



# Social Entrepreneur in Residence

A program of **Ashoka U**

**I. Vision:** An Ashoka Fellow/Social Entrepreneur joins the university community for a residency of two days. As a result, members of the university community are inspired to embrace the spirit and tactics of social entrepreneurship to create social impact in their chosen career fields and the university is inspired to create a comprehensive, leading social entrepreneurship education program on campus.

## II. Program Overview and Objectives

The Social Entrepreneur in Residence program brings to universities an Ashoka Fellow/practitioner to inject practicality into the instruction of social entrepreneurship, catalyze action across the university and inspire students, alumni, faculty and community members to create social impact. The strategic activities included in the Social Entrepreneur Residency may generate and assess student and faculty interest, map and explore natural connections to existing programs and curriculum, and lay the groundwork for future social entrepreneurship education and programming, including collaboration with Ashoka U.

## III. Program Elements

The Social Entrepreneur in Residence program is customized to encourage participation from all stakeholders of the University community. Elements may include:

### A) Academic Class Session Visits

The university identifies professors with an interest in dedicating a half or full class session to social entrepreneurship. The Social Entrepreneur will co-lead these class sessions and hold office hours for students who want to continue the conversation.

### B) Panels and Events

The Social Entrepreneur is available to keynote, moderate and participate in a number of events the university may choose to organize, for example:

- *Community Forum on Social Entrepreneurship*

All members of the campus community are invited to hear the Ashoka Fellow's story and have a discussion.

- *Career Panel for Alumni: Entrepreneurship for Social Impact*

Panelists can include the Ashoka Fellow, Alumni entrepreneurs, and local social entrepreneurs.

- *Community Panel for Nonprofit and Philanthropic Leaders*

A discussion for local nonprofit and philanthropic leaders on a topic of social entrepreneurship.

### C) SE 101 Roundtables with Faculty and Administrators

The Social Entrepreneur can lead and facilitate conversations with faculty and administrators on some of the key questions about social entrepreneurship:

- a. What is social entrepreneurship?
- b. What are the traits of social entrepreneurs and changemakers? What are some of the skills of social entrepreneurs and changemakers?
- c. How is social entrepreneurship different than charity? Service? Traditional for-profit social entrepreneurship?
- d. What role do universities and colleges play in training social entrepreneurs and changemakers?

#### **D) Individual Advising/Office Hours**

Students will be encouraged to come by, or to schedule separately for time with the Social Entrepreneur to gain advising on career options, practice their pitches, have the executive summary of a business plan reviewed, or engage in general conversation about social entrepreneurship. Information will be aggregated about the nature of student interest to share with university administrators and faculty.

#### **IV. Expected Outcomes and Evaluation**

At the completion of the residency the university has evidence of

- Increased cross-campus familiarity with and interest in social entrepreneurship
- Faculty members and administrators self-identify as leaders to grow social entrepreneurship education
- Greater insight into the interests of students with regard to social entrepreneurship

The following metrics will be tracked to use in evaluating the impact/outcomes of the residency:

- % increase in student awareness/knowledge, as evaluated by a simple pre and post-test
- # of students/alumni and faculty participating in the residency-related events
- Other metrics, as developed to meet university goals

#### **V. Services and Benefits Provided by Ashoka**

Ashoka U will provide recommendations of Ashoka Fellows and facilitate the match according to the goals of the partner.

#### **VI. Example of a Successful Residency**

With a two week residency a Midwestern Jesuit university was able to assess and engage the interest level of more than 275 students, nearly 30 members of the faculty across multiple academic disciplines and colleges, 30-35 administrators, representatives from three local funders, and approximately 150 members of the nonprofit and alumni community. After one class session with the Social Entrepreneur in Residence:

- *99% of students could definitely or somewhat distinguish between SocE and charity.*
- *92% have some interest in learning more about social entrepreneurship.*
- *60% have high interest in being involved in social entrepreneurship activities while at university.*

Selected comments include:

“I enjoyed the presentation you gave and your visit here has helped re-energize me for the challenges of Social Entrepreneurship.” (a local funder)

“Seeing where my interest in communication incorporates in this field. I am very interested in learning more about this field. I was very inspired last week after hearing you talk and feel I have really found an avenue for my interests and talents. How can I learn more?” (a student)

“I found your presentation motivational and eye opening. I have spent a good portion of my time thinking about issues in my community since your talk. Thank you for this revelation.” (a community member)

**VIII. Contact:** To schedule a residency, please contact: Beeta Ansari at [bansari@ashoka.org](mailto:bansari@ashoka.org).