DIRECTOR’S LETTER

“Faith is taking the first step even when you don’t see the whole staircase.”
Martin Luther King Jr.

The Smith School of Business launched the Center for Social Value Creation in 2009. We sensed change was afoot—our students were looking for ways to combine their value systems with business acumen to create meaningful careers, while intractable social and environmental issues were growing, not waning. We knew the role of business in society was changing and that business management education needed to change too. But what has happened over the last five years is simply revolutionary!

The 21st century business leader is increasingly called upon to redefine success and organizational viability by setting goals that ensure not only desired business outcomes, but also advance quality of life for stakeholders and society as a whole. At the same time, a new kind of entrepreneur is using business model innovation to address big problems like dwindling natural resources, global poverty, food insecurity, youth unemployment, and more. Last but not least, mission-focused organizations are using the power of market-based solutions to create scalable, sustainable change that address root causes.

We are not yet what we shall be, but we are growing toward it.”
-Martin Luther

Since our inception, the Center has brought business disciplines such as strategy, organizational design, change management, data analytics, financial planning, marketing, and entrepreneurship to social sector organizations. Project by project and course by course, our students, faculty, and staff have infused our programs to serve the diverse needs of our students and to achieve maximum benefit for our clients, campus collaborators, community partners, and funders. From the ChangeTheWorld.org Consulting program and Social Enterprise Symposium, to Innovation Fridays and Do Good Challenge, we aim to inform and shift the limited view that business exists simply for profit-maximization. One by one, students have built essential skills in cross-sector collaboration and entrepreneurial thinking through impact-driven experiences that employ ingenuity, empathy, and risk taking. These students have become alumni and are actively working in careers that use business to co-create economic, social, and environmental value.

Our mission is to inspire a generation of business leaders who will lead with a core sense of integrity and stewardship for all stakeholders, thereby redefining business success. We will help prepare them by providing a platform where students can learn, explore, and experiment with business models as they uncover the many opportunities brought about by the social and environmental challenges of our time. As we look ahead, there is more work to do. The next five years will bring into greater focus the ways in which the business sector can adopt social value frameworks to achieve their goals in this shifting paradigm. The path ahead is messy. It’s with that perspective that we leap into the next stage of business management education with fearless enthusiasm and sense of purpose. We look forward to continuing on this journey with you!

Melissa Carrier
Founding Director
Center for Social Value Creation

BY THE NUMBERS, 2013-14

This year we hosted or co-hosted 72 speakers at 73 events including:
- Impact Careers Workshop
- Multinational Social Entrepreneurs Luncheon
- The Sustainability Jam
- Mission in a Bottle
- MBA Impact Fellows
- Do Good Challenge
- 6th Annual Social Enterprise Symposium

6th Annual Social Enterprise Symposium (SES):
- 650 Attendees
- 60 Speakers and Panels
- 3 Lead Sponsors
- 5 Smith Faculty Moderators

Curricular Consulting:
- 16 Client Projects
- 99 Student Consultants

ChangTheWorld.org Student Consulting:
- 7 Partner Campuses
- 57 Client Projects
- 250 Student Consultants

Students Reached this Year:
- 86 SES Planning Volunteers
- 19 Social Innovation Fellows
- 175 Event Attendees
- 177 Pitches at Innovation Fridays
- 83 DoGood Challenge Participants and Attendees

Coursework:
- 9 Undergraduate Courses and
- 20 MBA Courses dedicated to Social Value-specific Content
Founded in 2009, the Center for Social Value Creation (CSVC) empowers students to create a better world through business principles. We do this by designing programs and cross-sector collaborations that build the skill sets necessary to advance both economic prosperity and transformative social change. Our programs include courses, signature events, and experiential learning opportunities that enable students to apply business principles in creative and entrepreneurial ways. The Center is comprised of five full-time staff who collectively possess more than 35 years of experience in the business, social enterprise, startup, and sustainability sectors.

**WHO WE ARE**

MELISSA CARRIER
FOUNDING DIRECTOR

KIM R. GLINKA
ASSISTANT DIRECTOR
SUSTAINABILITY

SARA HERALD
ASSISTANT DIRECTOR
SOCIAL ENTREPRENEURSHIP

PAMMI BHULLAR
MANAGER
EXPERIENTIAL LEARNING

RYAN STEINBACH
COORDINATOR
COMMUNITY ENGAGEMENT

**TEAM SPOTLIGHT: ATLAS CORPS FELLOW, EDUARDO SALAZAR**

Eduardo Salazar joined the Center in May, 2013 as part of a one year Atlas Corps Fellowship. Native to Peru, Eduardo helped the Center execute key 2013-2014 initiatives, including the Social Enterprise Symposium and Innovation Fridays. In June 2014 Eduardo returned to Peru to join the CREES Foundation where he’ll support rainforest sustainability through education initiatives.

Above: Eduardo gazing through the forest outside of Salvación.

**SOCIAL ENTREPRENEURS IN RESIDENCE**

**DREW BEWICK,** Managing Director, Tree House Ventures
Drew brings more than 20 years of experience where technology and innovation intersect. As Managing Director of Tree House Ventures, Drew advises multiple companies and nonprofit organizations and helps them discover opportunities and apply entrepreneurial principles to organize and launch successful ventures that make an impact.

**ALI CHERRY,** Founder & CEO, Snack Packers
Ali is the founder and CEO of Snack Packers, a healthy snack delivery service that improves workplace wellness and productivity. Ali is on a mission to make it easier for people to integrate healthy habits into their daily lives, and maintains active roles in health promotion by working with the United States Healthful Food Council and Weight Watchers.

**DARIUS GRAHAM,** Founder, DC Social Innovation Project
Darius is the Founder of DC Social Innovation Project (DCSIP), a nonprofit that provides seed funding and pro bono services to help community members launch projects that tackle pressing social issues in Washington, DC. Darius was previously an Associate in the Financial Restructuring group at Akin Gump Strauss Hauer & Feld LLP where his practice focused on the representation of debtors, informal and official committees of creditors, and individual creditors in large, complex Chapter 11 cases.

**KIM PERSON,** Principal, The KAP Group, LLC.
Kim founded a wholesale and distribution company manufacturing women’s handbags and fashion accessories in Asia. Over a period of 10 years the company grew at a rapid pace and soon was shipping to almost 50 states, Canada, Europe, and Australia. Kim sold the company in the spring of 2009 and remained on contract until early 2010. Her early career included time at State Street Bank, Hallmark, and McDonald’s Corporation, all in marketing and business development.

**ADVISORS**

Sandro Boyson, Research Professor; Co-Director, Supply Chain Management Center

Shreevardhan Lele, Assistant Dean; Ralph J. Tyser Distinguished Teaching Fellow

Vojislav (Max) Maksimovic, Professor of Finance; Chair of the Department of Finance

Paulo Prochno, Tyser Teaching Fellow; Associate Department Chair, Management & Organization

Rebecca Ratner, Assistant Dean; Professor of Marketing

**FACULTY**

Sandor Boyson, Research Professor; Co-Director, Supply Chain Management Center

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Vojislav (Max) Maksimovic, Professor of Finance; Chair of the Department of Finance

Paulo Prochno, Tyser Teaching Fellow; Associate Department Chair, Management & Organization

Rebecca Ratner, Assistant Dean; Professor of Marketing

**INDUSTRY**

Stanley Litow (Chair)
IBM Vice President of Corporate Citizenship & Corporate Affairs / President, IBM Foundation

John Chickering, CRM
Vice President, Fidelity Investments

Robert Kashan
Founder and CEO, Earth Color

Alan M. Webber
Former CEO, Pepco Holdings

Dennis Wraase
Founder, Fast Company / Former Editor, Harvard Bus. Review

Vojislav (Max) Maksimovic, Professor of Finance; Chair of the Department of Finance

Paulo Prochno, Tyser Teaching Fellow; Associate Department Chair, Management & Organization

Rebecca Ratner, Assistant Dean; Professor of Marketing
Behind the scenes @ the center for social value creation

At CSVC, we thrive on pushing the envelope. The status quo is never enough. That’s why for every opportunity offered, there’s also something new in the works. Each member of the team contributes to scoping new projects, piloting initiatives, and reframing or pivoting existing efforts to better meet the needs of our community. Here are just some of the projects on the CSVC workbench:

West Baltimore Community Wealth Building Practicum
CSVC and the UMD School of Social Work piloted a Spring 2014 practicum that paired Masters of Social Work and MBA students to explore community wealth building. Students examined the Evergreen Cooperative model and its potential adaptations in West Baltimore to create economic prosperity. CSVC continues to move this initiative forward with the Baltimore community.

Social Entrepreneurship Laboratory
The Social Entrepreneurship Laboratory (SE Lab) is an undergraduate active-learning course where students test hypotheses around solving social problems. Each class session includes experiments where students learn from continued customer interviews and iterations. The course will be piloted this fall by Dr. Christine Beckman and CSVC Assistant Director Sara Herald.

UMD Green Office Program
CSVC joined the UMD Office of Sustainability’s Green Office Program, showcasing and sharing in the environmental and financial benefits of acting sustainably. In a joint effort with OGI, CSVC and OGI are the first Smith School offices to participate in the Program and have already earned Bronze Certification.

Living Lab Portal
In 2013 CSVC piloted the “Fearless Ideas Network”, an online portal where the UMD community could share their fearless ideas and connect with resources to move them forward. Gleaning valuable insights from the pilot, CSVC moved forward with a student team to create the Living Lab Portal - a platform for UMD-focused social impact projects that build skills and positively impact the UMD campus and local community.

Entrepreneurial Thinking
CSVC develops curricular offerings that give students the space to test new ideas and pursue causes they’re passionate about. Social Innovation Fellows (SIF) is a one-year program that immerses students in the process of seeking innovative solutions for transformative social change.

For the fourth year in a row, a select group of Smith students studied business models and entrepreneurial ventures that motivate transformative social and environmental change. Students participated in classroom debates, engaged in open dialogue, learned from industry experts, and were given the opportunity to move from inspiration to action by applying their learnings to real-world issues. Many Fellows took on semester-long projects that supported the business operations of existing for-profit and nonprofit social enterprise organizations. However, several Fellows elected to pursue their own initiatives, and as a result two start-up ventures were launched in the process: Common Harvest and Hungry Harvest.

Common Harvest aims to connect farmers in the Gambia to lucrative western European markets by providing the seeds for in-demand crops such as sweet potatoes, and helping to establish supply chains from growers to consumers.

Hungry Harvest, also driven by an interest in food and agriculture, focuses on reducing food waste by selling low priced, “imperfect” produce that often fails to make it to the produce department of traditional grocery stores. Hungry Harvest’s model is similar to Community Supported Agriculture (CSA), with the added aspect of also donating a bag of produce to a family in need for each bag of produce sold.

The Social Innovation Fellows course supported both ventures by providing the time, resources, and connections to investigate target markets and test business assumptions and models. Both founders launched their ventures after completing Social Innovation Fellows and are now pursuing the next stages in growing their respective social ventures.

Above: Melissa Carrier advises one of her SIF student teams, while in the background members of Hungry Harvest get busy framing their concept.
UMD SPOTLIGHT:

Allison Basile, B.S. 2009

During her time as a UMD undergrad, Allison Basile wanted more than a traditional business education. She and a group of three other students saw the power of business to drive transformative social change and were inspired by other universities beginning to offer programs in this area.

“I'll never forget the day that a group of us came to Melissa’s office with a tall stack of documents about the socially focused classes and opportunities we wanted to see at the business school.” Although it was going against the grain at that time, Allison and three other undergraduate students helped create the early programming that planted the seeds for the Center for Social Value Creation. These committed students planned and hosted the inaugural Social Enterprise Symposium and launched the planned and hosted the inaugural Social Value Creation. These committed students planted the seeds for the Center for Social Value Creation. These committed students planned and hosted the inaugural Social Enterprise Symposium and launched the first chapter of the Terp Changemakers.

“I’ve continued down the path I started at UMD, exploring how finance and business can put workers and communities first. I’m helping develop the ecosystem to make this possible by forming a Worker Cooperative Incubator. I feel deeply rooted in DC, and it’s my life mission to make it a truly equitable, inclusive, and sustainable city.”

ALLISON BASILE

As part of a campus-wide initiative, CSVC is giving innovative minds across the University of Maryland new ways to share and explore their fearless ideas. Innovation Fridays (IF) was launched in 2012 by the Dingman Center for Entrepreneurship and the Maryland Technology Enterprise Institute (Mtech). In the fall of 2013 CSVC helped expand the program in partnership with the School of Public Policy’s Center for Philanthropy and Nonprofit Leadership. IF brings together experienced innovators and entrepreneurs to offer free and impartial advice, brainstorm strategies, and educate aspiring entrepreneurs about resources and funding. Sessions are hosted every Friday, Fall and Spring semesters, at four locations across campus. CSVC’s Social Entrepreneurs in Residence (SEIR) support the initiative by attending sessions in person, providing invaluable feedback to budding social entrepreneurs. As Vanessa Landau, founder of HEROES, LLC, commented to SEIR Drew Bewick:

“Now my beginning has a foundation that includes a business plan and a better grasp of marketing and finance.”

INNOVATION FRIDAYS

Pitch your fearless ideas

ENTREPRENEURIAL THINKING CONTINUED

IMPACT-DRIVEN OPPORTUNITIES

amplifying impact through partnerships

Accountability Lab (AL) is a DC-based nonprofit that works with civil society organizations to cultivate ethical governance practices and positive social reform in developing countries such as Nepal and Liberia. In the Spring of 2014, five Smith graduate students served as strategy consultants to AL through the Center for Social Value Creation’s nonprofit consulting program, ChangeTheWorld.org.

The consulting team had two objectives in serving Accountability Lab: help AL standardize its model so that it can enter new countries, and develop a reference guide for “Accountrepreneurs” to use on the ground in training. Delivering on such a task required the student team to acquire an in-depth understanding of AL’s operating model, as well as perform a thorough analysis of its revenue model and proposed alternative revenue streams.

As MBA student Rahul Shah stated, “It was a semester-long project that proved to be an indispensable experience for all those involved. By the end, I had built up my network within the Smith School and nonprofit sector, gained technical knowledge and consulting skills, and contributed toward the impact of our client’s organization. As an MBA candidate transitioning to the nonprofit sector, I gained valuable experience that reaffirmed where I want to take my career.” Throughout the semester, students worked closely as a team and had regular meetings with AL’s Associate Director stationed in Nepal. With access to various consulting resources, support from CSVC, and presenting at the ChangeTheWorld.org Symposium, this team took full advantage of this hands-on learning experience. The client also shared in this sentiment, as noted by Anne Lambert, Associate Director of Accountability Lab:

“The student consultants exceeded our expectations in their ability to tackle some of our biggest organizational challenges with competence and professionalism.”

Anne Sophie Lambert, Associate Director
Accountability Lab
Maryland Social Entrepreneur Corps: ‘Adelante’ in Nicaragua

What does it mean to be a ‘consultor comunitario’ in a community not your own? How can a group of college students leverage eight weeks as ‘community consultants’ to make sustainable change in a developing nation?

After a preparatory Spring course here in College Park, 15 University of Maryland students, eight from the Smith School of Business, departed for Nicaragua and the Dominican Republic as Maryland Social Entrepreneur Corps (MSEC) community consultants in search of answers to those questions. Over the course of eight weeks, they worked with local partner Community Enterprise Solutions on grassroots-based models for sustainable poverty alleviation. Using tools such as the Micro-Consignment Model, the students worked alongside local entrepreneurs “to create first-time access to life-changing technologies, products, and services for isolated villagers through locally-owned, managed, and profitable entrepreneurial solutions”, in addition to researching other business-based development mechanisms with the potential to make a lasting difference in poverty-stricken communities. In Nicaragua alone the students’ work this summer directly benefited 154 individuals, generating over $9,400 in net economic impact for local entrepreneurs and communities. A unique partnership between CSVC, the Office of Global Initiatives, and the UMD Office of International Affairs, the MSEC program provides students with a fundamental business understanding in a challenging international context.

Ultimately, the students learned that being a ‘consultor comunitario’ means being uncomfortable in a different culture, overwhelmed by tropical temperatures, and frustrated with a foreign language. It means life without reliable WiFi, air conditioning, and convenient transportation options. It means adapting to difficult circumstances, cultivating resiliency, and discovering that all around the world, people are people. It means building lasting relationships with fellow students, host families, and local consulting clients. Ultimately, it means empowerment, for the students in the program and the local entrepreneurs. The extra money they earn working with students to sell products like eyeglasses, water filters, and solar-powered lamps provides healthy food for their families, school fees for the coming year, and hope for the future. As one Smith student put it, the MSEC experience means ‘adelante’: its core impact is moving society ‘forward’ one community at a time.

Impact-driven opportunities

For the second consecutive year CSVC has supported the Maryland Social Entrepreneur Corps (MSEC) - a unique eight week, nine credit study and internship program where students learn the basic principles of social entrepreneurship through courses, case studies, discussions, and hands-on, practical experience. The program’s mission is to combat poverty across Latin America by cultivating and supporting small community-based businesses. This summer, students traveled to Nicaragua and the Dominican Republic with the opportunity to make a direct and measurable contribution to rural development work in Latin America, gain first-hand experience with the challenges and opportunities inherent in social entrepreneurship, and to develop skills in applying business solutions to real world social issues.

Smith School Spotlight:

For MBAs passionate about creating a better world through business, it can be hard finding internships with social enterprises and nonprofits. Many of these organizations lack the budget to pay MBAs competitively, which often deters them from recruiting MBA interns. In response to this market gap, CSVC and the Smith School’s Office of Career Services launched the first MBA Impact Fellows program in May 2014. The first cohort included four MBA students who interned with exciting regional social impact organizations. Their pay is supplemented by the Smith School to be on par with market-rate MBA intern compensation. Host organizations include Inter-American Development Bank, Astrum Solar, Goodwill Industries International, and Value-Add. CSVC plans to expand the program in the summer of 2015, making experiences at impact organizations more accessible to MBA students, as well as easing the burden of recruiting MBAs into the impact space.

From Left to Right: Miguel Silva, Albie Davison, Blake Carlton, and Nadine Payne.
What could be accomplished if anything was possible, and we each used our unique talents to forge fearlessly forward – without ever holding back? This was the theme at the 6th Annual Social Enterprise Symposium.

“Fearless ideas transform students who transform the world,” said UMD Vice President and Chief Research Officer Pat O’Shea to Symposium attendees. “Our students want to build careers where they contribute to society in meaningful ways.” The highlights below provide just a glimpse into this inspiring event and the many wonderful speakers who contributed to its success.

“Making change means changing minds, and changing minds requires teaching.”
Jenna Fournel, Center for Inspired Teaching

“Be aware and be present in a way that you can walk your talk. Take any chance you have to live by your values.”
Nicole Bassett, PrAna

This year the Center for Social Value Creation merged its “No Limits” Social Venture Pitch with the Do Good Challenge (DGC) competition, thereby creating two distinct tracks within the Do Good Challenge – Do Good Projects and Do Good Ventures.

The Do Good Challenge is an eight week competition hosted by the Center for Philanthropy and Nonprofit Leadership, CSVIC, and Morgan Stanley Private Wealth Management that inspires Terps to make the greatest social impact they can for their favorite cause.

In an exciting live-pitch finale, Students Helping Honduras, a project led by Robert H. Smith School of Business students in CSVIC’s Social Innovation Fellows Program, and JustLikeYou.org, a venture nurtured by the Dingman Center’s Fearless Founders Program, won the $6,000 grand prize in each of the respective two tracks. Students Helping Honduras also won the Audience Choice Award, a $2,500 text-to-vote prize sponsored by the College of Behavioral and Social Sciences.

Project track winner Students Helping Honduras used a variety of creative fundraising tactics to generate more than $19,000 during the competition period. The $6,000 grand prize allowed them to reach their goal of securing $25,000 to build a school in Honduras.

Venture track winner JustLikeYou.org launched a Kickstarter campaign during the Challenge to raise enough capital to launch a free and anonymous social network for LGBTQ individuals going through the coming out process. Founder Brooks Gabel was able to raise $14,388 and secured $24,000 from in-kind donations. The $6,000 prize will support the training of 140 site volunteers who will facilitate meaningful discussions on the coming out process with JustLikeYou.org members.

In September 2013 the Center for Social Value Creation and the National Center for Smart Growth (NCSG) hosted a cross-sector workgroup to explore the potentiality of an “Institute for Sustainable Maryland” at UMD. The institute would integrate programs from existing centers including the NCSG, the Environmental Finance Center, the Center for Social Value Creation, and the Office of Sustainability, and roll out a new signature initiative known as the Action Learning Program (ALP). The ALP was given pilot funding from the Towne Creek Foundation, and starting in the Fall of 2014 will begin connecting the talents of UMD students and faculty with specific sustainability challenges faced by Maryland’s diverse communities and municipalities.
Imagine this: A public health student walks into a 700-square-foot room to build a 3-D prototype for her idea to reduce infant mortality rates in developing countries. In the room, she encounters students in mechanical engineering, international development, and business, all eager to help her with different parts of her idea.

This is a place where university students build their own space for launching creative ideas, create their own majors to innovate around issues they care about deeply, and mentor one another before seeking the advice of experienced professionals and faculty.

The future is already here. Called Startup Shell, this student-led initiative at UMD started as a co-working space for a small group of students who wanted to tinker with both tools and ideas. It has grown from a “technology collective” to embody a student-led campus-wide movement where individuals think critically about the status quo and inspire one another to “think, build, and play” outside the classroom. The power of Startup Shell is its authenticity, shared ownership model, and meaningful impact on students. And we at UMD are taking note.

On-Campus Momentum

As the Assistant Dean at the Robert H. Smith School of Business, I have witnessed first-hand the transformation of education delivery on my campus. Experienced teaching, pedagogy once relegated to internships and extra-curricular programs only, is now considered an essential part of a student’s academic undertaking. Our General Education curriculum was redesigned to speak to important contemporary issues that spark the imagination, demand intellect, and inspire innovation. We challenge students to wrestle with big questions and examine these issues through the lenses of different disciplines and frameworks. Concurrently, our campus is abroad with entrepreneurship, innovation, and social value creation. Under the leadership of President Wallace Loh and Provost Mary Ann Rankin, we have embarked on a strategic imperative called Fearless Ideas to invest resources to accelerate the research, development, and launch of innovations developed by our students. Faculty, staff, and students. Our university has fully embraced its mission as a creator of new knowledge for the public good by embedding these principles into university teaching, research, and operations. Our students are excited by this mission, they are enrolling in the Social Innovation Fellows program, participating in the Global Sustainability Jam, creating new ventures for the Do Good Challenge, and winning Net Impact’s Undergraduate Chapter of the Year. Clearly, they are demonstrating their desire to build careers that contribute to society in meaningful ways.

Faculty and deans initially welcomed a variety of interesting but disconnected offerings. It didn’t take long for us to recognize the opportunity, and students were quick to show us the need for coordination. Of course, as in any institution, this is much easier said than done; but the faculty, that community, and university leadership are committed to accelerating a new interdisciplinary model— one that serves many students, leverages the momentum of UMD’s impact-driven community, and utilizes the knowledge built at the Center for Social Value Creation.

Social Entrepreneurship Landscape

This experience is not unique to the University of Maryland. I have visited many higher education institutions around the world, from Hong Kong to South Africa, from Tunisia and Slovenia, and around the United States, and I come away with the same observation. The case for social innovations and entrepreneurship education has been made and largely accepted at the highest levels of these institutions. In tandem, the current generation of students has a greater awareness of social inequity and feels committed to lives of impact.

This exponential growth has led to more diverse representation in social innovation education— including more disciplines participating in curriculum development, offices such as alumni centers, career centers, admissions, residence life, and student affairs making connections to their respective organizations, and, perhaps more importantly, a greater diversity of new institutional types playing a leadership role in this field, such as community colleges, liberal arts colleges, and public universities.

Social entrepreneurship has proven relevant and accessible to a variety of disciplines, many of which draw on its natural alignment with their own overarching disciplinary frameworks and learning goals. But has assimilation created a social entrepreneurship bubble?

All growth has limits. There is a danger that this enthusiastic, uncheckered growth may kill the very thing that makes the field distinctive. It now seems that anyone can launch courses in “doing good” and call it social innovation. Does social innovation become meaningless if it is ubiquitous but unfocused? Are we becoming the “apart” subject that can mean everything (and nothing?), as Alex Nicholls suggested in 2017?

Areas of Focus: The Next Five Years

To chart a successful course and manage this extraordinary growth, we need to focus on four key areas over the next five years.

1) Meaning & Definition

Many academic papers have been written about the definitions of social entrepreneurship and social innovation, but a lack of consensus remains. The “you know it when you see it” definition of social entrepreneurship has on one hand enabled an inclusive campus environment, but it is not what will move us forward. A refusal to coalesce around a meaning will ultimately dilute the value of social entrepreneurship overall. We may not agree on a single definition, but do believe we can get clear on standards of excellence for social innovation education. Our movement would be meaningless if it is ubiquitous but unfocused.

2) Vision for the End Game

An intentional framework for educators and universities new to the conversation should be developed, as well as for those deeply involved who wish to stay at the cutting edge. We need to ensure that specific and measurable learning outcomes can be articulated, and we need to define the collection of competencies required for social entrepreneurship as a matter of practice. Too often, we convince ourselves that action is progress. There is a proverb that says, “When your journey has no destination, any road will take you there.” Our vision for the future must be ambitious, reasoned, and concise.

3) Job Creation and our Economy

Pick up the newspaper, and you are sure to read about lack of jobs and the ripple effects on many of the world’s economies. The United States is suffering a “jobless recovery” that has the potential to fundamentally change the contract between business and civil society. Today, over 50% of the world’s population is under 30. In our governments we are creating policies to encourage entrepreneurship and small business growth. In our communities we are purchasing local products and services. At our universities we are beginning to recognize that we must teach students to become job makers instead of job takers. These shifting labor trends are a potent force around the world. Through social entrepreneurship education we will shape a generation of leaders with the confidence and skills to build new organizations that not only create jobs, but also opportunities rooted in community, reflective of our values, and able to produce financial viability for individuals and society at large, and extra-curricular programs only, is now included in curricular requirements for Social Value Creation.
The Center for Social Value Creation has engaged more than 200 nonprofit and for-profit organizations to date on forward-thinking initiatives that deliver impact. We value these opportunities and wish to thank our allies, partners, and clients for helping Smith students earn valuable industry experience. The organizations highlighted below are just a small sampling of the many collaborations held throughout the 2013-2014 academic year.

The Center for Social Value Creation helps position the Smith School as a frontrunner of social responsibility, sustainability, and social entrepreneurship in higher education. Your support enables us to cultivate solution-driven, socially minded students - and empower them as the next generation of leaders who will do well by doing good. If you would like to discuss a unique partnership of giving, please e-mail Kim Robertella Glinka (krobertella@rhsmith.umd.edu), Assistant Director of the Center. Thank you in advance for your support and consideration!

To make a donation today, please visit: ten.ps/GrowCSVC

THE 2015 ASHOKA U EXCHANGE

The Ashoka U Exchange is an annual, global convening for social entrepreneurship education that brings together 650 individuals from more than 150 institutions around the world. With support from the University of Maryland Office of the Provost, CSVC was able to solidify UMD as the 2015 Exchange host and will play a key role in the event scheduled for February 26-28, 2015. As an added bonus, CSVC’s Social Enterprise Symposium will be a featured programming component of the Exchange on Friday, February 27.

SOCIAL ENTREPRENEURSHIP WORKING GROUP

Motivated by a growing interest in social entrepreneurship at UMD, CSVC formed a cross-campus working group to coordinate and streamline Social Entrepreneurship (SE) opportunities at UMD. Allies from the Honors College, Office of Community Engagement, College of Arts & Humanities, National Scholarships Office, and others, will pilot a SE “roadmap” during the 2014-2015 school year and explore the possibility of a transcript notation for those who cultivate a competency in SE.

SUSTAINABILITY INITIATIVES

The Center aims to strengthen its sustainability platform by better connecting with industry and driving discussion among Smith students and faculty about the intersection of sustainability and business practice. Through the launch of new initiatives like the Sustainability Executive in Residence Program, Sustainability Roundtable Lunch & Learn series, and by supporting new courses like the Honors Business Sustainability Lab, we aim to help Smith expand its offerings in this important subject area.

FINANCIAL VIABILITY

During the 2013-2014 academic year the Center for Social Value Creation secured 45% of its total funding from sources outside of the Smith School, primarily thanks to the generosity of our donors. The Smith School also invested in several pilot projects as we continued to innovate on behalf of our students. Our goal is to move toward an increasingly self sustaining model with Smith School support for new strategic initiatives.
Earth Color is a leading environmentally conscious commercial printer that uses clean emission-free wind energy and renewable products. The privately held company, founded by a Smith School of Business Alumnus, supports sustainable forestry and operates carbon neutral facilities. For more information please visit www.earthcolor.com

We thank Earth Color for their support of the Center for Social Value Creation and the production of this report.