



OFFICE OF GLOBAL AFFAIRS  
GLOBAL TRAINING & DEVELOPMENT INSTITUTE



**Young Southeast Asian Leaders Initiative  
Student Leaders in Social Entrepreneurship and Economic Development  
University of Connecticut**

**YSEALI DRAFT SCHEDULE  
March 18- April 21, 2017**

**Saturday, March 18**

**Arrival**

Participants arrive in the U.S. and will be met at the airport by Institute staff and transported to the University of Connecticut (UConn) to check-in at the Nathan Hale Inn. Participants will have dinner at the Nathan Hale Inn with YSEALI program staff.

**Lead:** Cassie Therriault, Activities Coordinator, & YSEALI Program Staff

**Sunday, March 19**

**10:30am**

**Introductions**

Meet in the Coventry Room at the Nathan Hale Inn for introductions

**Lead:** Cassie Therriault, Activities Coordinator and Kaitlin Troy, YSEALI Program Staff

**11:00am**

**Tour of Storrs Center**

**Lead:** Cassie Therriault, Activities Coordinator and Kaitlin Troy, YSEALI Program Staff

**Monday, March 20,** *Library, Class of 1947 Room*

**8:00am**

**Breakfast**

Staff will meet participants in the lobby and escort them to breakfast.

**\*\*\* BRING PASSPORT AND DS-2019 FORM TO CLASS \*\*\***

**9:00am**

**Welcome and Introductions**

Participant and staff introductions and expectations.

**Lead:** Roy Pietro, Director, UConn Global Training and Development Institute

**Administrative Orientation**

Overview of administrative/logistical topics including a review of the Accident and Sickness Program for Exchanges, the local community, security issues, medical and health facilities, library access, housing, dietary meal options, per diem, and campus resources.

*Objective 1*

**Lead:** Roy Pietro, Director, UConn Global Training and Development Institute

**10:00am**

**Academic Orientation**

Overview of the Institute program objectives, themes, overarching goals, pedagogical approach, and review of the program agenda for the academic residency and study tour. This session is intended to clarify participant expectations and learning goals.

Session will cover:

- The importance of participant participation in each session, course requirements (including readings, final presentations, and mini-grant competition), and respect for diversity and the opinions of others.
- An introduction to the process for conceptualizing, planning and implementing a grant-funded social change project and review of the scope of the project venture idea that each participant will develop over the academic residency. Participants will develop social entrepreneurship project ideas throughout the Institute and be encouraged to launch project ventures as alumni.
- Participants will complete a pre-program survey to measure their basic knowledge of the U.S., social entrepreneurship, economic development and leadership.

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**11:15am-1:30pm**

**Lunch with UConn YSEALI staff at McMahon Dining Hall**

**1:30-2:30pm**

**Introductory Campus Tour**

Will include key campus facilities including dining halls, computer center (and other areas where participants can access the internet), student union, stores, and exercise facilities

**Lead:** UConn Visitor's Center Staff

**2:30-3:45pm**

**Cultural Exercise, Library, Class of 1947 Room**

Throughout the day, in groups by country, participants will share a 7-10-minute elevator speech highlighting the most important aspects of their culture, traditions, history and home life. The discussion will include cultural comparisons with the United States.

*Objectives 1 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**Tuesday, March 21**

**8:30am**

**UConn YSEALI Alumni Panel** *Library, Class of 1947 Room*

Theme: "Trials, tribulations, and challenges in implementing a social entrepreneurial project upon return"

This session will include alumni from previous UConn YSEALI programs discussing their approaches to successfully completing the program and creating their social enterprise upon returning home.

*Objective 2*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**9:15-10:30am**

**Bridging Social Entrepreneurship with Economic Development**

*Library, Class of 1947 Room*

In reviewing the conceptual framework that underpins social entrepreneurship, participants will examine how social enterprises can be effective at improving economic development by fostering small business ownership; creating jobs for at-risk and vulnerable populations; promoting cooperative purchasing and foreign trade activity. All of which can serve to fuel innovation, collaboration, economic self-sufficiency, social capital, income equity, thus boosting overall economic development for local and regional communities throughout the globe.

*Objective 2*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**10:30-11:45am**

**Library Orientation and Virtual Learning Check-In**

*Library, Electronic Classroom 2 (EC-2)*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**11:45-12:00pm**

**Prepaid Card Activation,** *Library, Electronic Classroom 2 (EC-2)*

**LUNCH**

**1:30-3:00pm**

**Leadership Development: "Defining Leadership"**

*Library, Class of 1947 Room*

During this interactive session, participants will work in groups to search for a common definition of leadership while examining commonalities and differences in people's perceptions of what a leader really is.

*Objective 3*

**Lead:** UConn Student Leadership Development Staff

**4:00-6:00pm**

**Human Rights Film Series "We Still Live Here" (Public Event)**

*Dodd Center, Konover Auditorium*

*Objectives 1 & 2*

**6:00-8:00pm**            **Welcome Dinner at UConn Asian American Cultural Center, Student Union 4th Floor**

**Throughout the Day**

**Cultural Exercise**

Throughout the day, in groups by country, participants will share a 10-minute elevator speech highlighting the most important aspects of their culture, traditions, history and home life. The discussion will include cultural comparisons with the United States.

*Objectives 1 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**Wednesday, March 22**

**8:30am**                    **Weekly Community Volunteer Service**  
Husky Sport & FoodShare  
**Lead:** Leaders of Local Community Service Organizations

**12:30pm**                **Lunch and Tour of Billings Forge Community Works**  
A true model for social entrepreneurship, Billings Forge Community Works (BFCW) is a driving force for community participation and empowerment in Hartford, CT. Through promoting access to healthy food, engaging youth, and developing employment opportunities and economically sustainable social enterprises, they hope to impact change within the community that they are a part of. While visiting BFCW, participants will meet with Trudi Lebron, Associate Director of Community, Youth, and Family Programs for a question and answer session.  
*Objective 2*

**1:15pm**                    **Guided Tour of the Connecticut State Capitol Building, Legislature, and Supreme Court, Hartford, CT**  
Participants will learn about the CT state government; visit the Capitol building; learn about the legislative process while viewing the House and Senate chambers, see the General Assembly, tour the Legislative Office Building, and visit the Supreme Court.  
*Objective 1*

**2:30pm**                    **Tour of Connecticut Supreme Court of Appeals**  
Participants will learn about the CT court system while viewing the CT Supreme Court of Appeals and the Museum of Connecticut History.  
*Objective 1*

**3:00-4:00pm**            Possible visit to a Government office (Rep. Courtney, Sen. Blumenthal, or Sen. Murphy)

**6:00-8:00pm**      **Optional Computer Tutoring**, *Library, Undergrad Research Classroom*

**Thursday, March 23**

**11:00-11:50am**      **Follow A Husky Program**, *Arjona 105*  
Participants will have the opportunity to visit a UConn U.S. History class with current UConn student Alexis Angelini.  
**Lead:** Kaitlin Troy, YSEALI Program Staff

**LUNCH**

**12:30-3:15pm**      **Four-Arrows Challenge Course**, *Northwest Dining Hall, 2nd Floor*  
A unique, challenging and adventurous experiential learning experience that has been designed specifically for YSEALI participants! Get ready to work together to achieve personal and team goals, while learning through reflection!  
*Objectives 1 & 3*  
**Lead:** Mark Flynn, UConn Student Leadership Development

**3:30-5:00pm**      **U.S. Immigration Policy Lecture by Douglas S. Massey**, *Konover Auditorium*  
Public lecture by Douglas S. Massey, Princeton Professor

**7:30pm**      **Sanam Marvi Performance**, *Jorgensen*  
Sanam Marvi, Pakistan's inspiring diviner of South Asia's humanist, folk, and Sufi texts, is a vocal warrior for tolerance, spirituality, and peace. Whether singing in Urdu, Sindhi, or Saraiki, Marvi finds comfort in the wisdom of Sufis, and in the couplets on divine love and devotion of the great poets.

**Friday, March 24**

**9:00-11:30am**      **Intro to UPEACE's Virtual Learning Course and Approach to Social Entrepreneurship**, *Oak Hall 112*  
Participants will have the opportunity to meet with the virtual learning course instructor to discuss the course. The primary goal will be to help participants integrate what they have learned before arriving in the U.S. during the first two topics of the online course, and discussing how they can make the most out of the remaining online topics of the course while at UConn and when they return home. The lecture will also include UPEACE's take on social entrepreneurship, innovation, and social change, plus a significant part of the lecture will include an exercise on the power of design thinking.  
*Objective 2*

**Lead:** Julia Delafield, Co-Director, UPEACE Centre for Executive Education

## LUNCH

**1:15-2:30pm**

**African American Leaders and the Civil Rights Movement, Oak Hall 112**

This session will take a look at the history of the U.S. Civil Rights movement and African American leaders whose social change efforts addressed issues of freedom, racial discrimination, as well as economic, social, and political equality.

*Objective 1*

**Lead:** Shayla C. Nunnally, Ph.D., Associate Professor, Department of Political Science & Institute for African American Studies, UConn

Readings:

- Eyes on the Prize: America's Civil Rights Years, 1954-1965
- Juan Williams and Julian Bond; "Who Is Black?: One Nation's Definition" (Chapter 1) by F. James Davis
- "White by Law: The Legal Construction of Race"
- "Growing Up Jim Crow" (Chapter 1) by Jennifer Ritterhouse.

**2:45-4:00pm**

**Incubator, Oak Hall 112**

This program utilizes an incubator approach to the learning experience. Participants will be challenged to use the afternoon to share resources, exchange ideas, build professional networks and develop their business plans for their mini-grant project.

*Objectives 2 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director & Emily Daher, YSEALI Program Staff

## Saturday, March 25

**8:00am**

**Departure for Boston, MA** for an all-day cultural and educational trip. Bus departs from Nathan Hale Inn (Harvard, JFK Museum, Freedom Trail, Faneuil Hall/Quincy Market).

*Objective 1*

## Sunday, March 26

**1:00-3:00pm**

**Baseball Game: UConn vs. Seton Hall**

## Monday, March 27

**8:45-10:45am**

**Economic Rights, Women, and Minority Groups in Entrepreneurship,**

*Laurel Hall 305*

This interactive session includes a conceptualization of economic rights by investigating three major rights: the right to a decent standard of living, the right to work, and the right to a basic income guarantee. Discussion will include comparative analysis of issues and challenges in how policies on economic rights are implemented at the international, regional, national, and local levels (with a close analysis of the U.S. case). The specific foci will be on barriers to these rights faced by women/minority groups in entrepreneurship. In exploring access to economic rights for women and minority groups, laws on the books and informal barriers will be discussed in an interactive, cross cultural portion of the session.

*Objective 2*

**Lead:** Kathryn Libal, Ph.D., Associate Professor of Social Work and Director of the Human Rights Institute, UConn

**11:00am-1:00pm**

**Circles, Triangles, & Squares: Simulation, Laurel Hall 305**

This activity will offer the opportunity for participants to work together to take a closer look at social systems within our communities and cultures. The session investigates the dynamics of how power works in a small community.

*Objective 2 & 3*

**Lead:** Peter Diplock, Ph.D., Assistant Vice Provost, UConn Center for Excellence in Teaching and Learning

**LUNCH**

**2:30-4:00pm**

**Virtual Learning Platform, Library, Undergrad Research Classroom**

Participants will have access to an on-campus computer lab to work on their assignments for their *Entrepreneurship, Innovation and Social Change* course.

*Objective 2*

**Lead:** Jack Barry, Ph.D. YSEALI Academic Director

**Homework #1 due by 11pm**

**Tuesday, March 28**

**9:00am-12:30pm**

**Financial Literacy and Strategic Small Business Planning Skills, Library, Class of 1947 Room**

Participants will discuss the various financial literacy and planning skills necessary to oversee a project or small business and they will learn what it means to think and plan strategically. The basics of a business plan will be the primary focus of this session, and participants will leave this interactive session with the skills to strategically plan their venture.

*Objectives 2 & 3*

**Lead:** SCORE Counselors (SCORE is a partner of the U.S. Small Business Administration)

**LUNCH**

**1:30-3:00pm Leadership Development: "Understanding Your Personality and Ability to Lead,"** *Library, Class of 1947 Room*

Using multiple instruments, participants will be invited to reflect on their individual traits and characteristics (as well as those of others). This highly interactive workshop will raise self-awareness as well as offer helpful insight into understanding others through lecture style presentation, and student-led activities.

*Objective 3*

**Lead:** UConn Student Leadership Development Staff

**4:00-6:30pm Economic and Social Rights in the International Context Labor Rights in the Age of Globalization,** *Room?*

Meeting with Human Rights Through Film Class, Film: *Maquilapolis*

**Wednesday, March 29**

**8:30am Weekly Community Volunteer Service**

Covenant Soup Kitchen and Windham Area Interfaith Ministry (W.A.I.M.)

*Objectives 1 & 3*

**Lead:** Leaders of Local Community Service Organizations

**LUNCH**

**2:30-4:15pm Marketing Your Social Entrepreneurship Project,** *Business 215*

The workshop will expose participants to the skills involved in the marketing of goods and services to potential clients. Topics will include: creating a brand image; brand management; and presenting it to clients. Participants will learn how to attract funders and partners, and sell their ideas, goods, and services.

*Objective 2*

**Lead:** Jodi Coombs and Matthew Nemeth, CT Small Business Development Center

**4:30-5:00pm Homestay Orientation,** *Business 215*

**Lead:** Kaitlin Troy, YSEALI Program Staff

**Thursday, March 30**

**8:30-10:30am Workshop: Exploring and Understanding Your Cultural Identity**

*UConn Asian American Cultural Center, Student Union, 4th Floor*



The workshop will help participants learn to appreciate themselves through a cultural lens. This will be a highly interactive workshop. Please come prepared to write and share.

**Lead:** Angela Rola, Director, UConn Asian American Cultural Center

**10:50-11:40am**

**Tour of the Human Rights Archives, Thomas J. Dodd Research Center**

This tour of the vast and world-renowned human rights archive at the Thomas J. Dodd Research Center offers students the chance to see the inner workings of archive collection/storage as well as an interactive experience with documents on human rights from their countries.

*Objectives 1 & 2*

**Lead:** Graham Stinnett, Archivist and Librarian, Thomas J. Dodd Research Center, UConn

**LUNCH**

**1:30-2:45pm**

**Virtual Learning Platform, Library, Electronic Classroom 2 (EC-2)**

Location: Homer Babbidge Library, Undergraduate Research Classroom  
Participants will have access to an on-campus computer lab to work on their assignments for their *Entrepreneurship, Innovation and Social Change* course.

*Objective 2*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**4:00pm**

**\*Optional\* Building Capacity for Adapting to Climate Change,**

*Konover Auditorium at the Dodd Center*

This talk focuses on Northeast Brazil, where in the wake of a national anti-poverty program, a recent drought has exposed the difficult relationship between poverty and vulnerability.

**Lead:** Dr. Maria Carmen Lemos, Professor and Associate Dean for Research School of Natural Resources and Environment with the University of Michigan

**Friday, March 31**

**8:30am**

**Weekend Homestay packing and checkout of hotel rooms**

**9:30am-12:30pm**

**Overview of U.S. History and Government Structure, Business 127**

This session will provide participants with points of reference, context and chronology for the more in-depth discussions about U.S. history, government and culture while highlighting significant events and time periods that shaped the U.S.

*Objective 1*

*Readings (all readings posted on UPEACE platform under UConn section):*

- John Winthrop, "A Model of Christian Charity" (1630).
- J. Hector St. John de Crevecoeur, Letters from an American Farmer (1782), excerpt from chapter 3, "What Is an American?"
- Declaration of Independence, preamble.
- Constitution of the United States, Amendments 1, 2, 3, 4, 5, 6, and 8.
- William Lloyd Garrison, "To the Public," The Liberator, 1 Jan. 1831, p. 1.
- Harriet Hanson Robinson, Loom and Spindle, or, Life Among the Early Mill Girls (1898), excerpted in Eves, In Their Own Words, 111-114.
- "Declaration of Sentiments" (1848), excerpted in Eves, In Their Own Words, 163.
- Abraham Lincoln, "Second Inaugural Address" (1865).
- Andrew Carnegie, "Wealth," North American Review (1889), excerpted in Eves, In Their Own Words, 187-189.
- Theodore Roosevelt, "The New Nationalism" (1910), excerpted in Eves, In Their Own Words, 190-191.
- Franklin D. Roosevelt, "Speech to the Commonwealth Club" (1932).
- Aldo Leopold, "The Land Ethic," in Leopold, A Sand County Almanac (New York: Ballantine Books, 1966 [1949]), 237-264.
- Martin Luther King, Jr., "I Have a Dream" (1963).
- Barack Obama, "Keynote Address" (2004).

*Objectives 1 & 3*

**Lead:** David O'Keeffe, UConn Global Training and Development Institute

## **LUNCH**

**2:00-3:00pm**

**Community Outreach Introduction and Discussion of U.S. Volunteerism,**  
*Business 127*

This interactive session will focus on the framework of Service Learning and the relationship between volunteers and the communities they serve. Participants will also be briefed on what to expect in their community volunteer experiences throughout the program period.

*Objectives 1 & 3*

**Lead:** David O'Keeffe, UConn Global Training and Development Institute

**3:15-4:15pm**

**Incubator,** *Business 127*

This program utilizes an incubator approach to the learning experience. Participants will be challenged to use the afternoon to share resources,

exchange ideas, build professional networks and develop their business plans for their mini-grant project.

*Objectives 2 & 3*

**Lead:** Jack Barry, Ph.D. YSEALI Academic Director; David O’Keeffe, Global Training and Development Institute; and Emily Daher, YSEALI Program Staff

**5:30pm**

**Meet Homestay Hosts and Depart UConn for Weekend**

*Mansfield Room at the Nathan Hale Inn*

**Lead:** Cassie Therriault, Activities Coordinator and Kaitlin Troy, YSEALI Program Staff

**Saturday, April 1**

**Homestay, Continued**

*Objective 1*

**Sunday, April 2**

**Last Day of Homestay - Return to Campus on Sunday Afternoon**

**Monday, April 3**

**8:30-9:30am**

**Participant Discussion of Homestay Experience, *Library, Class of 1947 Room***

Participants will discuss their weekend and compare and contrast family life in the U.S. with that of their countries.

*Objective 1*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**9:30-10:00am**

*1947*

**Vice President for Global Affairs: Dan Weiner, Ph.D., *Library, Class of 1947 Room***

A continuation of the discussion of homestays and impressions of the U.S.

**10:15-11:45am**

**Using the Internet as a Marketing Tool, *Library, Class of 1947 Room***

Participants will learn how geography does not matter much in today’s economy and that their projects can partner with businesses and organizations around the world. Participants will learn how to use the Internet as a business tool, which includes building a website, the power of social media, and how to search websites that can provide valuable resources. The session will also explore how to use the internet and social media for advertising, networking, promotion, and market research.

*Objective 2*

**Lead:** Chad Turner, Co-Founder, GO Media

**LUNCH**

**1:30-3:30pm**

**BaFá BaFá Group Exercise**, *Library, Class of 1947 & Dodd 162*

Participants come to understand the powerful effects that culture and diversity play in every person's life. The exercise builds awareness of how cultural differences can impact people in an organization; motivates participants to rethink their behavior and attitude toward others; examines how stereotypes are developed, barriers created, and misunderstandings magnified; and identifies diversity issues within a group that must be addressed.

*Objective 3*

**Lead:** Peter Diplock, Ph.D., Assistant Vice Provost, UConn Center for Excellence in Teaching and Learning

**6:00-8:00pm**

**Optional Computer Tutoring**, *Library Undergrad Research Classroom*

**Homework #2 due by 11pm**

**Tuesday, April 4**

**8:30-10:15am**

**Microfinance**, *Library, Video Theater 2*

An overview of microfinance and the various ways that it has been adapted around the world to address social needs. Session will explore the successes and limitations of microfinance as it has been implemented in developing countries—particular focus will be on differences of group vs. individual lending operations and women only approaches. Participants will also learn about various ways to receive microfinance for their social enterprises.

*Objective 2*

**Lead:** Oksan Bayulgen, Ph.D., Associate Professor of Political Science, UConn

*Readings:*

- Explore the Kiva website- <http://www.kiva.org>
- Oksan Bayugen (2013) "Giving Credit Where Credit is Due: Can Access to Credit Be Justified As a New Economic Right?" *Journal of Human Rights*, 12:4 (December 2013) 491-510.

**10:30am**

**Service Learning Speaker Barbara Jacoby**, *Konover Auditorium*

**11:45am-12:15pm**

**UConn 3D Printing Lab Tour**

*Objective 2*

**LUNCH**

**1:30-3:00pm**

**Leadership Development: "Ethical Decision Making"**

*Library, Video Theater 2*

This topic will be explored using a facilitated discussion approach as well as scenarios that participants will critique and comment on.

*Objective 3*

**Lead:** UConn Student Leadership Development Staff

**3:15-4:00pm**

**Virtual Learning Platform, Library, Undergraduate Research Classroom**

Participants will have access to an on-campus computer lab to work on their assignments for their *Entrepreneurship, Innovation, and Social Change* course.

*Objective 2*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**4:00-6:30pm**

**Environmentalism and Group Rights for Indigenous Groups in the International Context, Room?**

Meeting with Human Rights Through Film Class, Film: *Gasland*

**Wednesday, April 5**

**8:30am**

**Weekly Community Volunteer Service**

Husky Sport & FoodShare

**Lead:** Leaders of Local Community Service Organizations

**12:00-1:00pm**

**Lunch at Sarah's Coffee House**

Sarah's Coffee House is located in downtown Hartford and is an interesting example of a business that promotes the social good through its supply chain (fair trade) and in supporting social ventures in the developing world.

Founder is a Vietnamese immigrant who will speak to the group about the business.

*Objective 2*

**1:15-7:30pm Visit to reSET**

During this visit, participants will have the opportunity to meet reSET staff to learn more about sources of funding, while also having the chance to tour their incubator space and facility. reSET is a non-profit organization whose mission is to advance the social enterprise sector. Its strategic goals are threefold: to be the "go-to" place for impact entrepreneurs, to make Hartford the Impact City, and Connecticut the social enterprise state. reSET serves all entrepreneurs, but specializes in social enterprise – impact driven business with a double and sometimes triple bottom line. In addition to providing co-working space and accelerator and mentoring programs, reSET aims to inspire innovation and community collaboration, and to support entrepreneurs in creating market-based solutions to community challenges.

reSET's goal is to meet entrepreneurs wherever they are in their trajectory and to help them take their businesses to the next level.

*Objectives 1 & 2*

**Thursday, April 6**

**7:45am**      **Depart Hotel for New Haven**

**9:00-10:30am**      **Yale School of Management: Business and the Environment/Yale Entrepreneurship Center.** *Yale School of Management*

This session will include either a panel of Yale students who are putting their ideas into action in the realm of social enterprise, or a few guest speakers from the Yale School of Management.

**11:15am-12:15pm**      **Tour of Yale University**

**LUNCH in downtown New Haven**

**1:45-2:45pm**      **Visit of New Haven Office of Business and Economic Development**

*City Hall, New Haven*

During this question and answer type session, participants will be given the chance to ask about New Haven's approach to economic development. City Officials will meet with the student and discuss their policies to fostering different types of economic development in the city.

**3:15-3:45pm**      **Tour of the Grove**

**Friday, April 7**

**9:00am-10:30am**      **Freedom of the Press in the Digital Age,** *Oak 112*

This session will explore how various types of media, with a particular focus on the Internet and social media, influences the development, or lack thereof, on political institutions, and also economic development. This session will use freedom of speech as a case study to investigate where Southeast Asian countries fall in comparison to the rest of the world in regard to their levels of protected free speech, both online and off. By exploring where countries in Southeast Asia rank in regard to the level of protection they give to freedom of speech and to the media, participants will come away more awareness of the strong connections between a free media, responsible government, and strong economic development—with the primary example being the U.S.

*Objectives 1, 2 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**10:45am-12:15pm**      **Business Negotiation: Railroad Simulation,** *Library, Class of 1947 Room*

This interactive exercise divides participants into two groups that have to learn to strategize and negotiate with one another on the fly in order to reach a mutually beneficial business arrangement.

*Objectives 2 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**LUNCH**

**2:00-3:30pm**

**Incubator and Weekend Accelerator Introduction, Oak 112**

This program utilizes an incubator approach to the learning experience. Participants will be challenged to use the afternoon to share resources, exchange ideas, build professional networks and develop their business plans for their mini-grant project.

*Objectives 2 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**Saturday, April 8- Sunday, April 9**

**Weekend Accelerator**

**Monday, April 10**

**9:00-10:15am**

**Group Accelerator Project Presentations, Library, Class of 1947 Room**

Groups of participants will present the results of their social business plan proposals developed in the accelerator they participated in over the weekend. Participants will design a brief social business plan from scratch and make a case during their presentations for funding. The presentations will be brief pitches to a hypothetical board of "funders/investors" with the goal of receiving funding from them. The social business MUST have money making potential and cannot be a full non-profit (it can have a non-profit arm).

*Objectives 2 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**10:30-11:45am**

**Incubator: Practicing the Pitch, Library, Class of 1947 Room**

This program utilizes an incubator approach to the learning experience. Participants will be challenged to share resources, exchange ideas, build professional networks and develop their business plans for their mini-grant project.

*Objectives 2 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**LUNCH**

**1:15-3:00pm**

**Virtual Learning Platform**, *Library, Undergraduate Research Classroom*

Participants will have access to an on-campus computer lab to work on their assignments for their *Entrepreneurship, Innovation, and Social Change* course.

*Objective 2*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**3:30-4:45pm Panel Discussion: Social Entrepreneurs in Action (open to the public) Fresh Farm Aquaponics & Onyeka Obiocha of Happy Life Coffee (Yale Fellow)**, *Library, Class of 1947 Room*

It is well known that most business ventures fail within a few years of their founding. What about social businesses? In a panel discussion on the trials and tribulations associated with changing the world through social entrepreneurship, Spencer Curry of Fresh Farm Aquaponics, and Onyeka Obiocha formerly of Happy Life Coffee and now a Yale University Fellow will discuss how difficult, yet rewarding it can be to be fully engaged in social entrepreneurship. The public is welcome to attend this panel event which will also include a guest social entrepreneur from Southeast Asia who is at UConn as part of the YSEALI program.

*Objective 2*

**6:00-8:30pm**

**Optional Computer Tutoring**, *Library, Undergraduate Research Classroom*

**Homework #3 due by 11pm**

**Tuesday, April 11**

**8:30-10:15am**

**Social Value in a Business Plan**, *Library, Video Theater 2*

This session will focus on adding social value to a business plan. For profit, and also non-profit, businesses often fail to harness the potential of adding more social value to their products/services. This can be due to many factors including the lack of marketing finesse, environmental considerations in production, or the ways they decide to structure their businesses. This session addresses ways that a new business can add more social value to their products/services via options such as adding a non-profit arm to a for profit business or changing their labor, environmental, or corporate frameworks. The aim is to explore ways that new businesses can enact small-scale changes that will allow them to better harness the power of social entrepreneurship. Also, a brief discussion of the difficulties that new entrepreneurs face will close out the session.

*Objectives 2*

**Lead:** Michelle Cote, Managing Director, Connecticut Center for Entrepreneurship & Innovation, UConn



**10:30am-12:15pm Community Fundraising and Grant Writing** *Library, Video Theater 2*

Finding funding for social entrepreneurship projects can be a challenge. Participants will learn about the grants process and explore other innovative fundraising options. Participants will learn about many different forms of fundraising at the community level. They will also be given a “hands on” exercise of what it takes to complete a grant during the session.

*Objectives 2 & 3*

**Lead:** Karim Mabrouk, UConn Doctoral Student and Graduate Assistant, Literatures, Cultures, & Languages

**LUNCH**

**1:30-3:00 Leadership Development: “Leaving a Legacy of Leadership”**

*Library, Video Theater 2*

Participants will be exposed to leadership within the organizational context, and to take the previous lessons and connect them to groups and organizations. Through a facilitated discussion and activity, participants will be asked to consider the Five Practices of Exemplary Leadership (Model the Way, Inspire a Shared Vision, Challenge the Process, Enable Others to Act, Encourage the Heart) and how they may be applicable to their individual projects.

*Objective 3*

**Lead:** UConn Student Leadership Development Staff

**4:00-6:00pm Human Rights Film Series: *Night School* (Andrew Cohn, 2016),** *Konover Auditorium at the Dodd Center*

**Wednesday, April 12**

**8:30am Weekly Community Volunteer Service**

Covenant Soup Kitchen and Windham Area Interfaith Ministry (W.A.I.M.)

*Objectives 1 & 3*

**Lead:** Leaders of Local Community Service Organizations

**LUNCH**

**1:30-2:45pm Wrap Up Session: Post-Program Survey and Satisfaction Survey**

*Library, Electronic Classroom 2 (EC-2)*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**2:45-4:00pm Community Service Debrief & Discussion of Study Tour**

*Library, Electronic Classroom 2 (EC-2) or Business 215*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**6:00-8:00pm**      **Optional Computer Tutoring**, *Library, Undergraduate Research Classroom*

**Homework #4 due by 11:00pm**

**Thursday, April 13**

**AM: Time to pack for Study Tour**

**10:30am-12:30pm**    **Individual Project Presentations**, *Library, Video Theater 2*  
Participants will make individual 10-minute presentations on their project venture idea, the social need it addresses, potential customers and partners, budget and general action plan steps to launch and market the venture, and connection to economic development. Their peers, UConn instructors, and UConn students will provide feedback and suggestions.

*Objectives 2 & 3*

**Lead:** Jack Barry, Ph.D., YSEALI Academic Director

**LUNCH**

**2:00-5:15pm**      **Individual Project Presentations, continued in Gentry 131**

**Clean rooms and pack**

**6:00-7:30pm**      **Closing Dinner**, *Nathan Hale Inn Restaurant*  
Attended by faculty, staff, homestay families, and University and community leaders. Certificates of completion will be awarded to the participants for a successful Institute.

**EDUCATIONAL STUDY TOUR:**

**April 14-21, 2017**

**(detailed schedule to follow)**

*Objectives 1, 2, & 3*

**Friday - Sunday, April 14-16**

*New York, NY:* While in New York City, participants will experience a combination of sightseeing and cultural events, including the Metropolitan Museum of Art, Statue of Liberty, Ellis Island, Ground Zero and the 9/11 Museum, and Times Square.

**Monday, April 17**

*Philadelphia, PA:* The group will experience the birthplace of U.S. Independence and walk through the Historic District, visiting Independence Hall, Congress Hall, and the Liberty Bell, and learning about the U.S. Founding Fathers and the events that led to the signing of the Declaration of Independence and the Revolutionary War.

**Tuesday - Friday, April 18-20**

*Washington, D.C.:* Participants will visit cultural and educational sites to further their understanding of the U.S., including the Capitol, Smithsonian Museums, Memorials, and the new National Museum of African American History and Culture. They will also meet with State Department officials for a closing session.

**Saturday, April 21**

Program staff will escort participants to the airport for their return trip home.