

NPLD585. Penn Social Impact Lab: Grand Canyon

School of Social Policy and Practice

University of Pennsylvania

Spring 2018

Course description

NPLD585 is a 5-day, off-site, intensive service-learning course in social innovation at the Grand Canyon. Students will learn how innovation and entrepreneurship play a central role in public problem solving. We will explore how social entrepreneurs co-develop new ideas with key stakeholders, articulate problems and solutions, define intended impact, understand competition, and collaborate with other actors. At the end of the course, students will have mastered a set of conceptual tools and strategies that will allow them to be effective problem solvers in diverse settings throughout their careers. Bring your purpose, passions, and pet societal challenges to share. We will also have two required on-campus sessions, 3 hours each, before the trip to prepare us for success in the Grand Canyon.

Course Objectives. The course has five main objectives:

1. To introduce students to the concepts and practices of social entrepreneurship;
2. To introduce students to the components of a successful social enterprise;
3. To train students to view the world from a perspective of social innovation;
4. To encourage and empower students to develop their own innovative solutions to different social problems around the world.
5. To introduce students to real social issues and social innovations in a real-world setting.

Eligibility and Application. This course introduces social innovation to undergraduate juniors, seniors, graduate, and professional students. Students must apply by January 5, 2018 at 5pm to be considered for the course. The online application can be accessed through the Center for Social Impact Strategy webpage: <http://socialimpactstrategy.org/residential/impactlab/> . If there is high demand, we will select a class from a diversity of schools and majors throughout Penn. Students must be open-minded and have an appreciation for different worldviews and opinions. Maximum enrollment is 25.

Notification and Registration. Students will be notified by January 9, 2018 as to whether they have been accepted into the course. Accepted students will have until January 15, 2018 to commit to the course, and pay a non-refundable \$500 program fee. Accepted students will receive course registration instructions from the Registrar. **Prior to departure, students will need to submit a Health Review Form (with a health professional's signature) and a Liability Form.**

Costs and Fees. This course is part of the **Spring 2018** schedule and will be billed accordingly. An additional \$500 program fee, due January 15, 2018, will cover accommodations, a shuttle bus from the airport to Grand Canyon, and all food from dinner on May 15 through breakfast May 21. The fee is non-refundable after January 29, 2018 even if a student withdraws from the course after that time

and does not travel to the Grand Canyon. Students will pay for on their own roundtrip airfare to Phoenix, arriving on May 15, 2018 and departing on May 21, 2018.

Determination of Grade

| | |
|----------------------------------|-------------------|
| 2 Preliminary Course Assignments | 30 points |
| Lab Deliverables | 40 points |
| Service | 10 points |
| Active Participation | 20 points |
| | ----- |
| | 100 points |

Progress during course. Students will receive feedback on the two preliminary course assignments before the Grand Canyon trip. Because this course is condensed into three sessions, doing well depends on attendance, active listening, and engaged participation.

Attendance: This is an experiential course. Students will not pass without attending all three sessions (on-campus in March/April and May 15-21 in Grand Canyon). The on-campus sessions will be held on a day and time in March/April that accepted students agree on in January. If you must miss a class due to illness or other emergency, please be prepared that we may ask you apply for the course in another semester.

Active Participation. Students should participate actively throughout this course. The social innovation methods taught in this class depend on respectful and continuous engagement with stakeholders. Successful solutions to social problems are co-developed with those who experience the problem. Class participation will constitute practice in collaborative idea-generation and project implementation with these experts in their own experience. Active listening to facilitators and peers creates a supportive learning environment for everyone. Learning entrepreneurial skills, including productive brainstorming, failing forward, building creative confidence, and understanding stakeholders depends on a learning environment where everyone pays attention and is actively committed to practicing those skills.

This 5-day residential learning experience will be fun and intense. Students will have frequent opportunities for quiet and individual reflection. There will also be optional daily pre-breakfast activities such as hiking or meditation, and evening community-building activities.

Course Assignments. Students will submit the first two course assignments via Canvas. Because students must demonstrate preparedness for participating in the experiential aspects of the course, these two assignments must be submitted and reviewed prior to participation in the offsite portion of the course. All other work will be produced during class time in the Grand Canyon (see Lab Deliverables and Service).

Lab Deliverables. In Penn Social Impact Lab, students will learn tools and frameworks for social innovation. Students will produce these deliverables in class through active participation.

Service. This trip will feature a service component that includes articulating the key components of a social sector organization's business model, and performing tasks that that organization has identified as useful for their work. We will do this service together during our time in the Grand Canyon. Students should participate actively and respectfully.

Readings. All course readings will be available on Canvas

Electronic Devices.

On-campus meetings: There is a **NO CELL PHONE RULE** in effect at all times, and **NO LAPTOPS** during lectures and discussions. All class materials will be posted on Canvas, so detailed electronic note taking will not be linked to successful completion of the class. There may be exceptions to the no laptop rule during specific identified in-class activities.

Grand Canyon trip: we strongly suggest that you leave your laptop home. The no cell phone rule holds for all required activities.

Policy on Scholastic Dishonesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties. Since such dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. For further information, please visit Penn's Code of Academic Integrity website at <http://www.upenn.edu/academicintegrity/>

House Values. This course was inspired by, based on, and depends on the facilitation of staff at the Center for Social Impact Strategy (CSIS), based at the School of Social Policy and Practice at the University of Pennsylvania. CSIS teaches methods that support the following principles:

- **Believe in a Better World**, a future-oriented value optimistic that change is possible
- **Lead with Empathy**, a human-centered value demanding listening and collaboration
- **Establish Intention**, a purpose-driven value for goal-oriented, evidence-based action
- **Create Every Day**, a practice-oriented value for learning to inspire ideas, become comfortable with failure, and to use failure to spur continuous improvement.
- **Make it Happen**, an action-oriented value encouraging testing ideas rather than ruminating on problems
- **Build Community**, a practical and justice-based value acknowledging that solutions must be addressed together.

House Rules. During experiential learning experiences CSIS students and staff adhere to a set of rules intended to preserve a respectful and safe learning environment for all. As we learn in an environment that others live and work in, represent UPenn during our service work, and support each others' learning, all participants agree to:

- Preserve human safety.
- Preserve space for learning, inclusivity, vulnerability, creativity
- Adhere to UPenn's [drug use policy](#).
- Preserve CSIS values, culture, and tone.

Course Schedule

(subject to adjustment based on conditions in the park and needs of the class)

On-campus Meeting 1. 3 hours. Day/Time: determined by consensus among enrolled students

- Why do we need new techniques for address social problems? Mindsets for change
- Challenges to the solo entrepreneur and human-centered design
- Overview: innovation, fail forward, creative confidence, play

Administrative Goals. Understand course requirements, trip logistics, house rules

Assignment. Innovations in Grand Canyon, National Park Service, Flagstaff, Indigenous communities. Submit to Canvas 36 hours before on-campus meeting 2

On-campus Meeting 2. 3 hours. Day/Time: determined by consensus among enrolled students

- Exploring Grand Canyon, National Park Service, Flagstaff, Indigenous communities
- Identifying community assets, stakeholders, priorities. Framework for building alliances
- Introduction to assessing/describing/building an organization:
stakeholder segmentation, journey mapping, logic model, competitive landscape

Administrative Goals. Travel and on-site logistics, site-specific safety

Assignment. Service-Learning x Organizational assessment tools. Submit Draft 1 to Canvas by May 6, 11:59pm. Bring prints/drawings of Draft 2 to Grand Canyon

On-site Day A. Tuesday, May 15. Arrival

- Shuttle from airport to ranger training center, arrival, unpacking, and facilities tour
- Optional hike / meditation (daily)
- Welcome Dinner

On-site Day 1. Wednesday, May 16. Assessing an existing project

- Service/learning tools for collaborative decision-making and project articulation
- Most Important Sentence in the World
- Give/pool/create framework for the coming service-learning activity

On-site Day 2. Thursday, May 17.

- Service

On-site Day 3. Friday, May 18. Human Centered Design Crash Course

- Design Thinking process and method: How Might We, Ideation, Brainstorming

On-site Day 4. Saturday, May 19. HCD deep dive and critical practices for social innovation

- Empathy issues (history, power, structures, culture, needs, wants, assets) and
- Techniques (Check your baggage, asset mapping, interview, media, storytelling)

On-site Day 5. Sunday, May 20.

- Scenario Planning. Plan AAA for organization, profession, self

On-site Day 6. Monday, May 21. Departure

- Shuttle from ranger center to airport