

The Enterprising Leadership Incubator

Ideas to Action: Innovators Working for a Better Society







Through the Enterprising Leadership Incubator (ELI), Duke undergraduate students take a social entrepreneurship idea from concept to reality. The process begins with identification of a promising idea that addresses a real problem or opportunity in the Duke or Durham communities. With guidance and support from Public Policy Professor Tony Brown, students then develop a compelling business plan and launch a pilot program. If successful in the pilot stages, the students work to make their projects sustainable and institutionalized. The incubator objectives are twofold: creating meaningful learning experiences for the students and something of enduring value for the community.

The students participating in the ELI are talented, passionate, dedicated, and inspiring. The projects that make it through the pilot stage have the potential for lasting impact, but they need to have plans and processes in place to ensure they continue to thrive and grow beyond the initial students' involvement. ***MBAs interested in social entrepreneurship have the opportunity to serve as mentors to these students, helping them develop a sustainability plan for their initiatives. Depending on the level of involvement, participating MBA students may be eligible for independent study credit through CASE.***

Some Sample Projects, Past and Present:







Turning the Page (TTP)

Turning the Page is a national program focusing on the importance of reading and literacy for at-risk students and families, particularly ESL students. TTP will create a Durham chapter. *Results to date include...*

-  *Student completed an independent study focusing on ESL issues*
-  *Established a relationship with EK Powe Elementary School and ESL coordinator in DPS*
-  *Received a grant of \$1,000 from ELI*
-  *Integrated TTP in a House Course to enhance student volunteer resources and sustainability*
-  *Support of the national TTP*
-  *Successful pilot project completed in E.K. Powe in April 2004*

The Girls' Club

The Girl's Club is a social outlet and supportive group for at-risk girls, ages 11-15 who live in predominantly minority Durham communities. The club meets in community centers, is led by Duke women, and provides seminars, mentoring, field trips, and a weeklong summer camp. Program initiated in fall 2003. *Results to date include...*

-  *Raised funds in excess of \$7,000*
-  *Established itself as a DSG organization*
-  *Endorsed by Duke University Office of Community Affairs*
-  *Organized a pilot program at West End Teen Center that began November 1, with 14 girls and 25 mentors.*
-  *Currently have 22 girls and 23 mentors actively engaged in the Club*
-  *Held its first field trip to a Duke Women's Basketball game in January 04*

F.I.E.L.D.S. - Fund Raising Initiatives and Enterprising Leadership for Durham Sports

A student-run program launched in 2000 to equip and coach downtown Durham Little League teams and later expanded to renovate a decrepit baseball field. Results to date include a \$250,000 in gifts and grants for uniforms, equipment, and field renovations. Additional in-kind construction services exceed \$250,000. Students participate on the Durham Bulls Youth Athletic League board of directors. The field dedication ceremony was held on May 1, 2004.

The Duke-Durham Watershed Initiative

The Duke-Durham Watershed Initiative is a commitment to water conservation from a new coalition of Duke students and faculty with Durham's community leaders, kids, and families. The mission is to improve the condition of the branch of South Ellerbe Creek that runs through the Old West Durham and Walltown neighborhoods through stream rehabilitation and environmental education for the community. *Results to date include...*

- ✦ *Business plan completed*
- ✦ *Relationships with key University and community stakeholders established*
- ✦ *Space commitments in place*
- ✦ *Media coverage and participation in Earth Day established*
- ✦ *Grant applications submitted*

Elton Brand Foundation All-Star Basketball Camp

The All-Star Basketball Camp is a student organized and run summer camp for underprivileged children, to learn basketball skills and life lessons from influential area leaders and role models. Students are trying to insure that the camp can be sustained on a long-term basis. *Results to date include...*

- ✦ *The first session of the free camp was run successfully in August 2002 for about 50 participants. Guest speakers included Danny Ferry, Jay Bilas, Cory Maggette, Johnny Dawkins, and others*
- ✦ *The second year of the camp was held in August 2003 with 40 campers and guests Johnny Dawkins, Phil Ford, and Chris Duhon*
- ✦ *Students are negotiating with the Emily K. Center as a permanent site for the camp*

Active Minds

Active Minds at Duke is a mental health education, awareness and advocacy organization that aims to decrease the stigma related to mental illness. *Results to date include...*

- ✦ *Business plan developed and project launched*
- ✦ *Obtained DSG charter, UPB charter, and GPSC affiliation*
- ✦ *Twenty students actively involved*
- ✦ *Key stakeholder relationships established. Secured key administration advisors.*
- ✦ *Organized Active Minds for Active Bodies run with 129 registered participants (marketing, speakers, logistics, volunteers, fund-raising). Raised \$9,780 and an additional \$2,850 in-kind donations*
- ✦ *Design of a new publication. Publication concept developed and 13 story submissions.*
- ✦ *Created communications materials – logo, brochure, and website. Active public relations with two articles in the Chronicle, Guest Commentary, and Letter to the Editor*

The Duke University Greening Initiative

A student-run initiative begun in 2002 that is playing a catalytic leadership role in advocating and coordinating green building and other sustainability initiatives at Duke University. Students have raised in excess of \$32,000 to date, and the program is fully supported by the University's Executive Vice President. Activities include bringing major speakers to campus, creation of a model "green room", collaboration with the Environmental Alliance, an environmental assessment of campus, and the incorporation of LEED standards for the Master Building Plan at Duke.

For more information, contact Beth Anderson at banders@duke.edu or attend the Enterprising Leadership Class Project Presentations on Tuesday, Sept. 14th, 4:25 – 5:40, Sanford Institute Room #05.