



STUART WEITZMAN SCHOOL OF DESIGN +
SCHOOL OF SOCIAL POLICY & PRACTICE

Executive Program *for*
Social Innovation Design

WHAT
WITH
AND
TO AD
WHAT
WITH
AND
TO AD

HELP
OLDEF
ROBL
Y IDEA
HELP
OLDEF
ROBL
Y IDEA

D HOV
KEY
LL DB
NERA
D HOV
KEY
LL DB
NERA
HINKIN
/ATIC
UND
UGH
HINKIN
/ATIC
UND
UGH

contents

3 PROGRAM OVERVIEW

4 *Who is XSD for?*

5 *Program Goals*

8 *Program Overview*

11 COURSES

16 WHY XSD?

17 *A Program Like No Other*

18 *Core Faculty*

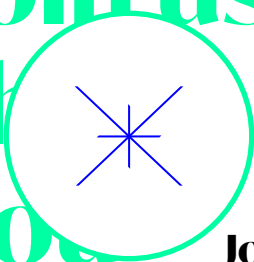
20 ADMISSIONS + NEXT STEPS

20 *Key Dates*

21 *FAQ*

24 *Apply*

Join us to imagine and design a better future for the community you care most about. Who



Join us to imagine and design a better future for the community you care most about.

Whether you're looking to change direction, launch a new project, shape your community or simply live a more creative and purposeful life, the Executive Program in Social Innovation Design will start you on the road towards meaning and impact.

This unique 5-month online and in-person executive program is a collaboration between the *University of Pennsylvania Stuart Weitzman School of Design* and the Center for Social Impact Strategy (CSIS) at the *School of Social Policy & Practice (SP2)*.

This innovative program combines both online learning and in-person experiences, including four online courses and two campus convenings. Learn about the nuts and bolts of human-centered design, community needs assessment, performance measurement and mobilization strategy.

Few programs combine rigorous training in design with strategy tools for social impact. This program integrates these two distinct but complementary subjects.

assessment, performance measurement mobilization strategy. Few programs com

nc
'si
, t
i D
in
inc
acc
an
bo
ee

Who is this program for?

It is for design professionals who want to utilize their skill set for positive change but aren't sure where to start.

DESIGNERS,
ARCHITECTS,
URBAN PLANNERS,
OR LANDSCAPE
ARCHITECTS

It is for professionals working in mission-driven organizations but who need design tools to achieve their goals.

BUSINESS,
NONPROFIT,
OR GOVERNMENT
AGENCY
PROFESSIONALS

It is for those seeking purpose and meaning at the intersection of work and values.

program goals

- › **Learn** to move effectively between defining problems, designing solutions and piloting new approaches.
- › **Connect** with a fascinating and diverse community of creative problem solvers poised to make a difference.
- › **Explore** and test your ideas and move them towards reality.
- › **Discover** new frameworks and business models.
- › **Build** creativity and purpose into your daily work.



“Sarah’s Design Thinking class has been one of my favorite classes at Penn for its practical application in the workplace. The tools she exposed us to, in terms of generating design ideas and rapid prototyping, can be applicable to any sort of project, including data analysis (where I specialize).”

Dana Max

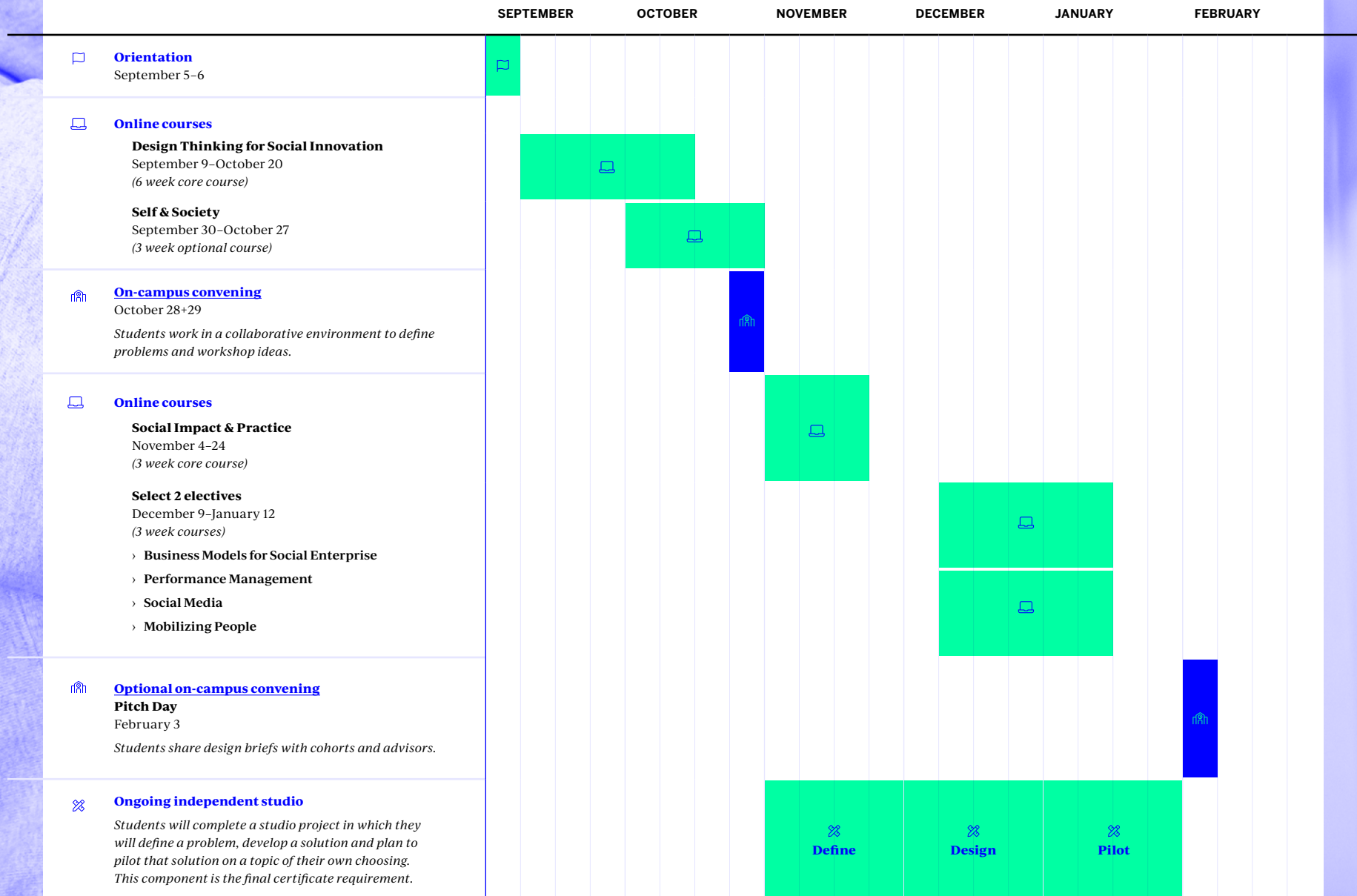
Penn Student, learned from Sarah in 2018

A person with glasses is shown in profile, pointing at a whiteboard. The scene is set in a meeting room with a whiteboard and a door in the background. The entire image has a blue color cast. The person is wearing a dark long-sleeved shirt and glasses. They are pointing with their right hand towards the whiteboard. The whiteboard has some faint markings on it. The door in the background has a sign above it.

The XSD program is a place for creative optimists to find their purpose at the powerful intersection of social impact and design.

It is for budding social innovators who want to take the first steps to identify a social problem, imagine innovative and sustainable solutions and learn the tools to prototype and implement their ideas.

program overview



COURSES + CONVENINGS

To earn the certificate, students complete:

2 REQUIRED ONLINE CORE COURSES

- › **Design Thinking for Social Innovation** (6 week course)
- › **Social Impact & Practice** (3 week course)

2 REQUIRED ELECTIVES

- › **Business Models for Social Enterprise** (3 week course)
- › **Performance Management** (3 week course)
- › **Social Media** (3 week course)
- › **Mobilizing People** (3 week course)

1 IN-PERSON LEARNING EXPERIENCE

- › **On-campus convening** (October 28+29)

Students will have the option to additionally take:

- › **Self & Society** (3 week optional course)
- › **Electives** (Up to 2 additional electives—3 weeks each)

Optional on-campus convening:

- › **Pitch Day** to share design brief with advisors

ONGOING STUDIO

In addition to the coursework, students will complete a studio project in which they will **define a problem, develop a solution and plan to pilot that solution** on a topic of their own choosing.

This component is the final certificate requirement.

ADDITIONAL REQUIREMENTS

FEES

Participants will pay a fee of \$4,250 for the program and will cover their own travel and accommodation costs for the convenings. Students will be responsible for obtaining any necessary visas for travel to Philadelphia.

TECHNICAL

Technical requirements for participation include the internet bandwidth to stream video, download large PDF files and create and upload their assignments in PDF form. Optional connections with peers and teaching fellows will take place over video conferencing platform Zoom. All educational materials and learning will be located on the University of Pennsylvania Canvas learning management system.

This program is a hybrid education format combining online and in-person experiences.

A certificate of completion will be awarded to those who successfully complete the program.

Design Thinking for Social Innovation

SARAH ROTTENBERG

This course will help you move from dreams of change to someone who can design and implement change. You will learn the tools and techniques of human-centered design, enabling you to understand people's needs, identify authentic demand in the community and design products, programs and interventions that meet people's needs. Students will co-create with the community, prioritize, evaluate and refine their ideas so that they can be successfully implemented and drive social change. Develop a process for creative problem solving and acquire tools that you can use in your everyday work whenever you are designing for complex contexts and seemingly intractable social issues.

CORE COURSE, 6 WEEKS ONLINE

Social Impact & Practice

JULIE DONOFRIO

Communities have histories that shape how they approach the world and we changemakers who might lack similar experience need to be able to meet them there. You will unpack why the urban issues we deal with are so intense and learn about the psychological effects of displacement, power dynamics around control of funding and getting people to think critically. This course goes beyond the typical understanding of community context and gives tools and case studies for digging deeper into why we care about social change and how to better prepare yourself for talking to communities with empathy. You will take the tools of design out of the classroom and into the world, interpreting the lived reality of communities.

CORE COURSE, 3 WEEKS ONLINE



Self & Society

KAVEH SADEGHIAN

This course will lead you through a journey of discovery about your deepest passions and the world's most pressing needs. Our goal is to help you find that powerful point of intersection between your identity and the problems that weigh most heavily on your community; setting intentions so you can leverage your time in the program most effectively, to take the course with purpose and with clarity; gaining greater insight about yourself and the impact you can create on the world.

This course takes you to a point where you are now ready to engage in the world and navigate the courses that follow in the program.

OPTIONAL ELECTIVE COURSE, 3 WEEKS ONLINE

Independent Studio

The studio is the opportunity for students to put what they've learned in the program into practice. Students will complete an independent project in which they will define a problem, develop a solution and plan to pilot that solution on a topic of their own choosing. This component is the final certificate requirement.

PHASE 1: DEFINE

PHASE 2: DESIGN

PHASE 3: PILOT



“Kaveh is an energetic instructor. He practically takes large theories and breaks them down into a way that you might use them every day. Kaveh does this in a way that allows you to immediately use them in your practice.”

Terri Broussard Williams

Penn Student, learned from Kaveh in 2018

Business Models for Social Enterprise

SUZI SOZA

To be successful at scale, any great intervention needs a business model behind it. This course explores the differences between nonprofit, for-profit and hybrid enterprises, all of which can be marshalled for social impact. Having a strong financial base will accelerate your ideas for social innovation and allow you to reach the impact you design.

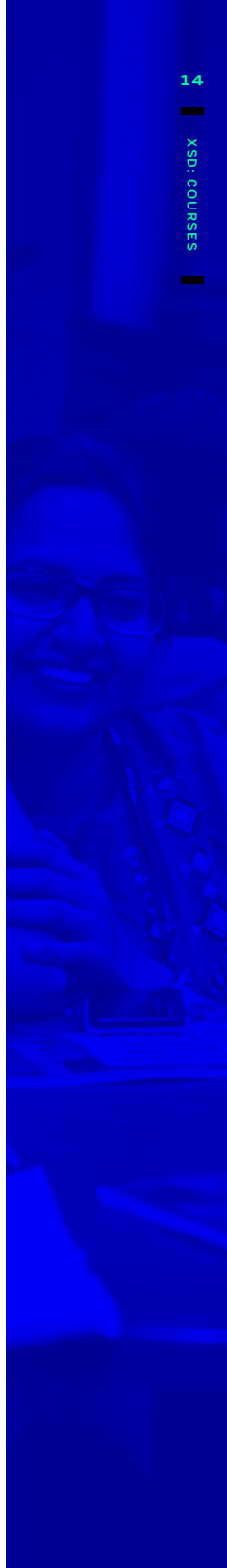
ELECTIVE COURSE, 3 WEEKS ONLINE

Performance Management

JED EMERSON,
PETER FRUMPKIN
& SARA OLSEN

What you measure determines what you do. Good performance measurement is the key to operational improvement, stakeholder support and clear understanding of mission value. In this course we explore the tools of performance measurement that can be deployed in depth in service of tracking your social innovation and organizational health. Measuring impact is no longer a luxury but an operational necessity in today's world.

ELECTIVE COURSE, 3 WEEKS ONLINE



Social Media

ROSEMARY CLARK
PARSONS

Digital media platforms and their users are changing the way social movements mobilize. Building successful movements in the digital age requires a thorough understanding of digital media and their affordances and limitations as organizing resources. Drawing on case studies of movements from around the world and cutting-edge social science research, this course will equip you with an actionable toolkit for strengthening your digital media practices.

ELECTIVE COURSE, 3 WEEKS ONLINE

Mobilizing People

JOE McCANNON

How do ideas and visions of change spread and reach millions of people? This course explores the dynamics of social movements and the mobilization of people behind causes. Building powerful and effective social movements requires not just good strategy but a set of well-defined skills in maximizing the commitment of others. In this course you will learn how to get large-scale impact from the power of people.

ELECTIVE COURSE, 3 WEEKS ONLINE



HOW
WORLD
ERS
LAR
OBE
ERE.
WHY
S WE
NSE
THE
CTS
WER
UND
ING,
E TO
THIS
THE
DING
EXT
AND
ING
ARE
AND
ARE
KING
WITH
AKE
SIGN
DOM
RLD,
VED
TIES.
AVE
HOW
WORLD
ERS
LAR
OBE
ERE.
ACK

**This program stands alone
as a career accelerator for
participants and may be
considered towards advanced
standing in a master's degree.**

Consideration for advanced standing in the Master's in Nonprofit Leadership program in the School of Social Policy & Practice (SP2) is available for those who successfully complete the program and want to take one step further.

XSD offers:

✳ **A more affordable program than many other executive education programs**

✳ **Longer duration and richer content than most similar programs**

✳ **Unique approach of design + social impact**

✳ **Combination of online and in-person learning**

✳ **Ability to connect and network**

✳ **Certificate from the University of Pennsylvania**

✳ **Offers advance standing consideration in the SP2 Nonprofit Leadership Masters**

✳ **5 months to learn new skills and frameworks**

✳ **Community of learners and practitioners**

a program like no other



Sarah Rottenberg,
Faculty Director

Sarah Rottenberg is an Adjunct Assistant Professor at the University of Pennsylvania Stuart Weitzman School of Design and the Executive Director of the Integrated Product Design Program, a master's program that bridges design, business, and engineering. Sarah specializes in bringing people together to design products and experiences that are desirable, meaningful, feasible, and viable. She is adept at articulating design processes and methods, teaching Design Thinking and Design Process to students across the university and for Wharton Executive Education. Sarah is a cofounder of Lia Diagnostics, a company that has developed a flushable pregnancy test—a sustainable product that puts women in control of their own experience. Sarah began her career as a design strategist at Doblin, Inc. and was a Directing Associate at Jump Associates. She has an MA in Social Sciences from the University of Chicago and a BS from Georgetown University.



Ariel Schwartz,
Faculty Director

Ariel is the Managing Director and Director of Distance Learning at the Center for Social Impact Strategy at the University of Pennsylvania. Previously at Penn, Ariel was a post-doctoral fellow and Director of Distance Learning, doing curriculum development and overseeing the educational experiences of participants in the Center's Executive Program. Ariel also serves as an instructor in Penn's Nonprofit Leadership master's program. As a social researcher, she studies how grassroots social sector organizations can make good use of donor-funded computing technology. During her dissertation data collection, Ariel was based at the Technology for Emerging Markets Group at Microsoft Research, India, to study female community health workers' use of mobile phones. Previously, Ariel was Research Development Specialist at the Institute for Social and Economic Research and Policy, and Program Manager at the Initiative for Policy Dialogue, both at Columbia University. Ariel received her BA and MPA from Cornell University, and her PhD from the University of Texas.

core faculty



**Julie
Donofrio**

Julie is the Managing Director of PennPraxis, the center for applied research, engagement and practice at the University of Pennsylvania Stuart Weitzman School of Design, where she leads projects focused on community engagement, capacity building, evaluation and neighborhood planning. Julie also teaches in the Department of City and Regional Planning, including first-year studio Planning Workshop and Social Impact in Practice, focused on building skills and context for community engagement. Julie joined PennPraxis after working as a planner and urban designer with leading design firms including EDAW (now part of the multinational engineering firm, AECOM), and Wallace, Roberts & Todd (WRT). Julie was responsible for leading large-scale, community-engaged, planning and urban design plans for a wide range of communities. Julie earned her Master's in City & Regional Planning and Historic Preservation from Penn and a Bachelor of Arts in History and Spanish from Wake Forest University.



**Kaveh
Sadeghian**

Kaveh is the Creative Director of the Center for Social Impact Strategy, a research and training center based in the University of Pennsylvania's School of Social Policy & Practice. There, he oversees the design and facilitation of programming, leveraging leading practices in organizational psychology and design-thinking to help impact leaders work more effectively and compassionately. Kaveh specializes in training the world's most ambitious problem solvers. Beyond campus, he consults and facilitates for several high-impact organizations, including the World Bank, Aspen Institute, Amnesty International, and the Obama Foundation. Through his work, Kaveh has trained over 4,000 impact leaders and the online programs he's helped design have reached over 90,000 learners to date. Previously, Kaveh was a Change Manager at Ashoka's Youth Venture, a leading pioneer in delivering social innovation curriculum to K-12 schools across the globe. He has a BBA in Marketing from the College of William and Mary.

core faculty

key dates

APPLICATION, PROGRAM & PAYMENTS

APPLICATION DATES

Applications open	May 1
Early application deadline	July 1
Early enrollment deposit deadline	July 31
Regular application deadline	August 1
Regular enrollment deposit deadline	August 15

Non-refundable deposit of \$950 is required to reserve your space.

The program takes place over 16 weeks, from September 9, 2019–February 3, 2020. Students will meet on campus in October to work on problem definition. Students will use online electives and independent project time to refine their work, condensing their learning to present their final prototype by the second time we meet on campus in February.

A non-refundable enrollment deposit of \$950, payable by credit card only, is required to confirm your spot; all balances are due by September 4. Participants are responsible for their own home computing needs, travel and accommodation arrangements, and costs for the in-person convenings. Students will be responsible for obtaining any necessary visas for travel to Philadelphia.

PROGRAM DATES

Orientation	September 5–6 (online)
Online coursework	September 9–October 20
In-person convening at Penn	October 28+29
Online coursework	November 4–February 2
Optional in-person convening at Penn	February 3

COSTS & PAYMENT SCHEDULE

No application fee

Early enrollment, full program fee	\$3,950
Regular enrollment, full program fee	\$4,250
Final payment deadline	September 4

innovat
to ide
r cor
at is
ady a
eir id
anne
ake a
kill se
ching
tion c
ssion
vatio
tern

faq

How will my application be evaluated?

We want to hear your story, your hopes and dreams and what you want to accomplish in your career. We are looking to learn about you, what you're passionate about, what you want to learn and why. Whether you're looking to grow your current organization, want to transition into a new role, or you're trying to have the time and space to reboot and consider what's next, be honest about where you are in your journey. We hope that the application process might serve as a reflective practice for you to step back and articulate what you're hoping to accomplish. If you have questions about admissions, please don't hesitate to reach out to xsd@design.upenn.edu so we can discuss.

Are there any prerequisites to apply?

No, there are no educational prerequisites to apply for this program—we are looking for leaders across all industries with a variety of perspectives.

If you have questions, please don't hesitate to reach out to xsd@design.upenn.edu so we can discuss your questions.

What courses will I take during the program?

You will complete a total of four online courses and attend an in-person convening at the University of Pennsylvania. Required courses include: Design Thinking for Social Innovation and Social Impact & Practice; electives include Performance Management, Business Models for Social Enterprise, Social Media and Mobilizing People. There is one optional course entitled Self & Society, plus an additional opportunity for a one-day in-person session at the end to workshop your idea with advisors.

the ho
makers
be a
the
learn
place
nding
This
stand
and
why w
bette
nitie
sign c

faq

What is the in-person programming?

Our program also features an in-person learning component which is critical to our educational model. The in-person component will take place at the University of Pennsylvania on October 28 + 29, 2019. During this time you will complete critical coursework in design thinking and leadership and make progress in problem definition for your studio project. You will also solidify relationships with the other members of the cohort to share your ideas and build connections that facilitate your learning throughout the program.

Are financial aid or scholarships available?

Our program is designed to have the lowest tuition possible without losing the integrity of the educational experience. We're proud to say it's one of the most affordable executive programs available today. Since the program tuition is already being offered at a discounted rate relative to other similar programs, we're unfortunately unable to offer any scholarships. Previous students have gotten partial or full tuition covered from their employers as well, and we also encourage students to crowdfund if possible. If you have questions about finances, please don't hesitate to reach out to xsd@design.upenn.edu so we can discuss.

What's
changing
we need
back
sense
acts of
control o
critica
cal ur
ves to
ber in
l how
o con
ols of

faq

What is the refund policy for the Executive Program?

The \$950 tuition deposit is not refundable. Refunds on balances paid will be made according to the policy of the School of Social Policy & Practice OpenSP2 refund policy.

OpenSP2 supports requests for refunds to non-credit programs in writing only to the appropriate program leadership, please see the specific program page for contact information. On-demand programs require that refunds requests occur within 14 days of the start of the program, and only if less than 25% of course materials have been engaged with (based on course data analytics). Programs which run on a calendar basis with live course sessions require cancellation and refund requests to be made at least 14 days in advance of the course start date. OpenSP2 may provide a transfer option to individuals who cancel beyond the limits of this policy, that decision is at the discretion of the program leader.

Individual programs and programs from affiliated PennSP2 centers each set final program cancellation and refund policies; participants should check program policies before registration and payment. OpenSP2 is a division of the University of Pennsylvania's School of Social Policy & Practice which reserves the right to change, alter or adjust this policy. OpenSP2 reserves the right to cancel any program for low enrollment or other extenuating circumstances at any time, before the start of the program. If SP2 cancels a program, all participants will receive a full refund. Please also note programs offered on third-party platforms (edX or Coursera) are subject to the policies of that platform.

Official communications may be sent to xsd@design.upenn.edu

Have more questions?

[Check out our FAQ page](#) →

create positive change.

You have the power to effect large-scale change and create solutions that matter to people. So—what's next?

[Start an XSD application](#) →

[Schedule an appointment](#) →