Community Learning Initiative - Spring 2011
Gallatin School of Individualized Study
K45.1479
Mondays and Wednesdays, 3:30-4:35 p.m.
“Social Enterprising: Redefining Social Change in the 21st Century”

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Course Summary
Social entrepreneurs around the world are leading the way for social change by redefining the way to tackle problems using effective business acumen and social capital. This course teaches the fundamentals of turning a powerful problem solving idea into a responsible social enterprise. From conducting research, community organizing, developing a business plan, crafting a viral marketing and fund raising campaign, and measuring impact, advance students will learn the essential tools and skills needed to develop the capacity and sustainability for a project. Students will analyze successful models and challenges within the fields of education, law, art, health, media, and technology. The goal of the course is to inspire and guide pattern-breaking social agents.

Readings include: Beyond Resistance! Youth Activism and Community Change: New Democratic Possibilities for Practice and Policy for America’s Youth by Shawn Ginwright, Pedro Noguera, Julio Cammarota; How to Change the World: Social Entrepreneurs and the Power of New Ideas by David Bornstein; Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits by Andy Robinson; Unmarketable: Brandilism, Copyfighting, Mocketing, and the Erosion of Integrity by Anne Elizabeth Moore; and, What Would Google Do? by Jeff Jarvis. Visiting scholars and experts in the field will share best practices and will provide feedback to student projects.
Course Requirements
1. Attendance: All students are expected to attend every class, on time. If you must be absent or late, please contact me beforehand.
2. Weekly readings/Writing Assignments: This course will have weekly readings and writings that are necessary for each student to complete for each class. If you fail to do so, you will fall behind and will lose grade points.
3. Midterm paper: You will be asked to submit the first draft of your social enterprise paper that explains the problem you're trying to solve, your approach for a solution, and the impact you would like to make. The paper should include an in-depth review of the target market, your strengths as a problem solver and leader for the project, your competition, and a list of potential resources and tools to accomplish your mission. Students will share their papers with classmates and invited guests.
4. Business Plan: Students will work on a business plan throughout the semester. The final draft will be submitted the last week of classes. Students will make presentations of their business plan to a panel of visiting scholars and leading practitioners during finals week.
5. Course Books:
   • David Bornstein and Susan Davis, Social Entrepreneurship: What Everyone Needs To Know (Oxford University Press, USA, 2010)
   • Shawn Ginwright, Pedro Noguera, Julio Cammarota, Beyond Resistance! Youth Activism and Community Change: New Democratic Possibilities for Practice and Policy for America's Youth (Routledge, 2006)
   • Anne Elizabeth Moore, Unmarketable: Brandilism, Copyfighting, Mocketing, and the Erosion of Integrity (New Press, 2007)
   • Jeff Jarvis, What would Google Do? (Harper-Collins, 2009)

Grading:
Weekly Readings and Writings/discussion forum: 20%
Mid-Term paper/Presentation: 25%
Business Plan/Presentation: 35%
Class Participation/Tid Bits: 20%
THERE WILL BE NO INCOMPLETES, NO EXCEPTIONS!
PLAGIARISM IS NOT TOLERATED, ANYONE CAUGHT WILL RECEIVE A FAILING GRADE AND WILL BE REPORTED TO THE APPROPRIATE OFFICES.

Course Schedule

   a. **BLACK BOARD** – No jobs? Young Graduates Make Their Own by Hannah Seligson
      http://www.nytimes.com/2010/12/12/business/12yec.html

January 26: **COURSE INTRODUCTION PT I**

Part I: *Historical and Social Contexts of Social Entrepreneurship*
   b. **BLACK BOARD** - J. A. Banks, *The Sociology of Social Movements* (Banks 1972)
   c. **BLACK BOARD** – After Alinsky: Community Organizing in Illinois by Barack Obama (1990)
      http://www.freerepublic.com/focus/news/2075109/posts
   e. **BLACK BOARD** – Punkore Scenes as Revolutionary Street Pedagogy by Curry Malott and Joseph Carroll-Miranda
      http://www.jceps.com/index.php?pageID=article&amp;articleID=13
   f. Four Constituents for Social Change (E.g. Jacqueline Novogratz, Muhammad Yunus, Mark Zuckerberg, and Afrika Bambaataa)
      1. Exemplar
      2. Context
      3. Theories
      4. Movements

January 31: **COURSE INTRODUCTION PT II**

Part II: *Pattern-Breaking Business Models, Multiple Changemaking Roles and Challenges in Social Entrepreneurship*


February 2: **FIGURING OUT YOUR MODEL/STARTING OUT WITH THE BUSINESS PLAN**


b. BLACK BOARD – Outline for a Business Plan by Ernst & Young LLP http://www.uic.edu/cba/ies/c2v/EYplan.pdf

Part III: **Making Your Case and Throwing The Pitch**

February 7: **CASE STUDY - EDUCATION**


b. RSA Animate - Changing Education Paradigms (http://www.youtube.com/watch?v=zDZFcDGpL4U&feature=player_embedded)

c. BLACK BOARD- Harlem Children Zone Case Study by Bridgespan Group (http://www.bridgespan.org/LearningCenter/ResourceDetail.aspx?id=840&Resource=All)

February 9: **CASE STUDY – ART/FASHION/RECYCLING**


b. Mark Ecko’s Sweat Equity Enterprises (http://www.sweatequityenterprises.org)

c. Palas Por Pistolas / Guns for Shovels (http://pedroreyes.net/palasporpistolas.php)

February 10, 2011, 7:00-8:30pm – CATHERINE B. REYNOLDS SPEAKER SERIES: BILL DRAYTON, Founder & CEO of Ashoka
February 14: **CASE STUDY - HEALTH**
   b. **BLACK BOARD** - D.I.Y. Foreign-Aid Revolution by Nicholas D. Kristof
   c. **BLACK BOARD** – Health Care and the Art of Motorcycle Maintenance by Tina Rosenberg and David Bornstein

February 16: **CASE STUDY – LAW**
   a. Red Hook Community Justice Center - Excerpts from the PBS documentary "Red Hook Justice."
      [http://www.youtube.com/watch?v=cIyn-XFEAHE](http://www.youtube.com/watch?v=cIyn-XFEAHE)
      **SITE VISIT**
   b. Ignite The Americas: Youth Arts Policy Forum
      [http://vimeo.com/7690503](http://vimeo.com/7690503)
   c. The Bard Prison Initiative
      [http://www.bard.edu/bpi/media/60minutes/flash.html](http://www.bard.edu/bpi/media/60minutes/flash.html)

February 21: **HOLIDAY - PRESIDENT’S DAY**

February 23: **CASE STUDY – BANKING/MICRO-LENDING**
   a. Grameen Bank: Microcredit Pioneer Founder Muhammad Yunus
      [http://www.youtube.com/watch?v=v7Usd50iKo](http://www.youtube.com/watch?v=v7Usd50iKo)
   c. **BLACKBOARD** - India Microcredit Faces Collapse From Defaults by Lydia Polgreen and Vikas Bajaj

February 28: **CASE STUDY - MEDIA /TECHNOLOGY**
   a. One Laptop Per Child “the $100 laptop”
      [http://olpc.com](http://olpc.com)
b. Bidding For Good - [http://www.biddingforgood.com/auction/BiddingForGood.action](http://www.biddingforgood.com/auction/BiddingForGood.action)
c. Big Think - [http://bigthink.com](http://bigthink.com)

**EXTRA CREDIT FOR THOSE WHO ATTEND THE STERN SOCIAL VENTURE SHOWCASE**

*February 28, 2011*  
*5:00-7:30 p.m.*  
*Room 5-50 KMC*

March 2: **THE S.M.A.R.T. PITCH: SELLING YOUR IDEAS WITHOUT SELLING OUT**  
   a. Sticking idea – Made To Stick  
   b. Moves people  
   c. Appeals to their heart and behavior  
   d. Responds to their knowledge base  
   e. Tangible results

March 7: **MID-TERM PAPER/3-MINUTE PROBLEM-SOLVING CONCEPT PITCH**

**EXTRA CREDIT, STERN COMPETITION SPEAKER “COMMUNICATE YOUR VISION”**  
*March 8, 2011*  
*5:00-7:00 p.m.*  
An evening with Bob Berkowitz, a major force in American media and influence training. Learn how to persuaded others and communicate your vision.

March 9: **MID-TERM PAPER/3-MINUTE PROBLEM-SOLVING CONCEPT PITCH**

March 14: **SPRING BREAK**

March 16: **SPRING BREAK**

March 21: **SHOWING A BLENDED VALUE/BRANDING FOR A DIFFERENCE**  
   a. **BLACK BOARD** - What is the SROI (Social Return On Investment)?
March 23: **DEVELOPING STRATEGY, FUNDRAISING, CREATING AN OPERATIONAL PLAN**

a. **BLACK BOARD** – Theory of Change: A Practical Tool For Action, Results and Learning
   1. 2004, Annie Casey Foundation
      [http://www.aecf.org/upload/PublicationFiles/CC2977K440.pdf](http://www.aecf.org/upload/PublicationFiles/CC2977K440.pdf)
   2. Theory of Change Tool Manual by International Network on Strategic Philanthropy

**March 23, 2011, 6:00-7:30pm - CATHERINE B. REYNOLDS SPEAKER SERIES: ECONOMICS OF SUSTAINABLE FOOD, Speakers TBA**

March 28: **WORKING WITH SOCIAL CAPITAL: BUILDING YOUR CONSTITUENTS /STRENGTHENING YOUR BASE, TAPPING INTO YOUR RESOURCES**

a. Social Capital Power: Knowing your market, competition, and (g)local positioning
   [http://vimeo.com/7703258](http://vimeo.com/7703258)


c. **BLACK BOARD OPTION:** Robert Putnam (Manchester [1/5] [http://www.youtube.com/watch?v=4uP6A7XFytQ](http://www.youtube.com/watch?v=4uP6A7XFytQ))

March 30: **CREATING A VIRAL MARKETING CAMPAIGN**


b. **BLACKBOARD** - Pepsi: Refresh Project Racks Up More Votes than Last Presidential Election


April 4: **BRINGING IT ALL TOGETHER – PRESENTATION IS EVERYTHING – PRACTICE SESSION PT I**

April 6: **BRINGING IT ALL TOGETHER – PRESENTATION IS EVERYTHING – PRACTICE SESSION PT II**

April 11: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**

**April 12, 2011, 7:00-8:30pm - CATHERINE B. REYNOLDS SPEAKER SERIES: ELIE WIESEL, Author & Nobel Laureate**

April 13: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**

April 15 (FRIDAY): **STERN SOCIAL VENTURE COMPETITION, First Round of Pitches (replaces President’s Day class)**

April 18: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**

April 20: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**

April 25: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANT**

April 27: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**
April 29 (Friday): **STERN SOCIAL VENTURE COMPETITION, Final Pitch-off and Award Ceremony (OPTIONAL)**

May 2: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**

May 4: **BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**

May 9: **LAST DAY OF CLASSES – BUSINESS PLAN – PITCH SESSION (5-MIN), GUEST SPEAKER/CONSULTANTS**

May 11: **ROUNDTABLE DISCUSSION – CLASS AUTHORS (PEDRO NOGUERA, ANNE ELIZABETH MOORE AND DAN BORNSTEIN - TBD)**

May 16: **REVIEW/REFLECT, CLASS EVALUATION**

**PRELIMINARY GUEST SPEAKER/CONSULTANT LIST:**

1. GABRIEL BRODBAR
2. SUSAN DAVIS
3. TRABIAN SHORTERS
4. BRYONN BAINES
5. GENESIS BE
6. DAVID BORNSTEIN
7. ALE’ CARAVAHLO
8. BENJAMIN COKELET
9. KATE FRITZ
10. RA GODDESS
11. ANURAG GUPTA
12. JEFF JARVIS
13. TYLEA SIMONE JABARI
14. KEREN RAZ
15. KAZI ROLLE
16. TONI BLACKMAN
17. MAGOGODI MAKHENE
18. ANNE ELIZABETH MOORE
19. DR. PEDRO NOGUERA
20. MEL OCHOA
21. KATE OTTO
22. LAUREN SERVIN
23. RALPH VACCA
24. CAROLINE ROSS
25. CESAR FRANCIA