

CSPL 264 and 265: Patricelli Center Fellowship
Fall 2016 and Spring 2017
Tu/Th 11:50 a.m.-1:10 p.m.

The [Patricelli Center Fellowship](#) is a year-long project-based, cohort-style, instructor-led, peer-to-peer learning opportunity for students interested in entrepreneurship, innovation, and social change. Some Fellows will design or launch their own venture, while others will seek pathways to impact as intrapreneurs, activists, researchers, organizers, conveners, artists, and more.

During Fall semester, Fellows will explore their own passions and strengths, build rapport with their cohort, take a deep dive into the social impact field of their choice, and begin to ideate and prototype projects. Spring semester will focus on project design and implementation.

Instructors/Coaches

Makaela Kingsley '98, Director of the Patricelli Center for Social Entrepreneurship
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office hours: Tuesdays and Thursdays 1:10-2 p.m. or [by appointment](#)

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Learning Objectives

This course connects dots and breaks boundaries between disciplines. It cultivates creative confidence and competence, and helps students translate research into practice ethically and innovatively.

Fellows will learn core competencies of social entrepreneurship, including but not limited to:

- Systems Thinking
- Root Cause Analysis
- Theory of Change
- Design Thinking/Human-Centered Design
- Market/Landscape Research
- Lean Startup
- Business Planning and Pitching
- Metrics and Evaluation
- Strategic Partnerships
- Networking and Relationship-Building
- Fundraising

Learning outcomes may vary by Fellow, but will touch on many of the items in the [Association of American Colleges and Universities](#) rubric:

- Intellectual and Practical Skills
 - Inquiry and analysis
 - Critical and creative thinking
 - Written and oral communication
 - Quantitative literacy
 - Information literacy

- Teamwork and problem solving
- Personal and Social Responsibility
 - Civic knowledge and engagement—local and global
 - Intercultural knowledge and competence
 - Ethical reasoning and action
 - Foundations and skills for lifelong learning
- Integrative and Applied Learning
 - Synthesis and advanced accomplishment across general and specialized studies

This course also touches on all four of Wesleyan's MEME Competencies:

- Mapping = navigating complex environments
- Expressing = writing, expressing, communicating
- Mining = quantitative analysis and interpretation
- Engaging = negotiating intercultural differences

Expectations and Grading

Fellows will be expected to demonstrate a high standard of professionalism and engagement, and complete weekly assignments and self-directed project-based work.

Grading is pass/fail and will be based on attendance, participation, and professionalism. Coursework content will not be factored into a student's grade.

Informal course evaluations and self-assessments will be done multiple times throughout the year to measure progress and highlight areas for improvement.

Readings

It is recommended that all Fellows read one or more of the following books. Additional online readings provided weekly during fall semester.

- *Social Entrepreneurship: What Everyone Needs to Know*, 2010, by David Bornstein and Susan Davis
- *Social Entrepreneurship for the 21st Century: Innovation Across the Nonprofit, Private, and Public Sectors*, 2013, by Georgia Levenson Keohane
- *Getting Beyond Better: How Social Entrepreneurship Works*, 2015, by Roger L. Martin and Sally Osberg

Class Outline: Fall Semester

Fellows will meet with members of their cohort for one class per week and one lab per week. Class will introduce a subject/topic and lab will offer time for discussion and group work. Labs will be spent on some or all of the following:

- 1-minute drill (one accomplishment from the past week, one challenge/question being faced right now)
- Reviewing and discussing class content
- Team building games and exercises
- Real or virtual meetings with guest speakers
- Collaborative project-based work
- Reflecting on individual and group progress

Week	Topics	Assignments
		http://www.redalmarza.cl/ing/pdf/TheMeaningofsocialEntrepreneurship.pdf
1	Welcome Fellowship syllabus Terminology discussion “10 Lessons for Social Entrepreneurs”	https://www.aacu.org/diversitydemocracy/2016/summer/ki m 1-minute personal introduction Budget proposal Create Slack and Xtensio accounts
2	Context: issues, sectors, roles, and approaches to social change “Personal Canvas”	2-minute intro of one social entrepreneur or enterprise https://hbr.org/2012/07/not-everyone-should-be-a-social-entrepreneur http://ssir.org/articles/entry/tackling_social_entrepreneurship Pre-fellowship survey Personal one-pager
3	Systems Thinking Ecosystem Mapping Individual Fellowship Plans	http://ssir.org/articles/entry/transformative_scale_the_future_of_growing_what_works http://ssir.org/articles/entry/cultivate_your_ecosystem Preliminary fellowship statement
4	Root Cause Analysis Relationship Building Mentor Program Introduction	https://ssir.org/articles/entry/design_thinking_for_social_innovation Ecosystem Mapping Root cause analysis “Meet the Fellows” slide
5	Design Thinking	http://www.tccgrp.com/pdfs/per_brief_impact.pdf Continue work from previous weeks Design Thinking plan
6	Strategic Grantmaking Fellowship budget and other grants	http://thechanger.org/resources/lean-startup-social-entrepreneurs https://hbr.org/2013/05/why-the-lean-start-up-changes-everything https://www.linkedin.com/pulse/two-drink-social-impact-metrics-overhaul-hannah-gay

		Continue work from previous weeks
7	Theory of Change/Logic Models Lean Startup	http://mckinseysociety.com/social-impact-assessment/what-is-social-impact-assessment/ Continue work from previous weeks Connect with mentors Mid-fellowship survey
8	Metrics	Metrics and evaluation plan Continue work from previous weeks
9	Business Models	https://hbr.org/2015/12/why-mark-zuckerberg-and-priscilla-chan-should-use-their-money-for-fundraising https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong Business model canvas
10	Fundraising	http://ssir.org/articles/entry/the_pitch_is_dead_long_live_the_conversation Fellowship Portfolio
11	Pitching	Fellowship Portfolio
12	What's Next?	Fellowship Portfolio

Class Outline: Spring Semester

Half of the spring semester sessions will combine cohorts for guest lectures on practical topics. The other half of the sessions will be reserved for Labs (split by cohort, with each Lab devoted to in-depth discussion of two Fellows' projects). Fellows are required to attend at least 18 out of 26 sessions.

For the most part, Fellows will assign their own homework, making steady progress on their projects throughout the semester.

Date	Topic	Guest Speaker (for lectures/workshops) or Featured Fellow/Project (for Lab)	Room
January 26	Spring Semester Kickoff	none	All: Allbritton 103
January 31	Legal Basics I	David Menard and Tony Gangemi, Murtha Cullina LLP	All: Allbritton 103
February 2	Legal Basics II	David Menard and Tony Gangemi, Murtha Cullina LLP	All: Allbritton 103

February 7	Lab	1. Around the room updates 2. Alex Garcia and Devon Feuer	Cohort 1: Allbritton 004 Cohort 2: Allbritton 304
February 9	Lab	1. ----- and Alexandra Bacchus 2. -----	Cohort 1: Allbritton 004 Cohort 2: Allbritton 304
February 14	Designing an E-Portfolio in Google Sites	Paula Blue, Center for Pedagogical Innovation, Wesleyan	All: Allbritton 103
February 16	Pitching & Presenting	Ben Simmons-Telep, reSET	All: Allbritton 103
February 21	Building and Managing a Team	Sallome Hralima, The Future Project	All: Allbritton 103
February 23	Lab	1. Katherine Puntiel 2. Nebs Daniel and Taylor McClain	Cohort 1: Allbritton 004 Cohort 2: Allbritton 304
February 28	Research Ethics and IRB	Jennifer Rose, Quantitative Analysis Center, Wesleyan	All: Allbritton 103
March 2	Survival Guide for Social Entrepreneurs	Renee Dunn, Amazi - RAD Snack Trade, LLC	All: Allbritton 103
March 7	Lab	1. Group discussion 2. Sarah Connelly and group discussion	Cohort 1: Allbritton 004 Cohort 2: Allbritton 304
March 9	Fundraising for Startups	Kagiso Bond, Comcast Ventures Catalyst Fund	All: Allbritton 103
March 28	Nonprofit Boards	Josh Borenstein, Long Wharf Theater	All: Allbritton 103
March 30	Lab	Housekeeping: budget, topics for remaining sessions, Demo Day prep, course feedback, etc.	Cohort 1: Allbritton 004 Cohort 2: Allbritton 304
April 4	Financial Fundamentals	Ben Simmons-Telep, reSET	All: Allbritton 103
April 6	Presentation & Communication Skills	Kirt Mead	Gordon Career Center
April 11	Lab	1. Team-building Games TBD 2. Sebastian Canizares and Alex Garcia	Cohort 1: Allbritton 103 Cohort 2: Allbritton 304
April 13	Grantwriting and Nonprofit Fundraising	Sonya Page, Page Consulting LLC	All: Allbritton 103
April 18	Social Media Content and Marketing	Sami Jensen, University Communications, Wesleyan	All: Allbritton 103
April 20	Lab	Practice for Showcase	Cohort 1: Allbritton 103 Cohort 2: Allbritton 304
April 25	Marketing (title TBD)	Lisa Hyman Sackman, Lead Dog	All: Allbritton 103

		Marketing	
April 27	Lab	Practice for Showcase	Cohort 1: Allbritton 103 Cohort 2: Allbritton 304
May 2	Showcase		Usdan 108
May 4	Showcase		Usdan 108
May 9	End-of-Year Celebration		TBD