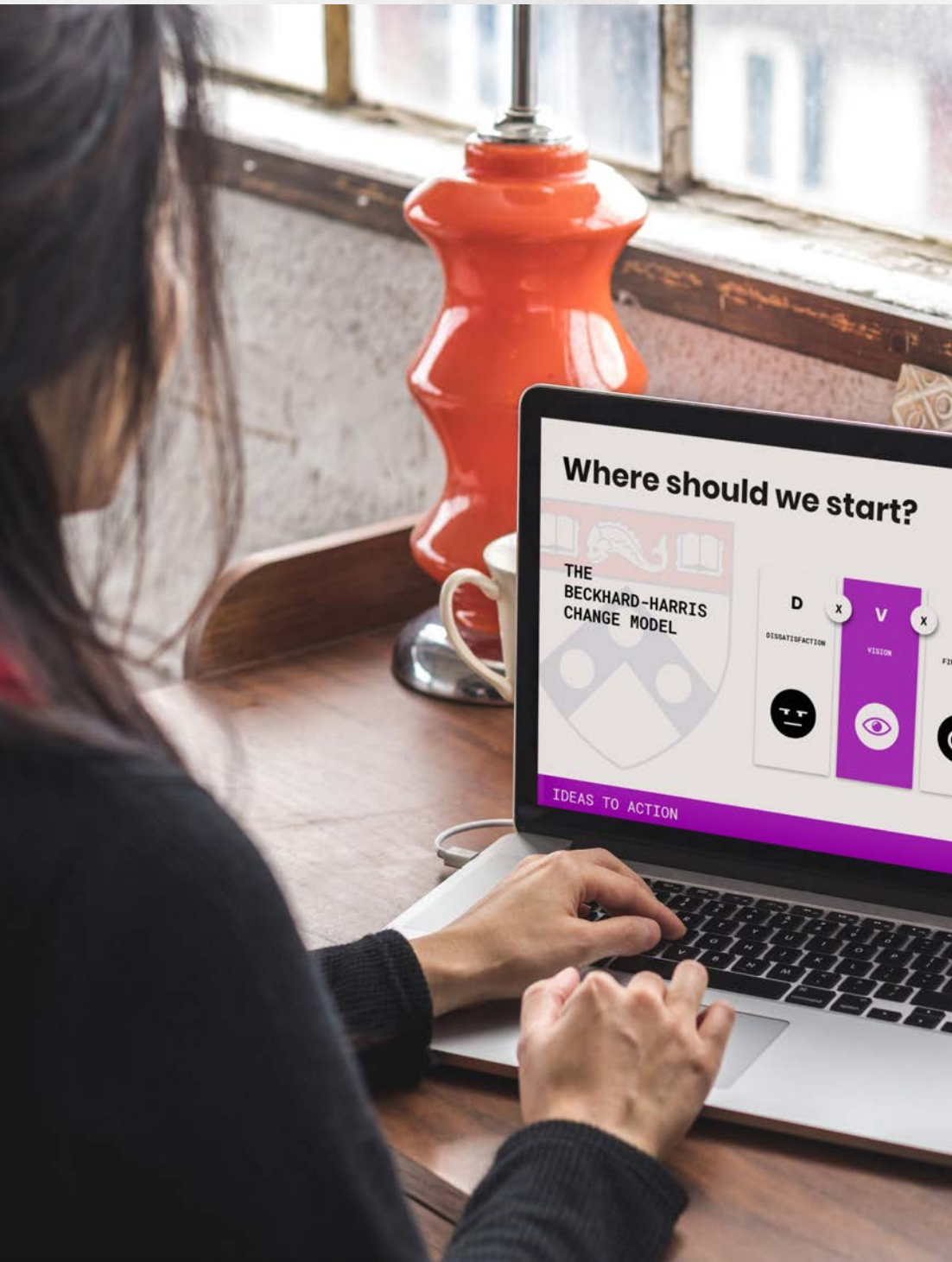


2021 PROGRAM VIEWBOOK

Executive Program in Social Impact Strategy



PROGRAM LENGTH

January - August 2021

APPLICATION DEADLINES

Early Admit: Oct. 16, 2020

Regular Admit: Nov. 18, 2020

PROGRAM FORMAT

Online, mostly asynchronous with a synchronous 3-day convening in March. This program is a non-credit, non-degree, master's level certificate program. Students who complete the work will have completed the equivalent of 40% of a master's program in social impact strategy.

At program completion, students who have completed all program requirements will receive a signed certificate from the University of Pennsylvania School of Social Policy and Practice.

Alumni of the Executive Program for Social Impact Strategy are eligible to complete the Master of Science (MS) in Nonprofit Leadership (NPL) in an accelerated format. The MS in Nonprofit Leadership is a ten (10) credit master's program. Students who enter the NPL program after completing the CSIS executive program must complete six (6) NPL credit units.

Impactful work is needed now more than ever.

As the world navigates unprecedented challenges, an opportunity is presented for purpose-driven organizations and leadership to step up. Our goal is to make cultivating the skills to tackle the world's challenges affordable, accessible, and effective. In business and society, modern leaders need tools, training, and community. We've combined expertise in social impact strategy, design, and business models to create a world-class executive program that meets global changemakers where they are and at an affordable price. We believe in the principle that the best learning experiences stem from a diverse classroom. We invite students from all walks of life with different perspectives, skills, and culture. So far, we've trained nearly 600 students, each unique and brilliant, from more than 30 countries. Join a global network and make authentic, lasting connections with a community of givers that care as much as you do.

**Ready to
learn more?
Let's dive in.**

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“In times like these, we require the collective power of community more than ever, and we need to approach problem-solving in thoughtful and creative ways. It was these two things that enabled us [Cafe Momentum, a local nonprofit based in Dallas, TX] to pivot our operations when restaurants had to shut down. In the span of a couple of days, the team secured partnerships and sponsors, and shifted from a restaurant and training facility into a food hub, distributing 25,000 meals each week to families experiencing food insecurity. Looking forward, it is these exact skills that we will draw on as we work to build programs nationwide.”

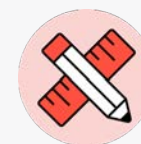
Alexandra Ostrow '17
COO, [Momentum Advisory Collective](#)
Founder, [WhyWhisper Collective](#)
Executive Program in Social Impact Strategy Alum



A program designed to help you deliver on what matters.

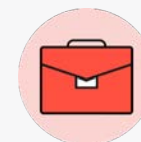
We cover a lot of ground, training you with 50+ tools to think strategically and creatively. Over 8 months, you'll take 6 online classes, join group discussions, and attend an intensive 3-day virtual summit to learn new mindsets and approaches to creative program solving with design thinking.

Program Highlights



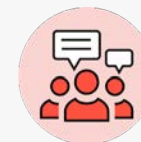
STRUCTURED LEARNING

Fresh content is released online every Sunday, so you can review it at any point during the week, on your own time. Weekly content includes video lectures, readings, tools and discussions that take 4-6 hours a week to complete.



APPLIED ASSIGNMENTS

Assignments invite you to integrate tools into your own work and discover new possibilities. Many students even develop and launch new initiatives during the program, either on their own or through their existing work.



VIDEO JAM-OUTS

Throughout the program, participate in group video calls for constructive feedback from a dedicated teaching team and your peers. Whether you're feeling "stuck" or want to bounce around ideas, your colleagues are just a video call away.



IVY LEAGUE EDUCATION








You'll learn relevant, powerful tools that you can apply immediately. Graduates receive an Ivy League education and a signed certificate from the University of Pennsylvania, a credential that's known and respected around the world.

Program Timeline

Want more details?

Click here for a comprehensive program calendar.



	January				February				March				April				May				June				July				August			
 Orientation Online Webinar, 1 Day																																
 Social Impact Strategy Online Course, 6 Weeks																																
 Virtual Convening 3- Day Synchronous Training on Zoom																																
 Community & Collaboration Online Course, 3 Weeks																																
 Integrated Marketing for Social Innovation Online Course, 3 Weeks																																
 Business Models for Social Enterprise Online Course, 6 Weeks																																
 Program Electives Online Courses, 6 Weeks																																
<div>Complete two electives. Students may also audit as many electives as they wish. In prior years, elective offerings have included:</div> <div><div></div><div>Impact Management</div><div>Digital Social Media Strategies</div><div>Data Science for Social Innovation</div><div>Ethical Decision-Making in Social Organizations</div><div>Volunteer Management</div><div>Unleashing Large Scale Social Movements</div><div>Empowering Leadership</div><div>International Entrepreneurial Action</div></div>																																

Core Courses

Social Impact Strategy / 6 weeks

WHAT YOU'LL LEARN

- How to define the value and mission of your work
- Approaches to programmatic models that account for impact, sustainability, risk, and generative governance
- An understanding of your competitive environment and how best to compete and collaborate
- Tools to measure organizational performance, manage risk, and negotiate with others

ABOUT THE INSTRUCTOR

Peter Frumkin is the Mindy and Andrew Heyer Chair in Social Policy, Director of the Master's in Nonprofit Leadership Program, and Faculty Director of the Center for Social Impact Strategy, all at the University of Pennsylvania. His research and teachings focus on nonprofit strategy, philanthropy, and social entrepreneurship. He is the author or co-author of six books, including Strategic Giving: The Art of Science of Philanthropy; On Being Nonprofit; and Serving Country and Community.

WHAT STUDENTS ARE SAYING

"The logic model, strategic triangle, and theory of change tools (along with expert instruction) were worth the price of the entire program. A mistake I often make (until now) is "starting with the beginning in mind." These tools are really valuable for "starting with the end in mind" and reverse engineering to what needs to happen every day to make the greatest possible impact now and in the future."

BT Irwin
Founder, BT Irwin & Co.

Marketing for Social Impact / 3 weeks

WHAT YOU'LL LEARN

- Frameworks to understand challenges and opportunities from the perspective of the customer rather than the organization
- Techniques to clearly articulate a value proposition that can help guide marketing and strategic decisions
- Evaluation tools to assess the alignment of programs, pricing, promotion, and channels to affect consumer behavior and achieve goals

ABOUT THE INSTRUCTOR

Jim Rosenberg is the founder of Workbench Services where he works with mission-driven organizations on innovation, strategy, and new ventures. Jim has extensive experience in both nonprofit and commercial organizations, including startups, mission-driven nonprofits, and Fortune 500 corporations. Jim was a Vice President at National Arts Strategies from 2005 to 2013 with responsibility for market strategy and new business development. He holds an M.B.A. from Stanford University Graduate School of Business, and a B.A. in Psychology from the University of Pennsylvania.

WHAT STUDENTS ARE SAYING

"Over the last few years, I've witnessed a growing number of grassroots organizations looking for a way to evolve out of the traditional development (donor-dependent) model. For the first time, I can confidently say that I have a set of tools to support their ambitions. The concepts are transforming my relationship with my clients/constituents, and helping them transform their marketing relationships with their primary audiences."

Damilola Walker
Senior Advisor, UNICEF

Community & Collaboration / 3 weeks

WHAT YOU'LL LEARN

- Resources to help you get to know your community and how it works
- Multiple perspectives on community assets and how our ventures can fit into the existing fabric of those communities
- Tools to identify and use communities' strengths as opportunities for self-help and for partnership
- Strategies for clarifying goals of partnering and assessing potential partners and creating a common agenda with collaborators and evaluation

ABOUT THE INSTRUCTOR

Maria Rosario Jackson is an expert in the fields of urban planning, comprehensive community revitalization and arts and culture. She is Senior Advisor to the Kresge Foundation and consults with national and regional foundations and government agencies. In 2013, President Obama appointed Dr. Jackson to the National Council on the Arts. She is adjunct faculty at the University of Southern California where she teaches in the Arts Leadership Program. She is also the James Irvine Fellow in Residence at the Luskin School of Public Affairs at the University of California, Los Angeles and has taught in the Urban Planning program.

WHY WE OFFER THIS CLASS

"Understanding our communities and their challenges is the #1 obstacle to successful, appropriate, effective, sustainable solutions. Understanding our communities is the first and ongoing step in ascertaining demand and the strength in our communities."

Ariel Schwartz
Managing Director, CSIS

WHAT YOU'LL LEARN

- An understanding of the fast-changing world of social enterprise finance
- An overview of revenue sources that can finance social impact, including earned income, donations, and public support models
- Tools for understanding the financial engine of social enterprises
- New and emerging financial models that drive social enterprises today
- Exposure to financial components of for-profit, non-profit social enterprises and hybrid social enterprises

ABOUT THE INSTRUCTOR

Suzi Sosa is the Co-Founder and CEO of Verb. She has been involved in the social entrepreneurship space for more than 10 years and has advised hundreds of start-ups, non-profit and for-profit companies. Prior to Verb, she led the Dell Social Innovation Challenge at the University of Texas at Austin, where she also taught social entrepreneurship and was the Founder and President of the MPOWER. She holds a Masters in Public Administration from Harvard University.

WHAT STUDENTS ARE SAYING

"This course helped me understand the macro view of embedding impact within my organization's mission and making sure that my activities and financial gains remained aligned with the impact I was seeking. It also taught me the importance of recognizing business models as an evolutionary process, one that requires you to ideate, test, evaluate, and ideate some more."

Mohammed Abdulla
Founder, Good Faith Energy

Your work is personal. The learning that supports it should be too.

Our students finish the program with new skills and an expansive community. Over eight months, you'll regularly work alongside and with your peers and teaching team through engaging online meetings.

CONVENING

For three days in March, we'll gather online as a cohort and engage in a series of interactive sessions and workshops. Students will:

- Hear from Penn faculty and other field leaders
- Practice advanced concepts in social innovation
- Build partnerships and connections with classmates

JAM-OUTS

Each week, the teaching team will host optional video calls that are open to everyone. The purposes of these calls are:

- To get to know each other and learn from one another's work:
- To discuss the curriculum and how peers are applying it.
- To work on your homework alongside your classmates.

P.A.K.S. GROUPS

Each student is placed in a small group called "P.A.K.S." (Peer Accountability, Knowledge, and Support). These groups provide:

- A safe place for programmatic support and accountability
- A consistent environment where trust and context can be built
- A designated teaching team member to facilitate group engagement

Inviting those who believe in a better world.

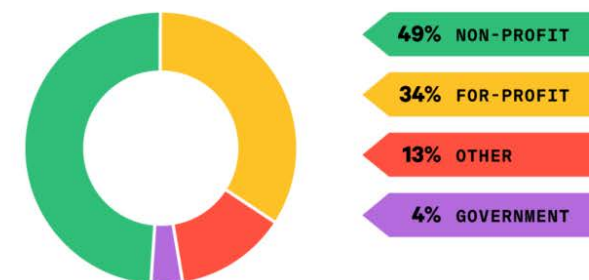
Our Alumni Network

The Center for Social Impact Strategy has trained more than 1,000 impact-driven leaders from more than 40 countries. Our alumni have gone on to support one another's work, visit each other across continents, and even start new enterprises together. Alumni also benefit from continued learning and networking engagements, including free courses and annual alumni gatherings hosted by the Center for Social Impact Strategy at the University of Pennsylvania.

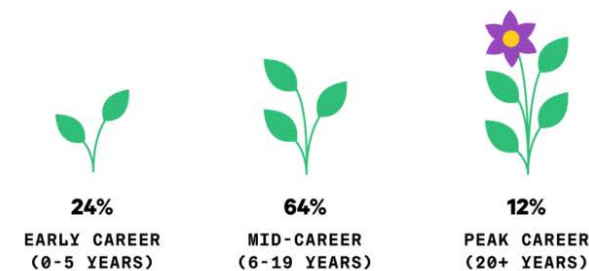
Students in our prior cohorts (2015-2020) represented all sectors, career stages, and stages of project development.

The unifying factor in our cohort is students' commitment to driving positive social change through their work. Otherwise, ideal applicants are individuals who are driven by passion and big ideas. Quality applicants for the Executive Program come from all industries. All are committed to improving the world around them in a way that aligns with purpose and values.

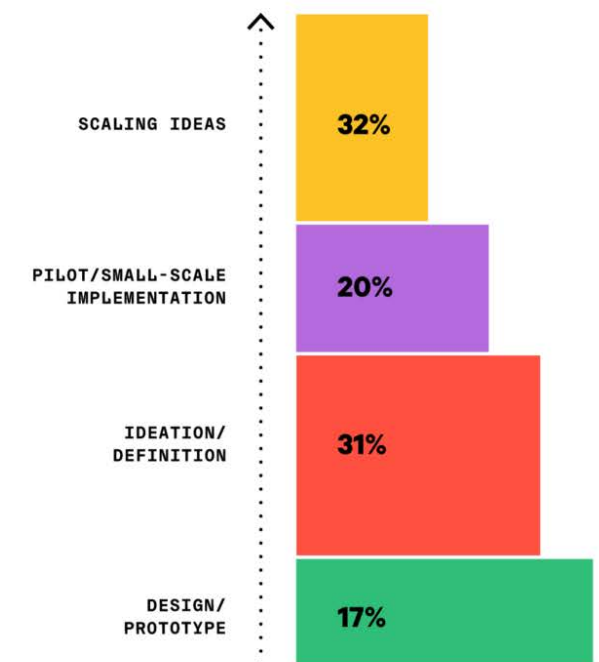
From all sectors



At all career stages



At all stages of project development



Admissions and Next Steps



IMPORTANT DATES

	Early	Regular
Application Deadline	Oct. 16, 2020	Nov. 18, 2020
Deposit Due Date	Nov. 13, 2020*	Dec. 11, 2020*
Balance Due Date	Dec. 11, 2020	Jan. 11, 2021

*Last year, we received more than 200 qualified completed applications. While we would like to admit everyone who is qualified, we do have a limited number of spots. Accepted students who pay their deposits on time guarantee their spot in the 2021 cohort. Accepted Early and Regular Admit Applicants who miss their enrollment deadline may be able to enroll until December 11, 2020, but we will close the enrollment portal early if the maximum class size is reached.



PROGRAM TUITION

Early Admit Tuition	\$4,950
Regular Admit Tuition	\$5,950

Tuition includes six online courses and one virtual convening hosted virtually by the University of Pennsylvania. Graduates will receive a certificate from the University of Pennsylvania upon completing 4 core classes, 2 electives, and a capstone assignment and attending the Virtual Convening.

A \$950 deposit is required to enroll in the program.

Financing Options

We are proud to say that the Executive Program in Social Impact Strategy is among the most affordable executive programs available today. While scholarships are not available, interest-free payment plans are available for admitted students.



Email an admissions advisor



Attend an informational webinar



Start your application

About the Center

The Center for Social Impact Strategy is a research and action center based in the University of Pennsylvania's School of Social Policy & Practice. Our mission is to make tools and resources for social impact available to anyone, anywhere. We believe in providing cutting edge content with immediate real world application.



OUR OBJECTIVES

1. Provide training and tools to people who seek to make change around the world.
2. Deepen understanding of the distinctive strategies adopted by world changers as they seek to innovate and generate social impact.
3. Create a thriving global community of leading social innovators who are committed to the growth and success of the entire field.

OUR VALUES



Establish Intention

Our actions and words are informed by the aspirations we set for ourselves.



Listen In

When in conversation, we don't wait for our chance to speak, but rather actively listen.



Believe in a Better World

Though some days may feel grim, we anchor ourselves not in problems, but possibilities.



Build Community

We know we can't do it alone; we open ourselves to others for support and guidance.



Authorize Yourself

Our worth is inherent and internally-sourced; we may have to take risks to make the right choice.



Lead with Empathy

Our work is driven by compassion and generosity; we assume the best in others.



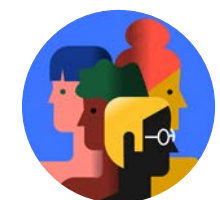
Make It Happen

We are driven by action; we don't think to build, but rather build to think.



Create Every Day

Our creativity is cultivated through a daily practice; our days are up to us to create.



People Matter

We remember that to affect many, we must affect some and to affect some, we must affect one.



The Center for **Social Impact Strategy**



Penn
Social Policy & Practice
UNIVERSITY of PENNSYLVANIA

**Executive Program
in Social Impact Strategy**
2021 Viewbook

csis.upenn.edu