Discovering Social Innovation Through Engaged Scholarship

Taylor Center for Social Innovation & Design Thinking
March 19-20, 2015

This year’s symposium seeks out grounded, collaborative, place-based, and action research that tackles the many complex problems facing 21st century global communities like New Orleans.

This graduate student-led research symposium is held in collaboration with Tulane University’s Social Innovation and Social Entrepreneurship (SISE) program, CELT-SI, and Tulane’s Taylor Center for Social Innovation and Design Thinking.

Our spring 2015 New Day Speaker, Jane Wei-Skillern, PhD, will provide the keynote address on Thursday evening, March 19, 2015.

We invite graduate students, post-graduate researchers, faculty, and independent researchers from any academic discipline and epistemological standpoint to join in a co-learning journey. Our aim is to discover the field of social innovation: novel solutions to social problems that are “more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals” (Phills, Deiglmeier and Miller, 2008).

Symposium Organizers
Maille Faughnan, Doctoral Student, Payson Center for International Development
Benjamin Alexander, Doctoral Candidate, Management, A.B. Freeman School of Business
Jordan Stewart, Doctoral Student, City, Culture, and Community
Victoria Menchaca, M.Arch. & MSRED Student, School of Architecture
Joshua Schoop, PhD, Payson Center for International Development, Research Fellow, Taylor Center for Social Innovation & Design Thinking
Laura Murphy, PhD, Clinical Associate Professor, Global Health Systems & Development, Carnegie Corporation of New York Professor of Social Entrepreneurship, (Faculty Advisor)

Special Thanks
Julia Lang, Taylor Center for Social Innovation & Design Thinking
Rebecca Otten, Center for Engaged Learning & Teaching
Friday, March 20, 2015

**Taylor Center for Social Innovation & Design Thinking**, Flower Hall Room 200

**8:00-8:30** Reception, Coffee, & Light Breakfast

**8:30-8:40** Formal Welcome

**8:40-9:35** Research Panel

**Social Innovation Scholarship in Search of a Field**
Moderator: **Benjamin Alexander**. Discussants: **Laura Murphy & Rick Aubry**, PhD, Assistant Provost of Civic Engagement and Social Entrepreneurship

Scholars presenting completed and emergent research

**Joshua Schoop**: The Global Youth Bulge and lessons from Grow Dat Youth Farm


**Maille Faughnan**: Can Design Thinking Refresh the International Development Field?

**Laura Murphy**: Can Social Entrepreneurship Save the Global Environment? A Theoretical Framing

**9:45-11:00** Research Panel

**Evaluation of Social Innovations in New Orleans**
Moderator: **Joshua Schoop**. Discussant: **Anna Monhartova**, PhD, Tulane SISE Program Director

Scholars Presenting Completed Work

**Sofia Curdumi-Pendley**, Doctoral Student, Global Health Systems and Development, Tulane SPHTM, and David Morris, Executive Director, Evacuteer: The Evacuteer Project Sculptures

**Andrea Chen**, Executive Director, Propeller: Collective Innovation to Revolutionize School Food Project Evaluation

Scholars Presenting Early-stage Doctoral Research

**Alissa Bilfield**, Doctoral Student, Global Community and Behavioral Health Sciences, Tulane SPHTM: Creating and Implementing Evaluation Tools to Measure a More Robust Definition of Food Literacy in Cookbook Project Programs

**Melissa Schigoda**, Doctoral Student, Payson Center for International Development: The NOLA Index at 10: Is it Building Disaster Resilience?

**11:10-12:10** Panel Discussion

**The Social Value of Entrepreneurial Activities in New Orleans**
Moderators: **Joshua Schoop & Benjamin Alexander**. Discussant: **Jane Wei-Skillern**, PhD, Associate Adjunct Professor, University of California, Haas School of Business

Panelists

**Sherif Ebrahim**, Director of Entrepreneurship and Innovation Education, Freeman School of Business, Tulane University

**Felipe Massa**, PhD, Assistant Professor Loyola University New Orleans College of Business

**Andrew Ward**, Doctoral Student, Payson Center, Tulane, Opportunity for Workers in the Tourism Sector in New Orleans

**12:10-1:00** Lunch on-site. Fill your plate, grab a chair, and join a table!
1:00-2:10 Applied Research Panel
Social Innovation for Youth & Schools
Moderator: Jordan Stewart. Discussant: Joshua Schoop
Scholar-Practitioners
Nelson Gereau, Director of Program Investments, The Chicago Public Education Fund: The Summer Design Program, an Innovation Initiative for Educators
Sheila Sundar, Founder, The Southern History Project
Carol Whelan, PhD, Director, Teacher Certification Program, & Paul Tudor Jones II Professorship and Cole Fellow of Social Entrepreneurship, with Nicole Siegal, Research Assistant, Tulane: The Ashoka Empathy Schools Project
Anna Monhartova: Youth-based Sports Programs

2:20-3:30 Workshop
Linking Scholarship & Applied Research: Community-based Conservation & Development
Facilitators: Ann Yoachim, Visiting Professor of Practice, Phyllis M. Taylor Center for Social Innovation & Design Thinking, & Laura Murphy
Scholars
Zoe Diaz-Martinez, Doctoral Student, Ecology & Evolutionary Biology, Tulane
Luke Browne, Doctoral Student, Ecology & Evolutionary Biology, Tulane
Eric Enbody, Doctoral Student, Ecology & Evolutionary Biology, Tulane

3:40-5:00 Interactive Panel
Engaged Scholarly Research: Working Across Disciplines
Presenters: Ryan McBride, PhD & Kyle Williams, CPS, Tulane
Doctoral students from different disciplines share their ideas and challenges in pursuing engaged scholarship, seeking advice from a multi-disciplinary panel of social innovation program faculty
Engaged Scholars
Daniella Santoro, Doctoral Student, Medical Anthropology, Tulane
Sarah Woodward, Doctoral Student, City, Culture & Community, Tulane
Jessica Liddell, Doctoral Student, City, Culture & Community, Tulane
Patricia Anderson, Doctoral Student, Linguistic Anthropology, Tulane
Faculty Advisors
Vicki Mayer, PhD, Professor of Communication & Louise and Leonard Riggio Professor and Carnegie Fellow of Social Entrepreneurship, Carol Whelan, Anna Monhartova & Laura Murphy

5:00-5:30 Interactive Discussion
Engaged Research for Social Innovation: Ways Forward for Social Innovation Scholarship at Tulane
A full-group, interactive discussion seeking ways forward for graduate students, the SISE program, and SE scholarship

Closing

6:00 Happy Hour
Join us for happy hour after the symposium. Location TBD.