THE CENTER FOR SOCIAL VALUE CREATION

Impact Brief: 2017-2018
The 2017-2018 school year was a milestone year: Change the World Nonprofit Consulting (CTW) completed its 10th consecutive year of student projects, and our Smith community gathered in March to celebrate the 10th annual Social Enterprise Symposium. These hallmark programs have made an impact over the past decade. CTW has engaged over 1,250 student consultants, connected them to more than 250 nonprofit partners, and provided 50,000 hours of pro bono consulting. The Social Enterprise Symposium has attracted nearly 6,000 registrants over the past decade (most of them students), including more than 250 thought leaders from big brands and social enterprises, like Toms Shoes, CLIF Bar, PwC, Unilever and many others. But, as they say, “to everything there is a season.”

As the world and academic landscape continue to change, we too must evolve. After 10 wonderful years, SES and CTW were officially “sunset” at the end of the 2018 spring semester. Though we may have shed a tear or two in making this difficult decision, we are excited to begin a new chapter.

"Grounded by our Principles for Better Business framework, a new lineup of programming awaits, fueled by the power of partnerships."

—Kimberlee Robertella Glinka, CSVC Director
Business has long been a driver of social value. Whether developing and disseminating new advances in healthcare, or providing technology to connect people on opposite sides of the globe, business has done a lot of good. We think it has the potential to do even more. We imagine a future where companies, communities, society and the natural world collectively thrive. Social value creation is about using the tools of business to help us get there.

THANK YOU

To all of those who have supported and invested in our work, thank you. We couldn’t do it without you. A special thanks to:

- John ’85 and Margaret Chickering
- Richard Novak
- Smith Family Foundation
- PwC
- Tata Sons Limited
- Unilever
- Goodwill Industries International Inc.
- Fidelity Foundation

To learn how you can engage further with CSVC, visit go.umd.edu/csvc.
The Coalition for Better Business is the center's new corporate partner model that brings to life CSVC's Principles for Better Business framework. Formed in early 2018, the coalition helps to refine and enhance better business learning experiences, explore and highlight relevant industry insights, and co-create student engagements that foster the knowledge, skills and attitudes necessary to advance economic, social and environmental prosperity. Coalition engagements include guest lectures, live cases, skills workshops, special events, community convenings and more.

We are thrilled to welcome Unilever, Tata and PwC as our three founding members. Over the coming year, additional industry leaders will be hand-selected and invited to join us in this transformative experience.

FOUNDED MEMBERS:

Unilever  Tata  PwC
CSVC founded the **Social Innovation Fellows program** in 2010. Each year, students engage in an experiential learning project that exposes them to the inner workings of social entrepreneurs and their ventures. In 2017, four Fellows students did something remarkable. With guidance from faculty champion David Kirsch and the Dingman Center for Entrepreneurship's Sara Herald, they produced research for a new Social Enterprise Ecosystems Report in collaboration with Deloitte, Capital One and Halcyon Incubator. The student researchers started with two basic questions: Do social enterprise ecosystems differ from traditional enterprise ecosystems, like the one in Silicon Valley? If so, to what extent? While the team delved into the data, Kirsch came across a new academic conference in Italy looking for social enterprise research submissions. The timing seemed ideal. “It was the perfect storm,” he said.

“Normally when undergraduate students attend an event like this, they sit in the back and take notes. These students moved to the podium at the front of the room.” —David Kirsch, Smith professor and faculty champion

The students embraced the challenge, leading them to the inaugural IESE-LUISS Conference on Responsibility, Sustainability and Social Entrepreneurship in April 2017 in Rome. Getting the students to Italy was a collaboration by our Undergraduate Programs Office, Center for Global Business, Dingman Center and CSVC.
As a first-year dual MBA/MPP student, Nazat Dowla was advised to visit CSVC and meet director Kimberlee Robertella Glinka. The conversation that followed led to an incredible set of opportunities. Dowla was able to secure a research fellowship exploring supply chain and sustainability in fast fashion; he worked as a program coordinator for the Anne Arundel County Partnership for Children, Youth and Families; and he became a strategic advisor at Due East Partners, a consulting firm co-founded by a Smith EMBA alumna where he does work focused on sexual assault, domestic violence and sex trafficking. These were all a direct result of Dowla’s interest and participation in CSVC and the center’s investment in him.

"Next year, I hope to work for CSVC as a graduate assistant, helping to support its mission to prepare students as business leaders able to advance not just the bottom line, but the world."

—Nazat Dowla, first-year dual MBA/MPP candidate
Moving forward

We're always looking ahead. Here are some of the opportunities CSVC is working toward in 2018-19:

**INTRODUCE SIX-PART WORKSHOP SERIES**

We will design and launch a new six-part workshop series based on our Five Principles for Better Business framework. This series aims to develop knowledge, skills and attitudes necessary to advance economic, social and environmental prosperity.

**EXECUTE COALITION FOR BETTER BUSINESS PARTNER MODEL**

We will set the foundation for the new Coalition for Better Business partner model by establishing a blueprint for engagement that includes curricular and co-curricular experiences with each coalition partner.

**LAUNCH DIGITAL LIBRARY**

We will curate a publicly available digital library of hand-selected resources to provide additional learning and context related to our mission and Five Principles for Better Business.
CSVC embodies a passionate mission: educate, engage and empower Maryland Smith students to create a better world through business. We imagine a future in which companies, communities, society and the natural world collectively thrive. Through courses, programs and industry collaborations, we prepare students to be business leaders who are able to advance economic, social and environmental prosperity. Our work is rooted in Five Principles for Better Business:

- Lead with Integrity, Transparency and Purpose
- Embrace Stakeholders
- Invest in the Long Term
- Safeguard the Natural World
- Leverage Markets To Address Societal Challenges

Join our movement

Since our launch in 2009, the Center for Social Value Creation has engaged thousands of University of Maryland students, collaborated with hundreds of thought leaders, and partnered with more than 250 nonprofits and social enterprises through signature programs. Find out how you, your company, foundation or nonprofit can support our efforts to create social value through business.

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