



# Center for the Advancement of Social Entrepreneurship



## CASE Social Sector Scholarship Program

### Program Overview

***With support from the Wachovia Foundation, Duke's Fuqua School of Business offers two scholarships each year to individuals with nonprofit backgrounds who are looking to acquire business skills for use in their pursuit of social impact.***

- Administered by Duke's Center for the Advancement of Social Entrepreneurship (CASE), the merit-based scholarships are awarded to first year students in the Daytime MBA program who are committed to applying their business skills in the social sector.
- Awardees must first apply to the Duke MBA daytime program. Interested admits may then apply for the scholarship through a separate process managed by CASE. Only applicants who gain admittance to the Duke MBA daytime program will be considered for the scholarship.
- All recipients will be required to participate in the CASE Social Sector Summer Internship program. After completing their summer internship scholarship, if recipients remain committed to pursuing a social sector career upon graduation, they will be eligible for a second year of scholarship funding.
- In total, scholarship recipients will be eligible for \$25,000 in financial support consisting of two years of tuition support at \$10,000 per year and one summer internship support of up to \$5,000.

***For the Class of 2011, the scholarship application is due on March 13, 2009.*** Applicants will be informed of their status by April 2, 2009.

### Background

#### ***What is CASE?***

Established in the fall of 2002, the Center for the Advancement of Social Entrepreneurship (CASE) is a research and education center dedicated to promoting entrepreneurial pursuit of social impact through the thoughtful adaptation of business expertise. CASE aims to encourage innovation and enhance effectiveness in social sector organizations whose primary missions are the creation of social value. Anchored at one of the nation's leading business schools and led Professor J. Gregory Dees, a pioneer of the study of social entrepreneurship as an academic subject, CASE is particularly interested in how knowledge developed for use in business can be adapted to address the distinctive challenges of the social sector. To this end, CASE pursues a mutual, cross-sector learning process that engages business school faculty, MBA students, and leaders from both the social and business sectors.

CASE offers curricular, extracurricular, financial aid, and career programs designed to increase and enhance MBA engagement in the social sector. Some of these programs include *elective courses, independent studies, mentored internships, and a concentration* in social entrepreneurship; *Fuqua on Board*, which places students on local nonprofit boards during the academic year; a *summer internship program*; and a *loan assistance program* that provides financial assistance to recent alumni working full time at nonprofit or government agencies. CASE also works very closely with the *Duke MBA Net Impact Club* (formerly the Social Impact Club), to support a range of student activities and ensure that we are responsive to the needs and interests of Duke MBA students.

For more information about CASE, please browse the CASE website at <http://www.caseatduke.org>.

## **What does CASE mean by the terms “social entrepreneurship” and “social sector?”**

Social entrepreneurship is the process of recognizing and resourcefully pursuing opportunities to create social value. Social entrepreneurs are innovative, resourceful, and results-oriented. They draw upon the best thinking in both the business and nonprofit worlds to develop strategies that maximize their social impact. These entrepreneurial leaders operate in all kinds of social-purpose organizations: large and small; new and old; religious and secular; and nonprofit, for-profit, and hybrid. These organizations comprise the "social sector." For a more detailed discussion of social entrepreneurship and the social sector, please see “What is Social Entrepreneurship” on the CASE website at: [www.caseatduke.org/about/whatisocialentrepreneurship/](http://www.caseatduke.org/about/whatisocialentrepreneurship/).

## Scholarship Program Description

### **What are the goals of this program?**

CASE developed this scholarship program in response to the increasing demand for business skills in the social sector. The program has three principal goals:

- Practical professional development for participants
- More effective social sector organizations
- Enhanced activities at Duke and CASE

Through this program, CASE aims to have a significant and lasting impact on the students, the community, Duke, and the social sector of the future.

### **Who is eligible for this scholarship?**

Applicants for the CASE Social Sector Scholarship should meet the following criteria:

- Gain admission to the Duke MBA Daytime Class of 2011 in admissions rounds 1 or 2
- Have significant nonprofit/nongovernmental organization (NP/NGO) experience, which can be demonstrated through either of the following:
  - a minimum of one year of full-time, NP/NGO employment, OR...
  - at least two years of continuous volunteer leadership with an NP/NGO
- Demonstrate a commitment to applying their business skills in the social sector during their summer internship and upon graduation

Entering students who receive a full-tuition scholarship to Duke from a different source (such as the Keller Scholarship) will be ineligible for the CASE Social Sector Scholarship. However, they are eligible for participation in the CASE Summer Internship and Loan Assistance Programs.

### **What are the requirements of scholarship recipients?**

In order to meet the goals of the program, scholarship recipients must meet the following obligations:

- Participate in and fulfill all obligations associated with the CASE Summer Internship Program described below
- Maintain their commitment to pursuing a social sector career upon graduation
- On occasion, represent Duke and CASE to prospective students, alumni, and other interested parties through events, publications, and informal channels designed to increase awareness of the program, share their experiences, and contribute to the enrichment of the MBA experience
- Maintain full-time student status in good academic standing at Duke over the course of two years

If at any time between their acceptance of the scholarship and graduation students do not fulfill any of the above obligations, they will forfeit their eligibility and any remaining tuition or internship support.

### **What is the CASE Summer Internship Program?**

MBA students often seek a way to make the summer between their first and second years meaningful — a chance to apply business skills and gain valuable business experience and training in the social sector. The CASE Summer Internship Program enables students to learn about the rewards and challenges of social sector

management without making a significant financial sacrifice. In addition, the program enables organizations that otherwise could not afford to hire MBA student interns to benefit from students' expertise in areas such as finance, management consulting, strategic planning and marketing.

With support from CASE and Duke's Career Management Center, participating students identify and pursue internship opportunities in areas of their own interest. Students have applied their MBA skills at organizations such as the Center for Community Self-Help, Education Pioneers, Common Good Ventures, KaBOOM!, National Park Service, PBS, Physicians for Peace, Sustainable Jobs Development Corporation, Triangle Residential Options for Substance Abusers (TROSA), and the U.S. Department of Energy.

The organization for which a scholarship recipient works as a summer intern:

- Must be a nonprofit organization (501(c)(3)), public sector organization or nongovernmental organization (NGO). Social purpose businesses (revenue-generating businesses operated by nonprofit organizations that directly serve the mission of that organization) are also eligible. Internships with for-profit businesses, even those with a social mission, are not eligible for funding through this scholarship program
- Must provide a clearly defined public benefit or service
- May not have the promotion of a particular political party or candidacy as its core mission
- May not be primarily religious in nature, but may have a religious affiliation

With support from the Wachovia Foundation, Fuqua's Net Impact Club, and other sources, the CASE Summer Internship Program supplements the salaries that students receive from nonprofit host organizations to help cover summer expenses. The goal of the program is to provide awards that bring the total amount of compensation to \$1,000/week. CASE expects that hiring organizations pay a minimum of \$500/week, though exceptions to this requirement may be considered on a case-by-case basis. Total summer compensation from all sources may not exceed \$10,000, and the maximum award from the CASE Summer Internship Program is \$5,000 per participant per summer.

Internship program participants are required to work at their chosen nonprofits for 8-10 weeks during the summer. Participants must submit a 2-3 page internship report to CASE before the first week of classes for the fall term describing their experience. These reports may be used in whole or in part in the CASE newsletter or website, or in other publications promoting The Duke MBA program.

### ***How will scholarship funds be disbursed?***

Awardees will receive \$5,000 in the fall and \$5,000 in the spring of their first school year. These disbursements will come in the form of tuition credits to be applied to recipients' bursar accounts. These funds are not available for books, supplies, or living expenses.

In addition, scholarship recipients will receive up to \$5,000 for participating in the CASE Summer Internship Program. These funds will be disbursed directly to the recipient by check in either June or July.

After completing a CASE summer internship and submitting the required internship report, if scholarship recipients remain committed to pursuing a social sector career upon graduation, they will be eligible for a second year of scholarship funding disbursed as \$5,000 in tuition credits in the fall and \$5,000 in the spring. In total, scholarship recipients will be eligible for \$25,000 in financial support, two years of scholarship support at \$10,000 per year and one summer internship support at up to \$5,000.

Scholarship recipients will no longer be considered eligible to participate in the CASE Social Sector Scholarship Program if they do not participate in the CASE Summer Internship Program or complete required reports and affirmations of their commitment to the social sector, or if they accept full-time jobs in for-profit firms. As soon as a participant becomes ineligible, all future funds from this scholarship program will be forfeited.

## Application for the Scholarship Program

### ***How can I apply for this scholarship?***

Students who have applied to the Daytime MBA Class of 2011 in rounds 1 or 2 may apply for the scholarship by completing the application form and submitting it to CASE along with the required letter of recommendation and any additional supporting materials. For electronic copies of the application form and this program description, go to [www.caseatduke.org/mba/financialaid/](http://www.caseatduke.org/mba/financialaid/).

If you are interested in applying for this scholarship, we encourage you to notify CASE as soon as possible. Please send a message indicating your intent to apply to CASE Assistant Director, Ruth Tolman ([ruth.tolman@duke.edu](mailto:ruth.tolman@duke.edu)). This advance notice will enable the review committee to work with the Duke MBA Office of Admissions to gather all relevant materials from your Duke MBA application files.

The application form, letter of recommendation, and any supporting materials should be sent together via U.S. Postal Service or special delivery to CASE at the address listed on the application form. *In addition, an electronic copy of the application form should be sent via e-mail to Ruth Tolman ([ruth.tolman@duke.edu](mailto:ruth.tolman@duke.edu))*. If you or your recommender lives in an overseas location from which hard copy delivery is impractical, please contact us to make alternate arrangements for submission.

### ***May I use a letter of recommendation submitted along with my original Duke MBA application?***

If you wish, and with your explicit written consent, we can request that the Admissions Office provide us with a letter of recommendation that you submitted as part of your Duke MBA application packet. However, since we are looking specifically for insight into your contributions to the recommender's organization and your potential as a thoughtful leader in the social sector, you may wish to submit a new letter of recommendation if you think that it would better address these topics.

If you would like for us to request your letter of recommendation from the Admissions Office, please notify us as soon as possible by sending a separate e-mail to CASE Assistant Director Ruth Tolman ([ruth.tolman@duke.edu](mailto:ruth.tolman@duke.edu)) with the following text:

*"I, [Name of Applicant], request and give permission for the release to CASE of the recommendation written by [Name(s) of Recommender(s)] in support of my application to The Duke MBA daytime program. These recommendations will be used to evaluate my application for the CASE Social Sector Scholarship.  
[Signature & Date]"*

### ***When are scholarship applications due?***

All application materials (including the application form, letters of recommendation, and any supporting materials) must be received by CASE no later than **5:00 p.m. Eastern on Friday, March 13, 2009**. We regret that we cannot consider materials received after this deadline, including applications from candidates in Round 3 of The Duke MBA admissions process. Incomplete applications, including those missing letters of recommendation, and applications of anyone not admitted into the Daytime MBA program will not be considered. Applicants will be informed of their status by April 2, 2009.

### ***How will decisions be made?***

A committee of CASE staff and faculty will select two recipients whose applications, letters of recommendation, and Duke admissions materials best demonstrate their capacity for and commitment to applying their business skills in the social sector. Specifically, reviewers will be looking for:

- Demonstrated success in previous social sector roles
- Compelling and convincing plans for a social sector career
- An appreciation for and understanding of the role of business skills in the social sector
- Potential for leadership and impact at Duke and in the social sector

### ***What if I have additional questions?***

- For more information about CASE and our social entrepreneurship program for Duke MBAs, we encourage you to browse the "Students" section of our website at <http://www.caseatduke.org>
- For additional information on this scholarship program, including links to profiles of past recipients, see [www.caseatduke.org/mba/financialaid/#scholarship](http://www.caseatduke.org/mba/financialaid/#scholarship)
- For questions related to this scholarship program, please contact CASE Assistant Director Ruth Tolman ([ruth.tolman@duke.edu](mailto:ruth.tolman@duke.edu))
- For general information about The Duke MBA program and admissions, please visit [http://www.fuqua.duke.edu/programs/duke\\_mba/daytime/](http://www.fuqua.duke.edu/programs/duke_mba/daytime/)