# Social innovation education and service-learning: intersections and insights

## ESC 2019

THE UNIVERSITY
*of* NORTH CAROLINA
*at* CHAPEL HILL

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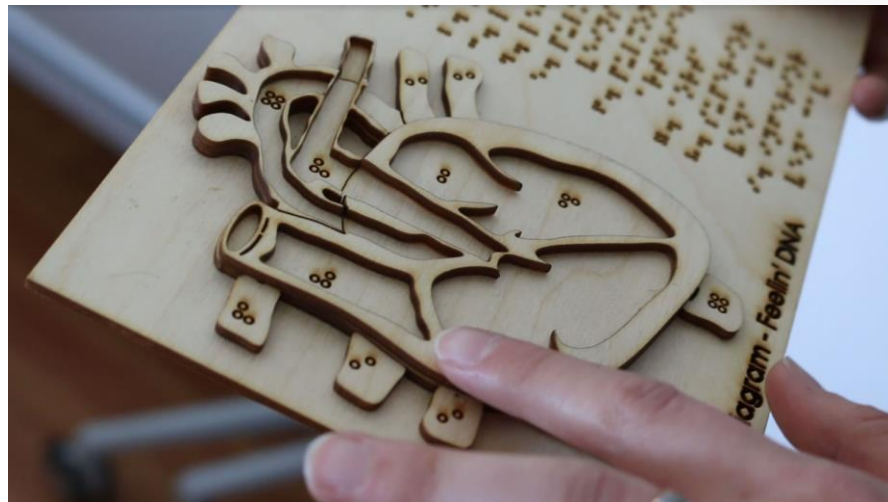With support from student leaders:
**Emma Ehrhardt,** undergraduate APPLES Bryan Fellowship Co-chair
**Andrew McKinnon,** undergraduate APPLES Bryan Fellowship Co-chair

# Overview of session

- Our context: "The Entrepreneurial University in the Twenty-First Century"

- What is **Social Innovation Education**?

- What is **Service-Learning**?

- Insights and model for the **Bryan Fellowship** at the intersection

"It is no longer merely desirable for universities to be the source of innovations. It is **now a national priority.** Institutions that have received so much over the years ... must now step up at a time of crisis and **play a central role in addressing pressing issues** facing our world."

- **Holden Thorp** (former Chancellor of UNC-CH) and **Buck Goldstein** (Entrepreneur, faculty member at UNC-CH), 2010



Engines *of* Innovation

THE ENTREPRENEURIAL UNIVERSITY IN THE TWENTY-FIRST CENTURY

Holden Thorp & Buck Goldstein

# … an ever-growing "Ecosystem" of Innovation

# From co-existence to collaboration

"Despite their common values and aims, an examination of the two initiatives reveals that **they generally co-exist on college and university campuses with little or no collaboration** or communication between the two programs.

We would like to begin a conversation of how these two initiatives may establish complimentary, if not synergistic, working relationships."

From Jones, Warner and Kiser (2010)

"Service-learning & Social Entrepreneurship: Finding the Common Ground" in *Partnerships*

# What is service-learning?

# The Basics: Service-learning

*"… is a form of **experiential education** in which students engage in activities that address human and community needs together with structured opportunities intentionally designed to promote student learning and development."*

(Jacoby, 2006)

- **Foundations**: William James and John Dewey; rise of Campus Compact in mid-1980s-1990s (APPLES at UNC in 1990)
- Key values:
  - Community-identified needs
  - Reciprocity
  - Reflection
  - Developmental approach (an educational process)

# What is social innovation education?

# The Basics: Social Innovation Education

*Social entrepreneurs play the role of **change agents in the social sector**, by:*

- *Adopting a mission to create and sustain **social value** (not just private value),*
- *Recognizing and relentlessly pursuing **new opportunities** to serve that mission,*
- *Engaging in a process of **continuous innovation, adaptation, and learning**,*
- ***Acting boldly** without being limited by resources currently in hand, and*
- *Exhibiting heightened accountability to the constituencies served and for the **outcomes created**.*

(Greg Dees, 1998)

- **Foundations**: Applying entrepreneurship ideas to social sector; rising in the last decade

- Key values:
  - Innovation and change
  - Quick, bold action
  - Measurable outcomes

# Significant overlap in these approaches

Both service-learning and social innovation education:

- Can be forms of **experiential education**
- **Build connections** between students and non-student communities
- Aim to **impact communities** for the better
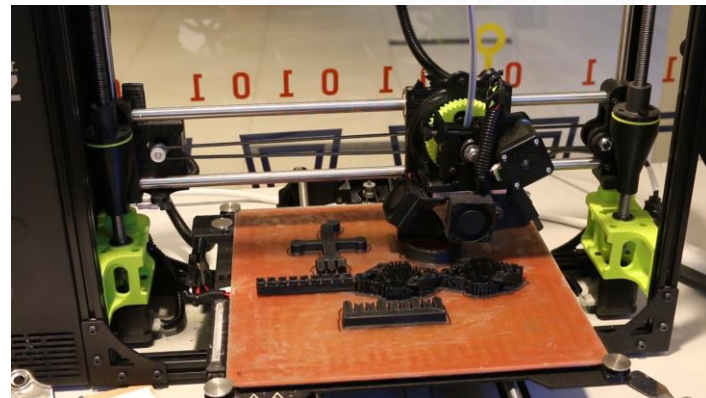- Connect well with **academic study**

- **Service-learning course** on project management
- Focus on **community-identified** needs
- **Emphasis on reflection**
- Focus on **projects** and **teams** rather than individual "**changemakers**"
- Projects **might not be** implemented

...designed for undergraduate students and student teams interested in **creating social impact** locally and/or globally through the creation of an **innovative project** that addresses a **community-identified need.**

The fellowship goals are to:

• provide **practical support** and mentorship to students in developing their projects,

• **contribute to addressing community-identified needs** by supporting innovative projects, and

• develop a **supportive cohort** of students working together to create positive social impact.

(from ccps.unc.edu/apples/bryan-social-innovation-fellowships-3/)

Fellowship recipients:

- Enroll in **PLCY 130, a service-learning course** on social innovation project management (spring)
- Receive up to **$1,500** to help launch their project
- Receive access to **mentorship** and **professional development opportunities.**

# Overview of the fellowship year

*Spring:*

- Pre-survey
- Orientation
- PLCY 130 – Getting it Done
- Individual team consultations
- Mid-semester presentations
- Networking within UNC "ecosystem"
- End-of-semester project report and survey

*Summer:*

- Work on project over the summer
- End-of-summer project report

*Fall:*

- Welcome back dinner
- Networking and individual consultations, as needed
- Bryan Project Enhancement Funding (2$^{nd}$ year funds) application in the fall
- Final project reporting and survey

What else APPLES offers:
- Project funds and accounting support
- Professional development funds
- Office space in Union or organization for making room reservations
- Publicity through APPLES
- Expanded networks
- Support of community promoting service-learning values

**APPLES Co-Chairs / Peer Coaches** (Emma and Andrew)
- Campus networking
- Advocate and liaison within APPLES
- Sounding board (external)
- Presence at events
- Feedback on course assignments

**CCPS staff** (Ryan)
- Course instruction
- APPLES logistics (funding, room reservations)
- Consultations

**Community guests**
- Experts in field of work

**Campus partners**

"This course is a **student-driven, instructor-aided, semester-long workshop...** Its goals are to challenge the way you see social change work and to **significantly increase your effectiveness** in implementing your fellowship projects."

(From syllabus)

**Mission > Results > Indicators > Activities > Resources**

Key assignments/deliverables:

- Midterm pitch deck and presentation

- Team-defined deliverable *(*New in 2020)*

- Case Statement

At least **30 hours on project** outside of class in spring semester.

1. Framing – **service and social change**
2. Mapping **how change happens** (Theories of Change)
3. What **results** do you hope to achieve? (Results-Based Accountability)
4. **Project management** – organizing your team (and Life)
5. Seeking **feedback**
6. Social **innovation at UNC** – theory and resources
7. **Measuring success**
8. **Making decisions** as a team
9. **Storytelling**

# Where might there be challenges?

# Our growing edge: Key challenges

- Very **different projects,** starting places
- Wanting more **mentorship**
- Need for **more community input**
- **Project-based** fellowship – not an incubator

# For more information, contact me at Rbnilsen@unc.edu

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