer services. He is also co-chair of NC's Council on Innovation. Prior to accepting his current position, Al was a highly accomplished leader of economic development efforts in Eastern North Carolina, including the design, start-up, turn-around, growth and operation of a variety of business, political, governmental, and educational organizations. He has over 25 years of experience in working effectively with Boards and Advisory Groups and collaborating with diverse sets of workforce, economic development, and educational organizations. Al's previous positions included service as the President and CEO of North Carolina's Eastern Region Development Commission. He also spent twenty years working for North Carolina's University System. Al has held positions as Director of Federal Relations within the Office of the Chancellor at ECU, Associate Vice Chancellor of Research, Development, and Community Engagement, Executive Director of the L.T. Walker International Human Performance Center, and Associate State Director of the Small Business and Technology Development Center.

**Mr. Dan Gerlach**, *President, The Golden LEAF Foundation*

Dan Gerlach, MPA, is president of the Golden LEAF Foundation which utilizes one-half of North Carolina's share of tobacco settlement funds to assist the state's tobacco-dependent, economically distressed rural communities. Since its inception, the Foundation has awarded 858 grants totaling over \$404 million to 501(c)(3) nonprofits and governmental entities. After working as a budget analyst for the New York State Assembly for 5 years, Gerlach spent 14 years as the director of the NC Budget and Tax Center and the Senior Fiscal Advisor for Gov. Easley. He currently serves on Gov. Perdue's Budget Reform and Accountability Commission, the NC Network of Grantmakers Board of Directors and his church finance council as Chair. Dan holds a M.P.A in state and local public finance from the Maxwell School of Syracuse University and bachelor's degrees in Economics and English from the University of Notre Dame. He has served as an adjunct instructor of public administration at UNC-Chapel Hill and NCSU.

## We're Going Green!



### Online Evaluations

We are dispensing with paper evaluations this year. Within one week of the conference every registrant will receive an e-mail with a link to a brief online evaluation. Please provide feedback about the overall conference as well as each workshop you attend. We thank you in advance for your participation.

### Nametag Badge Recycling

Recycle your name badge! An orange box will be available on the registration table outside of McKinnon Hall all day. If you don't see the box, you can return your badge to any NC Campus Compact staff member. They will be wearing a yellow "Staff" ribbon.



**Service-Learning & Social Entrepreneurship: Strangers, Friends or Foes**

McKinnon F

Angela Lewellyn Jones  
Pamela M. Kiser & Beth Warner  
*Elon University*

This workshop will seek to achieve the following objectives:

1. To clarify and define social entrepreneurship.
2. To explore the similarities and differences in goals for service-learning and social entrepreneurship.
3. To entertain ideas about how these two programs can work together, rather than compete or undermine one another.

**Teaching Social Entrepreneurship: What Do We Know?**

Moseley 215

Dianne H.B. Welsh  
*UNC Greensboro*

This workshop will identify and compare teaching models of social and sustainable entrepreneurship with critical elements of pedagogy as held by instructors worldwide. We build on existing work using a database of 298 social & sustainable entrepreneurship syllabi and a large global online survey of instructors. We will include the most popular books, cases, and articles used in social entrepreneurship classes and map out useful implications for future research and applications to practice, especially teaching.

**A Statewide Model for Social Entrepreneurship Education**

Moseley 216

Greg Werkheiser,  
*The Phoenix Project*

The Social Innovation Program prepares undergraduate and graduate students as our nation's next generation of social entrepreneurs. From a competitive pool of applicants from more than forty Virginia universities, 30 students are admitted in the 6 week academic and experiential program consisting of a cutting edge curriculum coupled with a clinical experience where students serve as pro bono consultants to social sector organizations. In 2010, the Phoenix Project will entertain requests to help replicate the program in other states. Should your college or university system be the next launch site for this dynamic program? What can you learn from the program's curriculum and pedagogy to improve social entrepreneurship education at your institution now?

**Leading an Entrepreneurial Life**

Moseley 217

Christopher Gergen  
*Duke University*

Drawing on interviews with 55 entrepreneurial leaders for his book, *Life Entrepreneurs*, Professor Gergen will share insights on the vital importance of leading a self-directed life and how to convert a big idea for social change into reality.

**What is Public Service and What Does it Have to Do with Entrepreneurship?**

Belk 206

Lynn Blanchard  
*UNC Chapel Hill*

Traditionally, institutions of higher education have seen public and community service as student volunteerism, but many are broadening their idea of service in innovative ways. This interactive session will explore the challenges and opportunities that concepts such as engaged scholarship, social entrepreneurship and innovation bring to undergraduate civic education. Participants are encouraged to bring their ideas and questions to add to the discussion.

**Civic Engagement for Biomedical Engineers in and for the Developing World**

Belk 102

Marian Dickinson, Caroline Gamache &  
Robert Malkin  
*Duke University*

Robert Malkin's Developing World Healthcare Technology Laboratory at Duke (DHT-Lab) runs programs for more than 100 engineers per year. Programs range from weekly meetings of the Engineering World Health chapter to an eight-week program in Tanzania and Nicaragua.

**Connecting University Social Entrepreneurship Activities**

Koury Business Center— Digital Theater

Christy Benson & Gary Palin, *Elon University*  
Cynthia Clemons, *Bennett College*

With the continued expansion of social entrepreneurship programs, curriculum and research in universities, there exists a growing need to communicate across programs and faculty. The objective of this workshop is to review resources to share best practices, exchange ideas, form collaborations and to develop better integrated strategies.

**How a Juicy Idea Engaged 900+ Students and Put NC in the National Spotlight**

McKinnon F

Troy Tolle, *DigitalChalk*, Zach Geller, *Google*  
 Ryan Klinger & Julia Rowland  
*Appalachian State University*  
 Pam Lewis, *AdvantageWest*  
 Phil Sanger, *Western Carolina University*  
 Eddie McGimsey  
*Western Piedmont Community College*

It all began with a “juicy idea”: Introduce college students to entrepreneurship as a strategy for economic development in Western North Carolina. But within months, this regional effort exploded into a multi-state social entrepreneurship project involving more than 900 students. Hear from some of the public, private and academic partners who developed the Juicy Ideas competition and learn how every university in NC can participate. Meet a national award-winner and hear his inspiring story.

**Launching a Social Entrepreneurship Initiative on Your Campus**

Moseley 215

Matt Nash  
*Duke University*

Founded in 2001 by J. Gregory Dees, an academic pioneer in the field of social entrepreneurship, Duke’s Center for the Advancement of Social Entrepreneurship (CASE) has advised dozens of universities worldwide on the design and development of social entrepreneurship programs. Explore practical ways to infuse social entrepreneurship into the classroom, local and international service-learning, student activities, speakers and events, career development, research, and financial aid at the undergraduate and graduate/professional levels.

**Social Entrepreneurship and the Green Environment: Supporting Student Community Engagement for Sustainability**

Moseley 216

Chanelle D. James  
*UNC Greensboro*

Social entrepreneurship has the potential to provide students with the opportunity to better understand community values as they practice problem solving, idea generation and venture development. In this interactive workshop participants will be introduced to a model for environmental sustainability education which emphasizes community development, interdisciplinary perspectives, and experiential methodologies. Participants will be introduced to options for course design for student engagement and community development, considering innovation.

**Social Entrepreneurship at UNC-Chapel Hill**

Moseley 217

Maryann Feldman, Micah Gilmer  
 Richard Harrill, Jenny Huq  
 Meredith Stricker & Maggie West  
*UNC Chapel Hill*

This workshop explores social entrepreneurship at UNC-Chapel Hill, including the new Chancellor’s Initiative on Innovation at Carolina, the undergraduate minor in entrepreneurship, the role of the social entrepreneur in residence, and the campus Y. Students will talk about their efforts.

**Linking Learning to Life**

Belk 206

Elizabeth (Betsy) Gatewood  
*Wake Forest University*

The workshop will explore the similarities and differences between entrepreneurship and social entrepreneurship, the components of entrepreneurial education, and the role of experiential learning and civic engagement in entrepreneurial education.

**Carpooling in a Hybrid: Community Colleges as Sustainable Partners for Social Entrepreneurs**

Belk 102

Robert Franco  
*Kapi’olani Community College, University of Hawai’i*

Community colleges share a common goal with social entrepreneurs. But not the same risk profile. Every semester another 50-60 courses serve as recruiting grounds for service-learning students and the intellectual and social capital they can provide. These students and their engaged faculty are a sustainable resource for new social entrepreneurs. Kapiolani has well-developed and sustained partnerships with four social entrepreneurs. Community colleges and social entrepreneurs share the same vehicle to community improvement, that is, social innovation — synergizing hybrid strategies to increase student success, meet the needs of clients, and improve the bottom line.

# SOCIAL ENTREPRENEUR PANELISTS

Learn about social entrepreneurship from the people who are doing it! There will be two simultaneous panels. We suggest you divide your campus team between the two sessions.

**Panel #1 (Koury Business Center—Digital Theater) Moderator - Mike Giancola, NC State University**

**Africa Rising (Raleigh, NC) <http://www.africarising.org/>**

***Jim Thomas, Ph.D., President***

Africa Rising supports the work of grassroots African organizations that are responding effectively to the challenges of their communities and nations. Integrating them into a mutual support network of organizations, Africa Rising enables them to build capacity and expand impact.

**Crayons 2 Calculators - The Durham Teacher Warehouse Corporation (Durham, NC) <http://www.crayons2calculators.org/>**

***Jenna Boitano, Executive Director***

Crayons 2 Calculators serves the educational and creative needs of students in the Durham Public Schools by providing free school supplies to classroom teachers. C2C operates a warehouse in downtown Durham that hosts supply giveaway events for teachers.

**Frontline Solutions (New York, Philadelphia and Durham, NC) <http://www.helpingchange happen.com>**

***Micah Gilmer, Ph.D., Partner and Social Entrepreneur in Residence at UNC***

Frontline Solutions was founded to help individuals and institutions to strategically manage change to a productive outcome. By building community, offering support to social change leaders, and developing targeted research, Frontline Solutions is helping change happen.

**The Humanity Campaign (Chapel Hill, NC) <http://www.humanitycampaign.org>**

***Ryan Allis, Executive Director***

The Humanity Campaign is a grant-making non-profit organization focused on reducing poverty and hunger and spreading the message that all lives have equal value. They invest in social entrepreneurs and provide annual grants to non-profit organizations working to improve the world.

**Panel #2 (Moseley 215) Moderator - Jeff Stein, Elon University**

**Healing Seekers (High Point, NC) <http://www.healingseekers.com/>**

***Amy Greeson, Producer and Host***

Healing Seekers is a multimedia project with a two-prong approach: Education and Research. It is devoted to exploring the most remote and biodiverse regions of the world in search of medical treatments and cures. The footage captured from expeditions is used to create entertaining videos which broaden minds in realms such as science and culture. Videos are being utilized in schools and through websites like the NC Zoo's and Field Trip Earth, and there is exposure via YouTube, FaceBook, and Vimeo. Healing Seekers is collaborating with CuraCaza, Inc., to have collected plant specimens analyzed in laboratories for potential new pharmaceuticals.

**SEEDS (Social Entrepreneur and Enterprise Development for Students) <http://seedstudents.org/>**

***Daron Sharps, President***

Founded in 2007 by a collection of students, alumni, and faculty at Duke University and the University of North Carolina at Chapel Hill, SEEDS strives to identify, incubate, and scale sustainable models for engaging and supporting student social innovators. SEEDS is run by students who are focused on how they can make their campuses better environments for inspiring and supporting a generation of engaged, proactive community members.

**Self-Help Credit Union (Durham, NC) <http://www.self-help.org/>**

***Neill Goslin, Director of Development***

The nonprofit Center for Community Self-Help and its financing affiliates — Self-Help Credit Union, Self-Help Federal Credit Union, and Self-Help Ventures Fund — provide financing, technical support and advocacy for those left out of the economic mainstream. Since its founding in 1980, Self-Help has reached out to female, rural and minority borrowers across North Carolina, in Washington, D.C., California, and many other states.

**TS Designs (Burlington, NC) <http://tsdesigns.com/>**

***Eric Henry, President***

TS Designs is a screen-printing company that practices a triple-bottom-line business model focused on three equally important bottom lines: People, the Planet, and Profits.

## WORKSHOP PRESENTER INFORMATION

**Christy Benson** is an Assistant Professor of Business Law at Elon University.

**Dr. Lynn Blanchard** is the Director of the Carolina Center for Public Service at the University of North Carolina at Chapel Hill.

**Cynthia Clemons** is the Director of Entrepreneurship at Bennett College.

**Marian Dickinson** is a biomedical engineering student at Duke University.

**Dr. Maryann Feldman** is a Professor of Public Policy at the University of North Carolina at Chapel Hill.

**Dr. Robert Franco** is the Director of the Office of Institutional Effectiveness and a Professor of Anthropology at Kapi'olani Community College, University of Hawaii. He also serves as Faculty Fellow for National Campus Compact.

**Caroline Gamache** is the Technical Coordinator of the Developing World Healthcare Technology Laboratory at Duke University.

**Dr. Elizabeth (Betsy) Gatewood** is the Director of the Office of Entrepreneurship and Liberal Arts at Wake Forest University.

**Zach Geller** is the University Programs Specialist for Google.

**Christopher Gergen** is the Director of the Entrepreneurial Leadership Initiative at Duke University.

**Michael Giancola** is the Director of the Center for Student Leadership, Ethics and Public Service at NC State University.

**Dr. Micah Gilmer** is the Social Entrepreneur in Residence at the University of North Carolina at Chapel Hill.

**Richard Harrill** is the Director of the Campus Y at the University of North Carolina at Chapel Hill.

**Jenny Huq** is the Director of the APPLES Service-Learning Program and Associate Director for the Carolina Center for Public Service at UNC Chapel Hill.

**Dr. Channelle D. James** is a Faculty Member in the Department of Business Administration at the University of North Carolina at Greensboro.

**Dr. Angela Lewellyn Jones** is an Associate Professor of Social Justice and Academic Coordinator of Social Entrepreneurship Scholars at Elon University.

**Pamela M. Kiser** is the Interim Dean of the College of Arts & Sciences and Professor of Human Service Studies at Elon University.

**Ryan Klinger** is a student at Appalachian State University and the leader of the 2008-09 Juicy Ideas national award-winning team.

**Pam Lewis** is the Senior Vice President of Entrepreneurial Development for AdvantageWest Economic Development Group.

**Dr. Robert Malkin** is the Director of the Developing World Healthcare Technology Laboratory and Professor of the Practice of Biomedical Engineering at Duke University.

**Eddie McGimsey** is the Director of the Small Business Center/ Entrepreneurship Development at Western Piedmont Community College.

**Matthew Nash** is the Managing Director of the Center for the Advancement of Social Entrepreneurship (CASE) at the Fuqua School of Business at Duke University.

**Gary Palin** is Senior Lecturer of Entrepreneurship and Executive Director of the Doherty Center for Entrepreneurial Leadership at Elon University.

**Julia Rowland** is the Assistant Director of the Center for Entrepreneurship at Appalachian State University.

**Dr. Phil Sanger** is the Director of the Center for Rapid Product Realization at Western Carolina University.

**Jeff Stein** is the Associate Dean of Students at Elon University.

**Meredith Stricker** is a student representative of Nourish International at the University North Carolina at Chapel Hill.

**Troy Tolle** is the Vice President and Chief Technology Officer for DigitalChalk.

**Dr. Beth Warner** is an Associate Professor of Human Service Studies and Coordinator of Non-Violence Studies Program at Elon University.

**Dr. Dianne H.B. Welsh** is the Director of the North Carolina Entrepreneurship Center (NCEC) and Hayes Distinguished Chair of Entrepreneurship at the University of North Carolina at Greensboro.

**Maggie West** is a student representative of HOPE at the University of North Carolina at Chapel Hill.

# 2010 Civic Engagement Institute

## SCHEDULE



North Carolina | Campus Compact

8:30-9:30	<b>Registration</b>
9:30-11:00	<b>Opening Session</b>  <b>Welcome</b> Dr. Lisa Keyne, Executive Director, NC Campus Compact  Presentation: Dr. Brett Smith, Miami University Director, Center for Social Entrepreneurship  <b>Panel</b> Dr. Brett Smith & Greg Werkheiser, The Phoenix Project, Founding Executive Director Moderator: Matt Nash, Duke University CASE Managing Director
11:00	<b>Break</b>
11:15-12:30	<b>Workshop Session #1</b>
12:30-1:30	<b>Team Lunch</b>
1:30-2:45	<b>Workshop Session #2</b>
2:45	<b>Break</b>
3:00-4:00	<b>Social Entrepreneurship Panels</b> Panel #1 (Koury Business Center—Digital Theater) Moderated by Mike Giancola, NC State University Panel #2 (Moseley 215) Moderated by Jeff Stein, Elon University
4:10	<b>Networking Reception</b> <b>Institute Closing Remarks</b> Al Delia, Senior Advisor to Governor Perdue Dan Gerlach, President, The Golden Leaf Foundation

Dr. Lisa Keyne  
*Executive Director*

Leslie A. Garvin  
*Associate Director*

Jonathan Romm  
*Program Coordinator*

Becky Morgan  
*Program Assistant*

Kara Brown  
*MLK AmeriCorps VISTA*

336-278-7278  
*(Main)*

336-278-7400  
*(Fax)*

Visit us online at:  
[www.nccampuscompact.org](http://www.nccampuscompact.org)

*Don't forget to  
recycle your name  
badge. in the  
orange box on the  
registration table*

