Developing Social Entrepreneurs

Faculty Presenters:
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Program Director MPA/MPP/MSNP
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• Expertise: 10 years working in higher education & over 20 years as a leader in various government organizations

• Research interests: Homeland security policy, Building resilient communities, and impact of climate change on human security
Faculty Presenter

Wendy Andberg, Ph.D.

Core Faculty
Lead, University Research Review
School of Public Policy and Admin.
College of Social and Behavioral Sciences

• **Expertise:** 20 years in higher education, nonprofit manager, & 25 years as business owner & consultant

• **Research & consulting interests:** Leadership, nonprofit entrepreneurship/law, cultural competence, international NGOs
PPA Student and Alumni Guest Panelists

Ahmed Tufeiru, MBA, Ph.D.
CEO, Managing Principal of Gateway Consulting Group

Sharon Jumper, J.D.
Ph.D in progress, Public Policy and Administration
Higher Ed Instructor

Michael Schenck, M.Ed., Ph.D.
Professional Educator and Author
How would you define social entrepreneurship?
“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”

*Bill Drayton, CEO, chair and founder of Ashoka*
Agenda: Learning Objectives

• Explain social entrepreneurship & innovation as vehicles for social change
• Assess what makes effective social entrepreneurship
• Consider trends in employment/sectors for social entrepreneurs
• Identify examples for using skills in career path
Commitment to Social Entrepreneurship

- Growing interest, especially among Millennials and other young people seeking meaning in their lives and work.

- National poll: UCLA’s Higher Education Research Institute
  - Over 75% of incoming freshman believe it is "essential" or "very important" to help others in difficulty, the highest percentage in 36 years.
  - “Working for a cause" is a top career objective, ranking it even higher than making a lot of money.
Routes to Social Innovation and Justice via Social Entrepreneurship

• Distinct from “charity”
• Many forms: Social enterprise * Service learning * Community service * social activism
• Social justice work: Funding * direct service * education * long-term public policy reform
• Social entrepreneurship: Partnerships and coalitions with other social justice organizations
• Social innovation may emerge from these approaches for widespread, transformative system change
“True compassion is more than flinging a coin to a beggar; it comes to see that an edifice which produces beggars needs restructuring.”

Martin Luther King, Jr.
What Makes One a Social Entrepreneur?

Strive to solve & transform social problems at the root-cause/systemic level using innovative, sustainable, scalable, and measurable approaches.

Adapted from David Bornstein’s *How to Change the World* and Ashoka
Beginning the Journey

• What issues, ideas, people, and projects move you deeply?
• What problems are yours to own? In your organization? Community? Region?
• How can you combine your head and heart to address those problems?
• What is your genius and how can it be of use to the world beyond yourself?
Social Entrepreneurship as a Means to Positive Social Change

- Create just, sustainable, peaceful world
- Vehicle to solving world’s biggest, most intransigent problems, and creating sustainable change
- Innovation for social transformation
- Citizen engagement and action
- Partnerships: Cross borders, sectors, diverse groups, new leaps for entire societies
Examples of Issues for Social Entrepreneurship

• Peace & security reflecting global interdependence
• Democratic practice
• Advancing growth (human, economic, infrastructure) through innovation
• UN Millennium Development Goals: End poverty & hunger, universal education, gender equality, child & maternal health, combat HIV/AIDS, environmental sustainability, global partnership
“It always seems impossible until it’s done.”

*Nelson Mandela*
Process

Solve  Find **practical solutions** to social & environmental problems.

Innovate  **Innovate** by finding a new product, service, or approach to a social problem.

Create  Focus on **creation** of social value.  

**Be a transformative force. . .**

Transform  Reform or **revolutionize** dysfunctional systems or industries.
The Problem: Hidden land mines threatening people’s lives and making it impossible to use some land for agriculture.

Bart’s Solution relies on the high olfactory sense of the African Giant Pouched rat that is endemic to sub-Saharan Africa. Bart forms teams of three trained human deminers and one trained rat to detect mines.
The Problem: The poor in developing countries cannot get access to simple eyeglasses needed for school and precision work (tailors, rug makers, bike mechanics, artisans).

Jason’s Solution: VisionSpring delivers high-quality, affordable eyeglasses to individuals in the developing world with a network of local entrepreneurs using a scalable model that reaches more people every day.
The Problem: Educational inequity in America (and around the world).

Wendy’s Solution: Place talented, recent college graduates, who are committed to equality, in high-need classrooms to teach for two years before they start their careers. These teachers become lifelong leaders.
“If we all did the things we are capable of doing, we would literally astound ourselves.”

*Thomas Edison*
Application of Social Entrepreneurship Skills

- Nonprofit leadership & management
- Philanthropy, investment
- Public policy, law, strategic planning,
- Leadership, administration
- Public service through civic engagement
- Legislative advocacy, politics
- Community organization
- Local government management for sustainable communities
- Media
- Health policy
- Corporate social business transformation
  - Social enterprise businesses:
    - S Series
    - B Corps
- Criminal justice & law enforcement
- Homeland security policy & coordination, terrorism, mediation, peace
- Global issues, human rights, social justice, peace
- Interdisciplinary policy studies, international NGOs
Using Skills in Career Path

Sharon Jumper, Ph.D. student, SPPA

A Capacities and Vulnerabilities Analysis of Microfinance Initiatives in Afghanistan
The Problem:
• Class and culture hinder economic opportunities in parts of the developing world
• Lack of income affects political and societal stability
• Therefore, people do not have power to fight threats and political injustice

The Solution:
• Empowerment through entrepreneurship education and microfinance
Sharon Jumper

**Actions:**

- Developed training for microfinance groups to educate borrowers about setting up and managing businesses.
- Served on the Board of Directors of Ariana Outreach, a 501(c)(3) group that provided vocational training to Afghan women.
- Integrated entrepreneurship projects into business courses at a women’s college.
- Partnered with The Khalifa Fund to secure funding for turning these projects into actual businesses.
Entrepreneurship promotes peace and stability

Outcomes:

– Providing an individual with the means to generate income
– Empowering individuals and giving them a sense of greater control over their lives
– Increasing an individual’s perceived stake in the success of their community
– Establishing a tax base so that essential government services and infrastructure can be maintained
– Helping to erode cultural barriers to opportunity
– Decreasing the grip that criminals and insurgents have on communities in some developing regions
Using Skills in Career Path
Ahmed Tufeiru, Ph.D., SPPA (2012)
The Effect of Microfinance on Rural-Urban Migration from the Perspective of Female Headload Porters in Southern Ghana
Ahmed Tufeiru

Root of the Problem:

• Regional disparities in socioeconomic development and opportunities between the northern and southern regions of Ghana.

• The endemic condition of chronic poverty among women in the north due to lack of employment opportunities.

• Lack of female education and skills due to sociocultural constraints. About 80% of girls and women in Northern Ghana age 15 years and over have no formal education (GSS, 2012).
These images depict the real working and living conditions of female head porters in Ghana.
Female headload portaging is a laborious and subsistence job unfit for the physical and psychological well being of women. The average daily earnings of a migrant female porter in Accra are approximately $US1.50, and up to $3 on a good day.

Migrant women porters are vulnerable to sexual predators and forced prostitution, and are easy target of human sex trafficking.

Female head portaging causes family disruption, such as parental neglect and marital dislocations. More than 20% of migrant female porters are living with their children in sub-human conditions in Southern Ghana, while 35% of them left their children with family members back home in their villages.
Ahmed Tufeiru

My Goal and Solution:

• Conducted an empirical study for Walden dissertation to establish the nexus of access to capital and the north-south women’s labor migration, causing the headload porterage phenomenon, and the potential to use microfinance to remedy the trend.

• Created a microfinance foundation through KASI Microfinance Inc. in Northern Ghana that provides access to affordable capital and entrepreneurship training aiming at current and potential migrant female porters in Ghana.

• My foundation has since raised and funded over $320,000 microloans to women from Northern Ghana, helping over 250 women to quit their degrading and subsistence jobs, and to reunite with their families back home, while engaging in dignified income-generating activities through our foundation microloans and business training programs.
Using Skills in Career Path
Michael Schenck, Ph.D., SPPA (2014)

An Exploration of Newtok, Alaska’s Relocation
Based on Slow-Onset, Climate-Induced Environmental Changes
My Social Entrepreneurial Research
Michael Schenck

• **Problem:** Disaster relief operations are common, but slow-onset, climate-induced relocations due to environmental changes are not addressed by policy.

• **Goals:** Increase knowledge in order to avoid inevitable assimilation / ultimately preserve Yup’ik culture in a sustainable way.
The Path to Social Entrepreneurship: Required Knowledge and Methods of Attainment
Michael Schenck

• **Identification of an emerging topic:** Innovation implies “emerging.” Potentially a catalyst for subsequent changes to the larger population.

• **Focus on sustainability:** Emphasis on root causes

• **Search for meaning:** The supreme accomplishment is to blur the line between work and pleasure.

• **Important descriptors:** Issue oriented, multi-sector partnership, ambitious, creative, capacity for resource leveraging, persistent, scalable.
Impact on the Yup’ik Community
Michael Schenck

- Methodological (community involvement) and theoretical
- Increased sustainability
- Identification of additional needs
- Climate change was confirmed as an initiating cause of adaptation.
- Newtok’s relocation could serve as the basis moving forward for future relocations desiring sustainability.
Questions for Presenters

• Sharon Jumper, J.D.
• Ahmed Tufeiru, Ph.D.
• Michael Schenck, Ph.D.
"There is nothing more powerful than a big idea in the hands of an entrepreneur."

*Bill Drayton, CEO, chair and founder of Ashoka*
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http://careercenter.waldenu.edu

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