



9:30 A.M. **Opening Session - Community Expertise Exercise**
Leslie Garvin, Executive Director, NC Campus Compact
Leslie Parkins, Assistant Director, Duke Office of Civic Engagement

10:30 A.M. **Framing and Introduction of Plenary Speaker**
Eric Mlyn, Assistant Vice Provost for Civic Engagement, Peter Lange Executive Director, DukeEngage
“Community Engagement and Social Innovation: Collaborations, Disagreements, and the Value of Both”
David Scobey, Visiting Scholar, School of Education, University of Michigan

12:00 P.M. **Lunch**

1:00 P.M. **Student Pathways in Community Engagement: A Study of Perceptions of Service-Learning and Social Entrepreneurship**
David Malone, Joan Clifford, Amy Anderson, Matt Serra, and Dane Emmerling, Duke University

1:45 P.M. **Collaborative Models Showcase**
DukeEngage Detroit: Matt Nash, Duke University
Community Empowerment Fund: Maggie West
Center for Social Entrepreneurship and Service-Learning: Bernard Turner and
Tim Stewart, Belmont University

2:55 P.M. **Afternoon Break**

3:05 P.M. **Collaborative Models Showcase continues**
The Ripple Effect: Lane Perry, Western Carolina University
“Ideas to Action” at UNC Asheville: Mary Lynn Manns, UNC Asheville
National models: Debbi Brock, Wingate University

4:05 P.M. **Facilitated Discussion**
Leslie Garvin

4:30 P.M. **Departure**

Keynote Speaker



David Scobey, Ph.D., is Visiting Scholar at the University of Michigan School of Education. Between 2010 and 2014, he served as the Executive Dean of The New School's School for Public Engagement. From 2005 to 2010, he was the Donald W. and Ann M. Harward Professor of Community Partnerships and the inaugural Director of the Harward Center For Community Partnerships at Bates College in Lewiston, Maine. Prior to that, he was Associate Professor of Architecture in the Taubman College of Architecture and Urban Planning and founding Director of the Arts of Citizenship Program at the University of Michigan. Scobey holds a doctorate from Yale's Program in American Studies; his scholarship focuses on politics, culture, urbanism, and space in 19th-century America. He is the author of *Empire City: The*

Making and Meaning of the New York City Landscape (Temple University Press, 2002) and numerous articles on 19th-century U.S. cultural and urban history. He has been the recipient of a Rhodes Scholarship, a Senior Research Fellowship at the Smithsonian Institution's National Museum of American History, and other fellowships. He is currently at work on a book about non-traditional undergraduates—the large majority of U.S. college students—and their importance to the future of higher education.

Since launching the Arts of Citizenship Program at Michigan nearly twenty years ago, Scobey has been committed to integrating civic and community engagement into history, the humanities and arts, and undergraduate liberal education. In 2004, he was a finalist for the Thomas Ehrlich Prize, a national faculty award given by Campus Compact for community-based teaching. He serves on the national advisory boards for Project Pericles, the Bringing Theory To Practice project, and Imagining America: Artists and Scholars In Public Life.

Presenters

Student Pathways in Community Engagement: A Study of Perceptions of Service-Learning and Social Entrepreneurship

College students bring existing schema, assumptions, values, frameworks, misconceptions, and different lived experiences to community engagement. They are not blank slates and therefore they enter community engagement with differing levels of critical consciousness. Perceptions are related to epistemic beliefs about what counts as important knowledge, how people best work together to affect change, what skills sets are relevant to confronting social problems, and how problems can best be addressed. Perceptions shape and drive behavior. A deeper understanding of student developmental pathways and how college students view and practice community engagement informs higher quality practices and approaches to community engagement. Our research study of student perceptions of service-learning and social entrepreneurship is motivated by observed differences in strategies and pedagogical foundations in these forms of community engagement. In particular, we hypothesize that undergraduates perceive curricular programs and courses that are framed around social entrepreneurship as being more attractive, more exciting, and more current than service-learning, a pedagogy that has become institutionalized in higher education in the past

20 years. We hypothesize that college undergraduates see social entrepreneurship as a fundamentally different type of community engagement, with different knowledge, beliefs, attitudes, and actions than those associated with service-learning. We will present some insights into the degree to which students do or do not have different perceptions of and values associated with service-learning and social entrepreneurship.

Amy Anderson, Ph.D., Faculty Consultant, Duke Service-Learning

Joan Clifford, Ph.D., Director, Community-Based Language Initiative, Duke Service-Learning

Dane Emmerling, MPH, Assistant Director of Duke Service-Learning

David Malone, Ph.D., Director of Duke Service-Learning

Matt Serra, Ph.D., Director of Assessment, Trinity College, Duke University

Collaborative Models Showcase

Matt Nash, MBA, is responsible for operational oversight of the Duke Innovation and Entrepreneurship Initiative. Matt is also a visiting lecturer at Duke's Sanford School of Public Policy, where he teaches courses in social innovation and entrepreneurship. Previously, Matt served as executive director of the Center for the Advancement of Social Entrepreneurship (CASE) at Duke's Fuqua School of Business and as founding center director of the Social Entrepreneurship Accelerator at Duke (SEAD). Before coming to Duke, he was a senior consultant in strategy and change management with the public sector practice at IBM Business Consulting Services (formerly PricewaterhouseCoopers Consulting), where he served clients such as World Vision, UNICEF and the U.S. Agency for International Development.

Maggie West is the Program Coordinator and Co-Founder of the Community Empowerment Fund (CEF) in Chapel Hill, NC. CEF is a student-powered non-profit organization that provides matched savings accounts, financial education, workforce development, and relationship-based support for individuals experiencing or at-risk of experiencing homelessness in Orange and Durham Counties. Maggie co-founded CEF while still an undergraduate student at UNC-Chapel Hill, where she received a B.A. in Public Policies and Latin American Studies. Maggie now leads the organization, overseeing programs and services provided by over 250 UNC and Duke volunteers to over 900 members receiving services annually.

Bernard Turner, Ed.D., is an Associate Professor and Director of the Center for Social Entrepreneurship at Belmont University. Before his appointment at Belmont, he served in foundation relations and fundraising positions at Meharry Medical College and at Vanderbilt University. In 2008 Belmont became the first college/university in the nation to start an undergraduate degree program in social entrepreneurship. Since the first graduate in December 2009, the program has graduated 80 students; currently there are 60 majors. Dr. Turner has also been affiliated with the Center for Nonprofit Management in Nashville for 27 years, providing training and consultation services for area nonprofits. He is currently serving on several boards including the Grant Professionals Association, Soles4Souls (a global social enterprise), and Interfaith Dental Clinic.

Tim Stewart, M.A., Director of Service-Learning at Belmont University, has worked in the area of service-learning and community-service for more than 25 years. He served as Director of the Student YMCA of Nashville and Middle TN from 1991 – 2001. In this capacity he worked to involve college students from Vanderbilt University, Belmont University, Trevecca Nazarene University and Tennessee State University in work with inner-city children through the YMCA's Urban Services. In 2002 he became coordinator of community service at Belmont and later director of service-learning. He serves or has served on various boards and committees including the Nashville Chapter of the United Nations Association, Book'em (a local literacy organization), TN Campus Compact Advisory Board, and the Gulf South Summit Executive Committee.

Dr. Lane Perry, Ph.D., currently serves as the Director of the Center for Service Learning and is an affiliated faculty member of the Human Services Department (College of Education) at Western Carolina University. Lane completed his bachelor's and master's degrees at the University of Central Oklahoma and his doctorate at the University of Canterbury in Christchurch, New Zealand. Lane has presented and published in the fields of community engagement, service-learning, global citizenship, public health, and pedagogical approaches to disaster response and social entrepreneurship. He currently serves as the co-editor of the *International Journal of Research on Service-Learning and Community Engagement* and peer reviewer on seven journals. Most recently Lane has been recognized as the 2017 Gulf South Summit Outstanding Practitioner Contributions to Service-Learning in Higher Education Award recipient and the 2015 North Carolina Campus Compact Civic Engagement Professional of the Year.

Mary Lynn Manns, Ph.D., is a Professor of Management at UNC Asheville. As the author of two books, *Fearless Change* (2005) and *More Fearless Change: Strategies for Making Your Ideas Happen* (2015), she frequently presents on the topic of change leadership at conference and organizations that have included Microsoft, amazon.com, Proctor & Gamble, and Avon. However, her true love is in teaching university students how to change the world. As the Breman Professor of Social Relations, she fosters opportunities for students to build social entrepreneurship ventures. Known as Ideas to Action, the initiative guides undergraduates, from all majors, as they work in interdisciplinary teams to transform their ideas into a written plans, pitches, and models with support from Asheville-area community mentors. Now in its third year, Ideas to Action is growing and is shaping new visions for students who are eager to step outside the classroom to build social and environmental innovations.

Collaborative Models Showcase (continued)

Debbi D. Brock, MBA, is an internationally recognized expert on social entrepreneurship and professional trainer and consultant. Brock joined Wingate University as Assistant Professor of Entrepreneurship and Marketing in 2012 and launched the school's cross-campus entrepreneurship minor in 2013. In 2011, she was awarded the "Distinguished Service to the Field of Social Entrepreneurship Education" by AshokaU, and in 2015, she and co-author Susan Steiner won the "Best Paper in Social Entrepreneurship" award for "Universities Assimilating

Social Change Cross Campus: Building Social Entrepreneurship Ecosystems." Previously, Brock served at Berea College as the William and Kay Moore Professor of Entrepreneurship and Management and Director of the Entrepreneurship for the Public Good (EPG) program. In 2003, she created the Social Entrepreneurship Education Resource Handbook for faculty interested in understanding and teaching in the field of social entrepreneurship.

General Event Information

Welcome and Acknowledgments

We are glad you chose to participate in the forum today. Increasing numbers of higher education institutions are embracing community/civic engagement and social innovation/entrepreneurship. However, in many instances, these two approaches to social change arise from different places on campus and have developed and expanded on separate but parallel pathways. We believe this is a critical time to bring together practitioners and scholars in both movements to examine and critique both approaches and explore opportunities for alignment and collaboration.

Today would not be possible without the leadership of Dr. Eric Myln, Dr. Leslie Parkins and the partnership of Duke University's Office of Civic Engagement, Innovation and Entrepreneurship Initiative, and Office of Service-Learning.

We are grateful to our keynote speaker and presenters for challenging and inspiring us.

Parking

Be sure to pick up a parking pass at the registration desk during lunch or the afternoon break to use as you exit the parking deck. The parking fee was included in registration.

Media Opt-Out

Photos, video, audio are taken throughout the day. NC Campus Compact may use these images in printed marketing materials, videos or on our website. We accept your consent to do so unless you visit the registration desk to obtain an "opt-out" sticker to be placed on your name badge.

While live tweeting is encouraged, please be respectful of the varying levels of comfort of presenters and participants and refrain from posting photos of those wearing an "opt-out" sticker.

Feedback

We appreciate your participation in an online evaluation inviting your feedback on the overall event. You will receive the evaluation within one week.

Recycling

Recycle your name badge at the registration table in the lobby as you leave this afternoon.

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