



## Call for Presenters

### 2009 Social Entrepreneurship Summer Institute June 12-13, 19-20, 26-27

*"...Social entrepreneurship is not about starting a business or becoming more commercial. It is about finding new and better ways to create social value."* (Dees, Emerson, & Economy, 2002)

Faculty members from any discipline, academic professionals, and business professionals are invited to participate as presenters in the 2009 Social Entrepreneurship Summer Institute (SESI), a multi-faceted civic engagement initiative of the College of Business with sponsorship from the Academy for Entrepreneurial Leadership. Don't miss this exciting opportunity to support the professional development of leaders in the non-profit sector and broader community as well as University of Illinois students learning to become civic-minded professionals!

#### SESI Background

SESI consists of a three-weekend program of workshops and presentations, which emphasizes a curriculum related to business skills and social entrepreneurship. The institute provides business education outreach to professional staff working in the non-profit sector along with University of Illinois students with diverse majors. In addition to learning with community partners during the institute, student fellows spend the summer working in teams with the participating non-profit organizations. Through these academic service-learning internships, students address community needs in innovative and sustainable ways through the application of social entrepreneurship concepts.

#### Proposal Format

Individuals and teams are encouraged to submit proposals for engaging presentations, interactive workshops, or innovative sessions that address concepts related to business or social entrepreneurship. Presentations and workshops should be pitched appropriately for a mixed group of participants, including U of I students from diverse majors as well as executive directors and professional staff from non-profit organizations. All sessions must include some opportunity for active learning (e.g., discussion, demonstrations, or activities), and presenters are expected to make lecture slides and/or handouts available for participants in advance of the institute to maximize their learning.

Session format options include ***Presentations (75 minutes)*** and ***Workshops/Innovative Sessions (60 or 120 minutes)***. Suggestions for session topics include (but are not limited to) the following:

Board Management	Market Research
Brand Identity for Nonprofits	Mobilizing Resources
Business Ethics	Networking and Social Capital
Community Asset Mapping and Needs Assessment	Outcomes Assessment
Corporate Structuring	Outcomes-based Grant Writing
Donor Relations	Program Planning and Management
Earned-income Ventures for Nonprofits	Public Policy and Advocacy
Feasibility Studies	Risk Management
Financial Management	Scalability and Sustainability
Fundraising for Nonprofits	Social Entrepreneurship and the Law
Guerilla Marketing	Social Entrepreneurship Strategies
International Social Entrepreneurship	Strategic Planning
Introductory Accounting	Volunteer Management
Managing Organizational Change	

#### Proposal Submission

Proposals for session(s) must include a title, 300-word abstract, contact and biographical information, and audio/visual needs. Please submit proposals by **Monday, March 30, 2009**, via the online submission form <https://illinois.edu/formBuilder/Secure?id=3795454>. [Note: this deadline has been extended from the original call.] Email notifications of acceptance will be sent promptly after the close of the submission period. For questions, contact Collette Niland ([cniland@illinois.edu](mailto:cniland@illinois.edu), 333-2740) or Valeri Werpetinski ([werpetin@illinois.edu](mailto:werpetin@illinois.edu), 333-3370).