

Georgian College's  
Centre for Social Entrepreneurship  
presents the:

## Community Project Initiative

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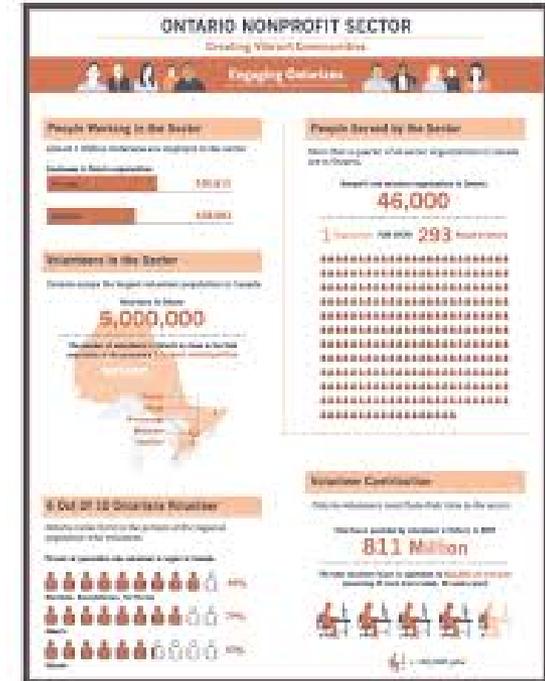
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Higher Education Summit



# Context: Non-Profits as an economic driver

- 46,000 non-profits in Ontario
- Generates nearly \$100.7 billion (7% of GDP)
- Employs over 950,000 Ontarians
- Generates 36% in \*earned revenue



\* Earned through sales of goods and services rather than grants and foundations

# Positioning S.E. at Georgian College

Non-profits (NP) need increased capacity (staffing and organizational systems) to build and grow social enterprises

NP need graduates/employees that can offer social entrepreneurial skills and mindsets

*(Inspiring Innovation, 2013)*



HEALTHY LOCAL  
ECONOMY AND  
COMMUNITY



STRATEGIES AND INTERVENTIONS



## Georgian College's Centre for Social Entrepreneurship

- **Supports students**
  - Experiential Learning (CPI) as a vehicle to learn SE skills and mindsets
- **Supports faculty**
  - Professional development
  - New curriculum
- **Supports the non-profit community**
  - Capacity building and training
  - Fresh student perspectives
- **Supports Georgian College**
  - Entrepreneurial culture and vision
  - Engage community partners

# Community Project Initiative (CPI)

- Alternate field placement experience that *innovatively pairs teams* of energetic, fresh thinking change makers with *community organizations*.
- Opportunities for students to “think critically, take initiative, problem solve and work collaboratively” (Entrepreneurship Education: A Guide to Educators, 2013).
- Exposes students to *real life social problems* through unique projects that give rise to the development of *social entrepreneurial skills and mindsets*.

# Couchiching Jubilee House

*(...empower homeless or near homeless women to improve the quality of their lives through individualized support and transitional housing)*

## Project Outcomes

1. **Built and delivered an awareness** campaign for local elementary schools about homelessness
2. **Co-organized** the second annual “**Bowls for Beds**” fundraiser (enhanced results and outcomes)



## Acquired SE Skills and Mindsets

- ✓ Ability to communicate with customers, stakeholders, suppliers
- ✓ Capacity to measure outcomes
- ✓ Ability to develop collaborative relationships

# Duke of Edinburgh Award

The Award is a non-competitive program in which participants set and achieve personal goals for community service, skills, fitness, and adventure.

## Project Outcome

- Worked in partnership to **create and establish** the only community collaborative chapter of the Duke of Edinburgh Award in efforts to **enhance volunteer culture** and opportunities for youth in Orillia

(Community Collaborative Chapter:  
Georgian College, OPP, Orillia Youth  
Centre, Lakehead, Camp Couchiching)



## Acquired SE Skills and Mindsets

- ✓ Management of Financial Capital
- ✓ Ability to sell/market organization
- ✓ Manage strategy development

# Potential College Outcomes to CPI

- Recruits and retains students
- Enhances KPI results  
*(i.e. student experience)*
- Provides an efficient and cost-effective Field Placement program  
*(i.e. reduced monitoring and travel costs)*
- Differentiates graduates and job seekers
- Reduces Field Placement community partner saturation



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*“Social enterprise is changing the rules of the game by fostering a culture of cross-pollination between business, government and civic sectors to create more equitable and inclusive economies.”*

Report on Social Enterprise Survey for Ontario, 2013