

# Proving the Demand: Student Interest in Social Enterprise

Prepared by Social Enterprise in Action (SEIA)

A Professional Interest Council at KSG

By Veronica Chau, Susanne Goldstein & Chris Neale

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For more info, write [Susanne\\_Goldstein@ksg04.harvard.edu](mailto:Susanne_Goldstein@ksg04.harvard.edu)

## Overview - SEIA

- **Social Enterprise in Action (SEIA) was founded in August of 2003 as a PIC at the Kennedy School of Government**
- **SEIA defines social enterprise in its broadest sense**
  - for-profit values-based business
  - sustainable and innovative non-profit organizations
  - corporate social responsibility
  - government innovation
- **SEIA currently has over 190 members**

## SEIA - Mission

- SEIA looks to cultivate, inspire and mobilize socially responsible leaders through:
  - Awareness
    - Creating awareness of responsible for-profit, non-profit and public sector enterprises and their ability to affect societal change
  - Skill Development
    - Providing training in skills for leading socially responsible ventures
  - Application
    - Being socially responsible in our work, our community and our world

## Purpose of Study

- To better understand student interest in curriculum, events, careers and career preparation related to social enterprise

## Step by Step Analysis

- **Study Method**
- Student Interest in Coursework
- Student Interest in Events & Activities
- Student Interest in Careers & Career Prep
- Findings & Recommendations

## Study Method – 3 Inputs

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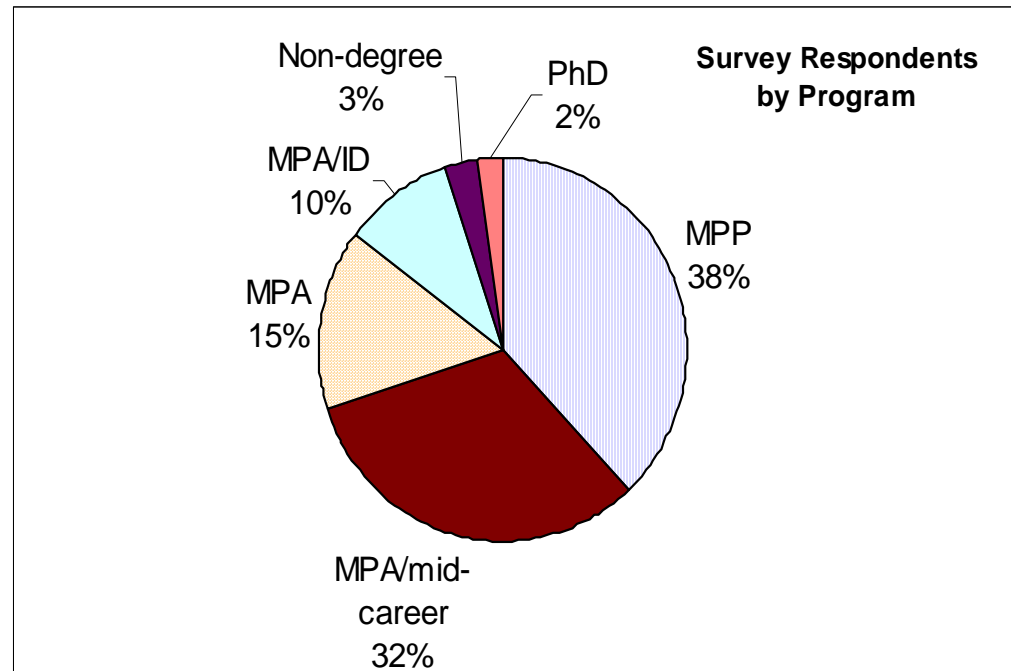
- Student Interest Survey
- Post-event Feedback Forms
- Student Involvement Beyond KSG

# Study Method : Student Interest Survey

## ■ 232 Participants

### Definition of Social Enterprise provided to Respondents:

“For the purpose of this survey, we are defining social enterprise as work in the public, private, or nonprofit sector that has as a core component of entrepreneurship, innovation, or social responsibility. Social enterprise is closely allied with, and often encompasses the fields referred to as corporate social responsibility, tri-sector collaboration or corporate citizenship.”



# Study Method : SEIA Post-Event Feedback

<b>Event Type</b>	<b>Event Name</b>	<b># Attendees</b>
Awareness Event	William Greider – author of “The Soul of Capitalism”	52
Skills Workshop	Business Planning with John Price	46
Skills Workshop	Startup 101 with Susanne Goldstein	60*
SE Conference	Earned Revenue Panel	65
Networking Event	Putting the “Social” Back in Social Enterprise	30
Awareness Event	David Bornstein – author of “How to Change the World”	49**
Awareness/ Career Event	NeSsT (Non-Profit Enterprise and Self-sustainability Team)	12
Career Event	Bridgestar Consulting – How to Make the Most of Your Summer	Limited to 20

**Total 334**

\*opposite Martin McGuiness    \*\*opposite Richard Clarke

# Study Method : Involvement Beyond KSG



## ■ HBS/KSG SE Conference

■ KSG student participants:	111
■ KSG alumni participants:	43
■ KSG faculty moderators/panellists:	9
■ KSG alumni moderators/panellists:	6
■ KSG student volunteers:	36

## ■ KSG students have also been involved with:

- MIT, Harvard College and HBS Social Enterprise Clubs
- Courses at MIT, Tufts, Harvard School of Public Health
- Conferences at BU, BC, Babson and Dartmouth

## Study Method : Limitations

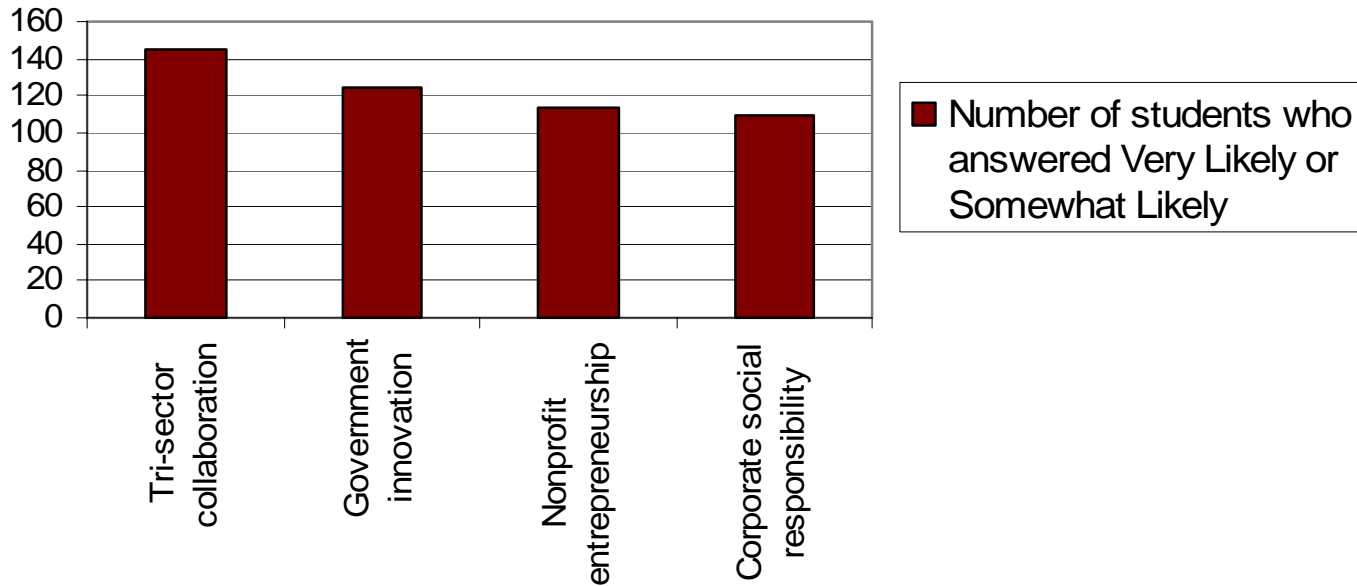
- **Self-selection bias:**
  - Students interested in social enterprise were probably more likely to complete the survey.
  - Consequently, the sample may not reflect the opinion of the study body as a whole.
  - However, the amount of interest in absolute numbers is striking.

## Step by Step Analysis

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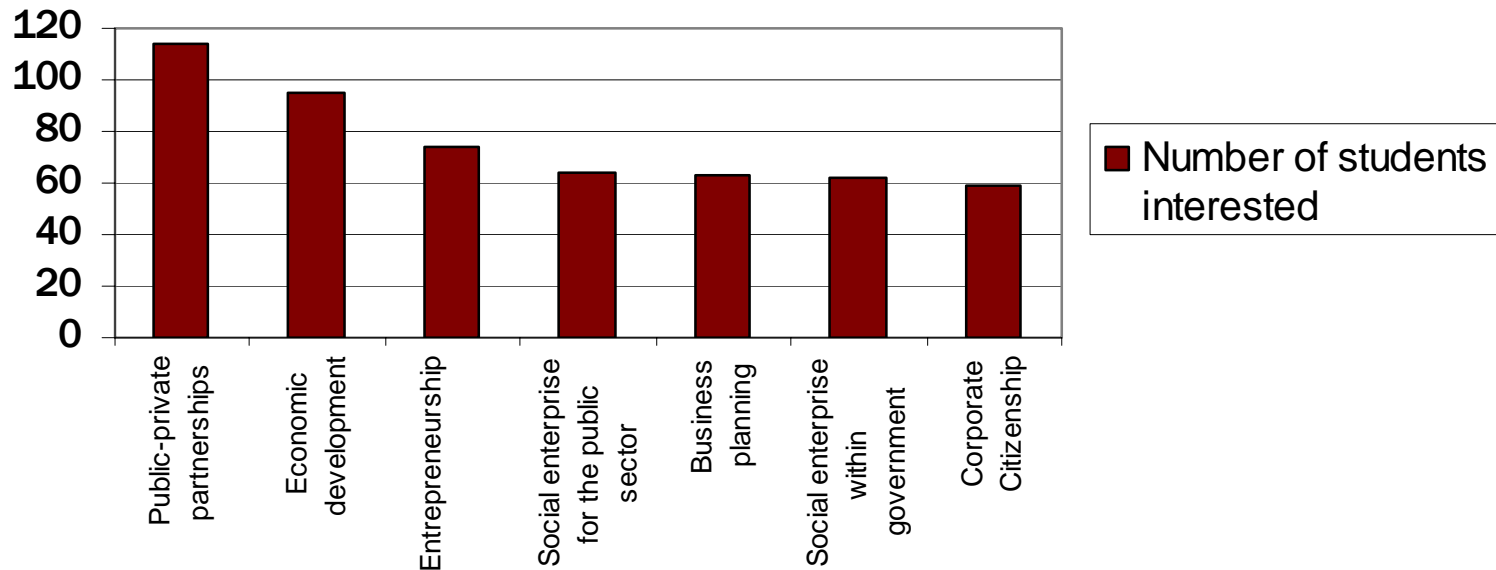
## Survey Results : Student Interest in Courses

If a course related to [each of the following areas] were offered at the Kennedy School, how likely would you be to enroll?

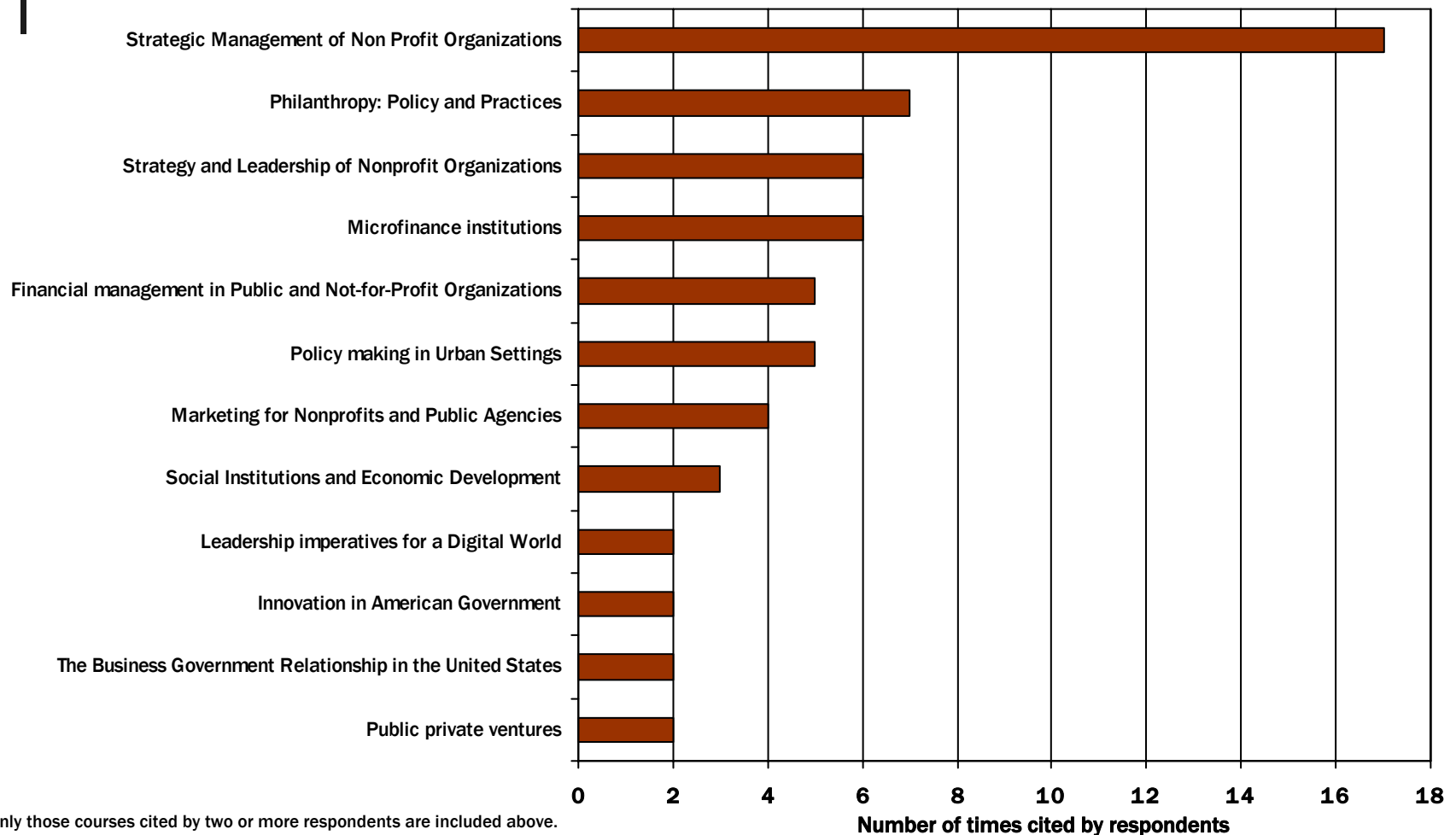


## Survey Results : Student Interest - Topics

**What topics are you most interested in learning more about with respect to social enterprise?  
(Please check your top 3 choices only.)**



# Survey Results : Where did Students Go to Find SE Courses? – KSG



Note: Only those courses cited by two or more respondents are included above.

# Survey Results : Where did Students Go to Find SE Courses? – HBS

## Applicable Courses

- Leadership and Corporate Accountability
- Entrepreneurship in the Social Sector
- Effective Leadership of Social Enterprise
- Strategic Corporate Citizenship
- Social Marketing
- New Opportunities in Emerging Markets
- Entrepreneurship in Education Reform
- Innovating in Health Care
- Field Study Seminar in Innovating Health Care
- Managing Health Care Technology and Operations

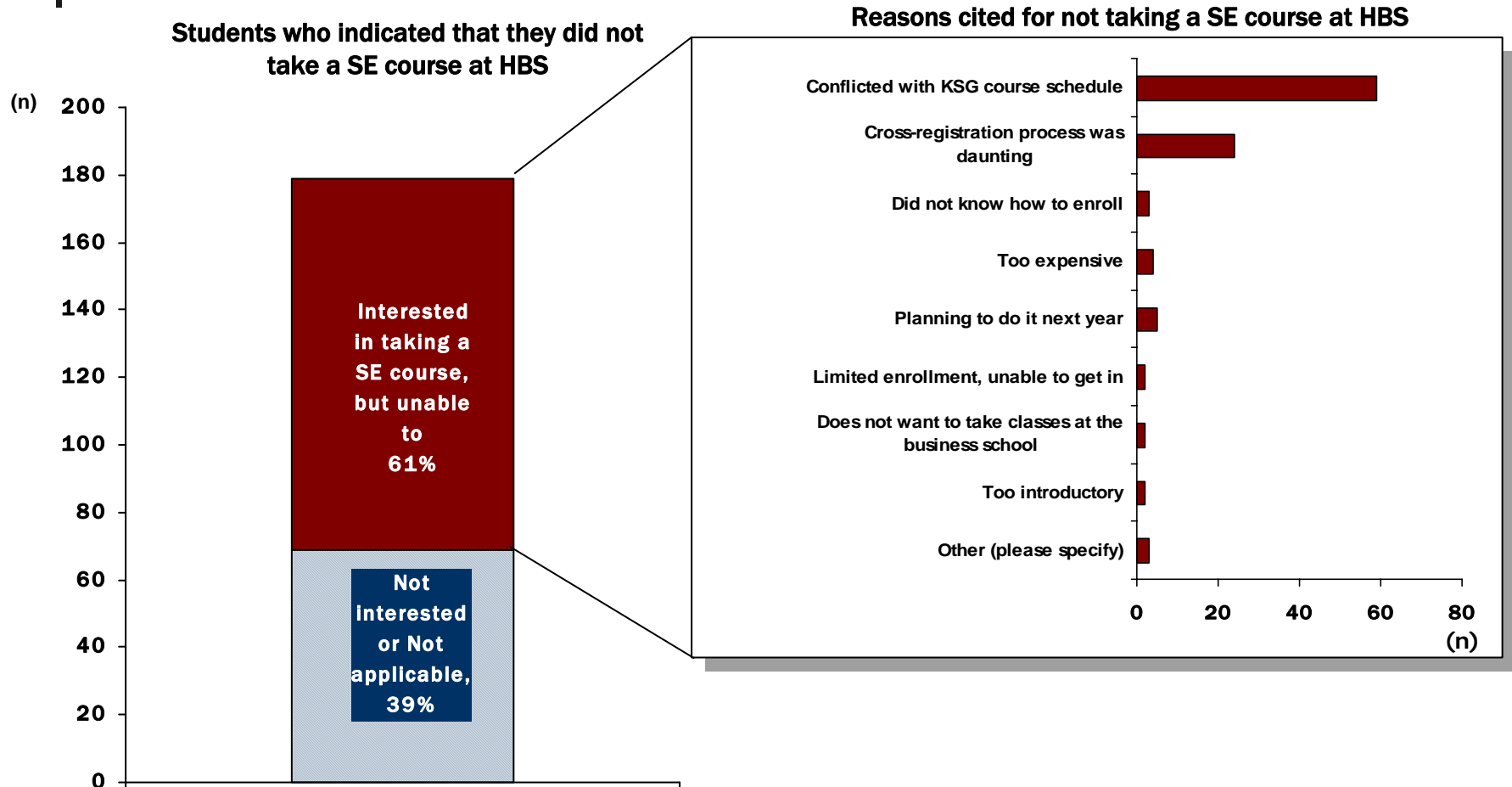
## Cross-Registered KSG Students

<b>Registrar's Office Data</b>	<b>Enrollment Fall 2003/Spring 2004</b>	<b>Enrollment Fall 2002/Spring 2003</b>	<b>Enrollment Fall 2001/Spring 2002</b>
Entrepreneurship in the Social Sector	12	24	18
Strategic Corporate Citizenship	10	N/a	N/a
Effective Leadership of Social Enterprise	6	5	3

## **Survey Results : Where did Students Go to Find SE Courses? – MIT & Other**

- **Financing Economic Development (MIT)**
- **Political Economy of Development Projects:  
Targeting the Poor (MIT)**
- **Revitalizing Urban Main Streets (MIT)**

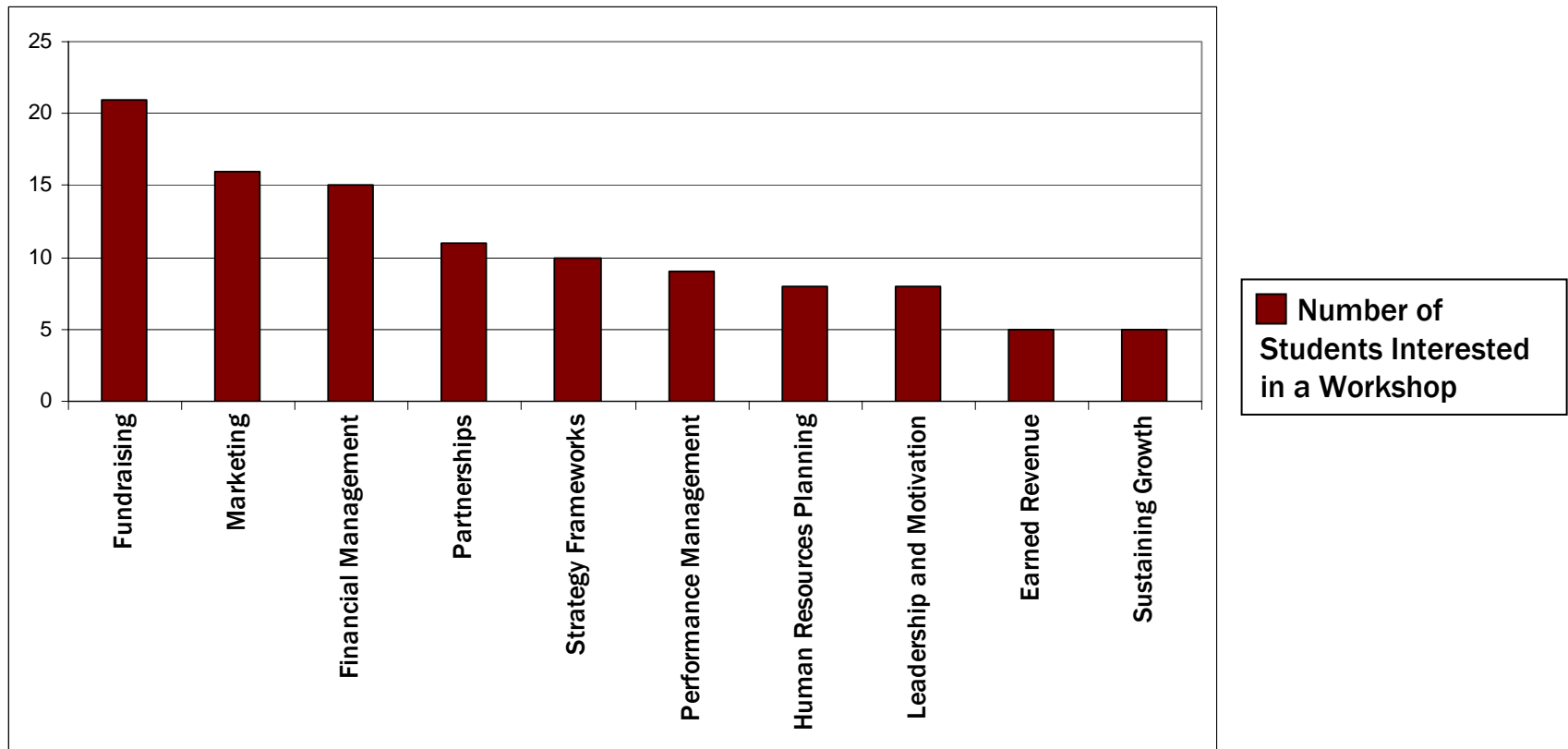
# Survey Results : Why Don't KSG Students Take More Courses at HBS?



## Step by Step Analysis

- Study Method
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## Event Feedback : KSG Students Have Great Interest in Acquisition of Practical Skills

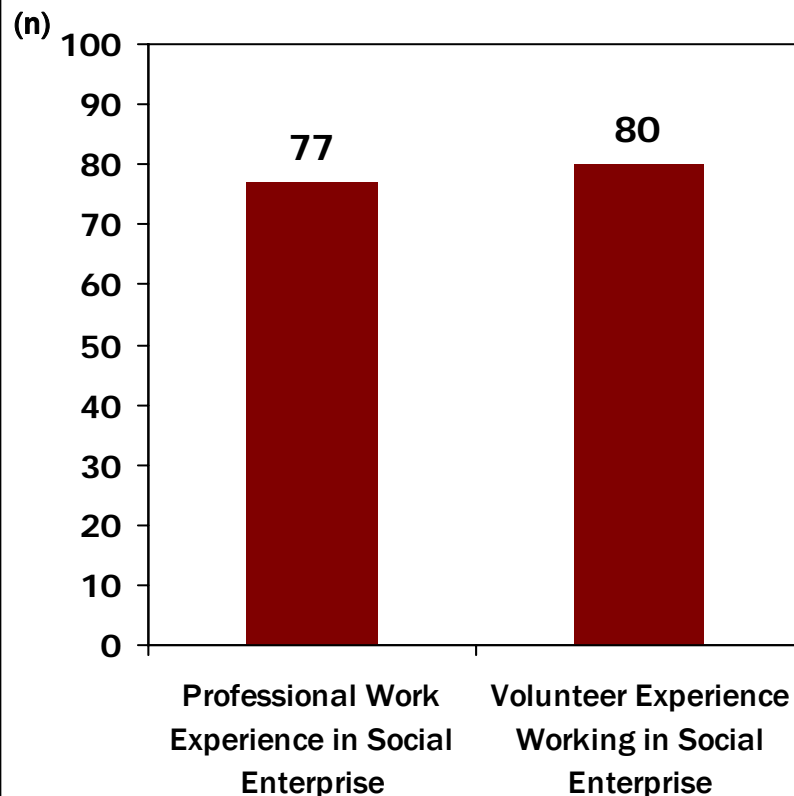


## Step by Step Analysis

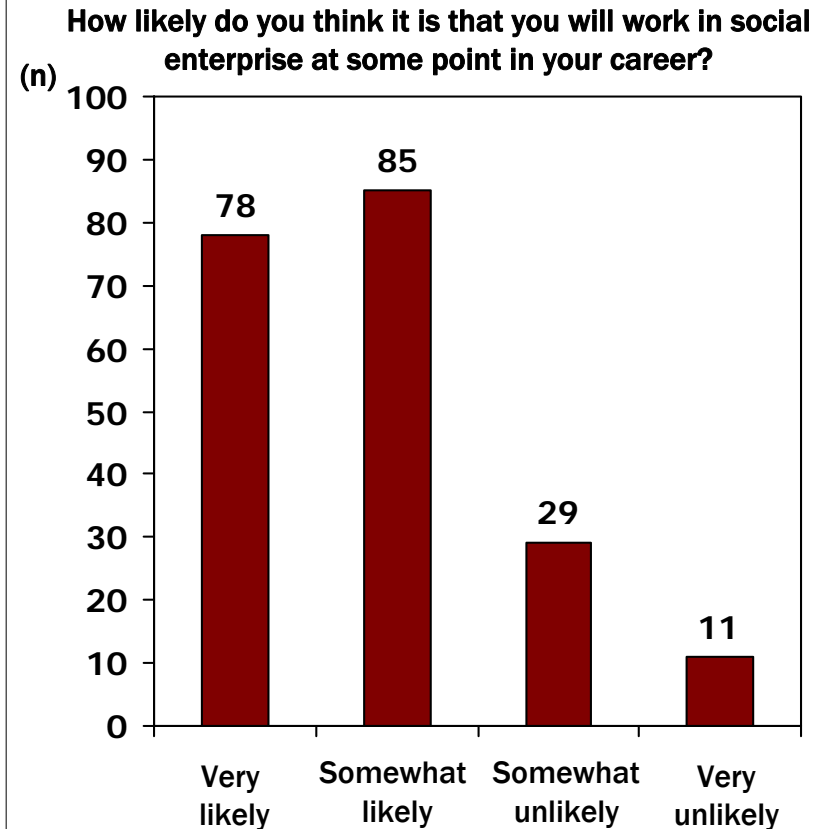
- Study Method
- Student Interest in Coursework
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# Survey Results : KSG Students Have a Strong Interest in Careers in Social Enterprise...

**Many KSG students have already worked in social enterprise**



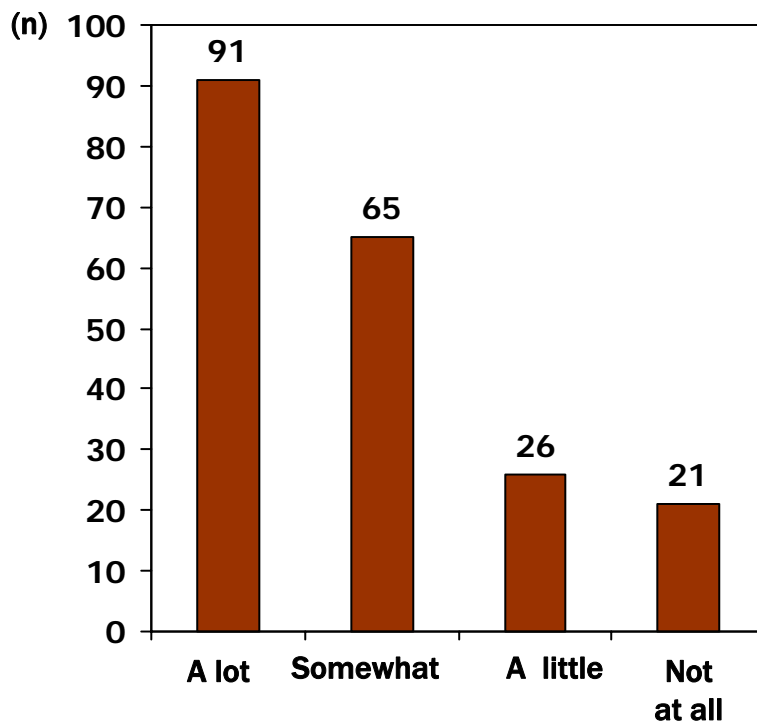
**Even more would like to work in social enterprise in the future**



# Survey Results : KSG Students Would Like To Learn More About Careers in Social Enterprise

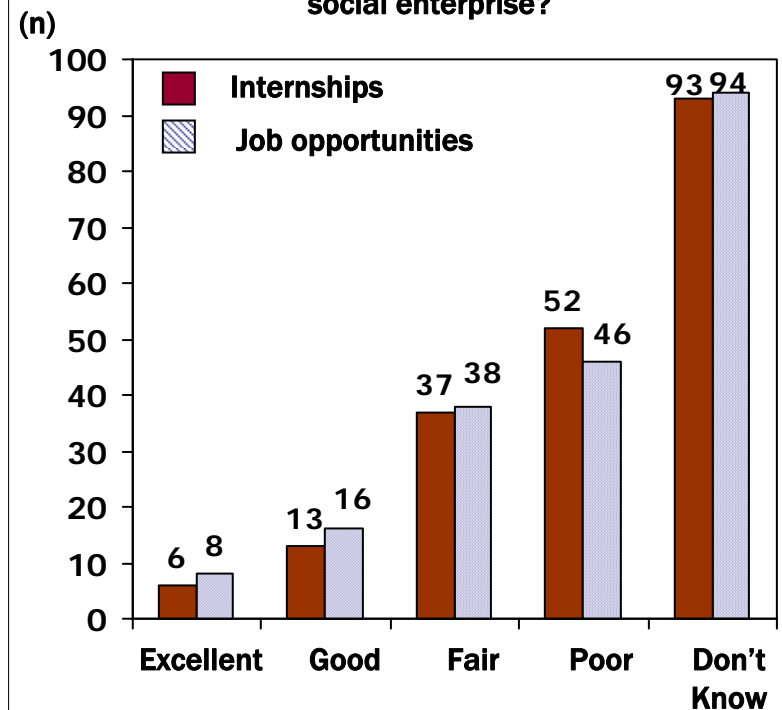
## Students would like to learn more about career options

How interested are you in learning more about career options in social enterprise?



## Students would like more from the Career Services Office

How would you rate the Career Service Office's performance with respect to postings related to social enterprise?



## Step by Step Analysis

- Study Method
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- **Findings & Recommendations**

## **Study Results : Summary of Findings**

- **Strong student interest in SE curriculum**
- **Students face barriers to enrolling in SE courses at HBS**
- **Many students are participating in SE activities outside of class**
- **Many students want to pursue a career in/related to SE**
- **KSG has unique competencies that can fulfill these unmet needs in terms of curriculum, events and career preparation**
- **Study indicates that many current course offerings are introductory in nature and students are interested in more practical and in-depth coursework**

## How is KSG Currently Addressing Some of These Needs?

- **Current KSG Course Offerings**
- **CBG (& others) CSR Initiative (Jane Nelson)**
  - **Currently not student-facing or curriculum focused**
- **Hauser Center**
  - **Proposed Venture Lab Incubator (Gordon Bloom)**
- **Rappaport Institute (Phineas Baxandall)**
  - **Tri-Sector Partnership Report – Working Paper**
- **Students Club (PIC)**
  - **Social Enterprise in Actions (SEIA) – hosts events, speakers and workshops**
- **HBS/KSG/Harvard College (Dutch Leonard/Mark Moore)**
  - **Group in planning mode (to include curriculum study?)**
- **Social Enterprise Conference (joint with HBS)**

## Why Should KSG Respond Favorably to These Findings?

- **Academic Mandate**
  - **Competitive Advantage**
- **Stakeholder Mandate**
  - **Study Results Prove Demand**
- **Social Mandate**
  - **New set of judges – students/workers have different perspective and demands**
- **Global Mandate**
  - **If not us, who will?**

## Some Options for KSG

<b>IMPROVE coordination</b>	<b>Improve</b> KSG student access to HBS Social Enterprise course offerings (scheduling, calendar and cross-registration challenges)
<b>INCREASE Informal Learning</b>	<b>Increase</b> the number of “informal” learning opportunities including workshops & seminars
<b>DEFINE a MAC</b>	<b>Define</b> a MAC with current and future courses that can help students pursue an SE curriculum
<b>DEVELOP SE Case Studies</b>	<b>Develop</b> SE cases that can be used in various classes
<b>CREATE New Courses</b>	<b>Create</b> new courses in areas where KSG is uniquely qualified to complement current offerings
<b>ESTABLISH a Committee</b>	<b>Establish</b> a committee to facilitate coordination between the research centers, other schools at Harvard and academics

# Next Steps

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