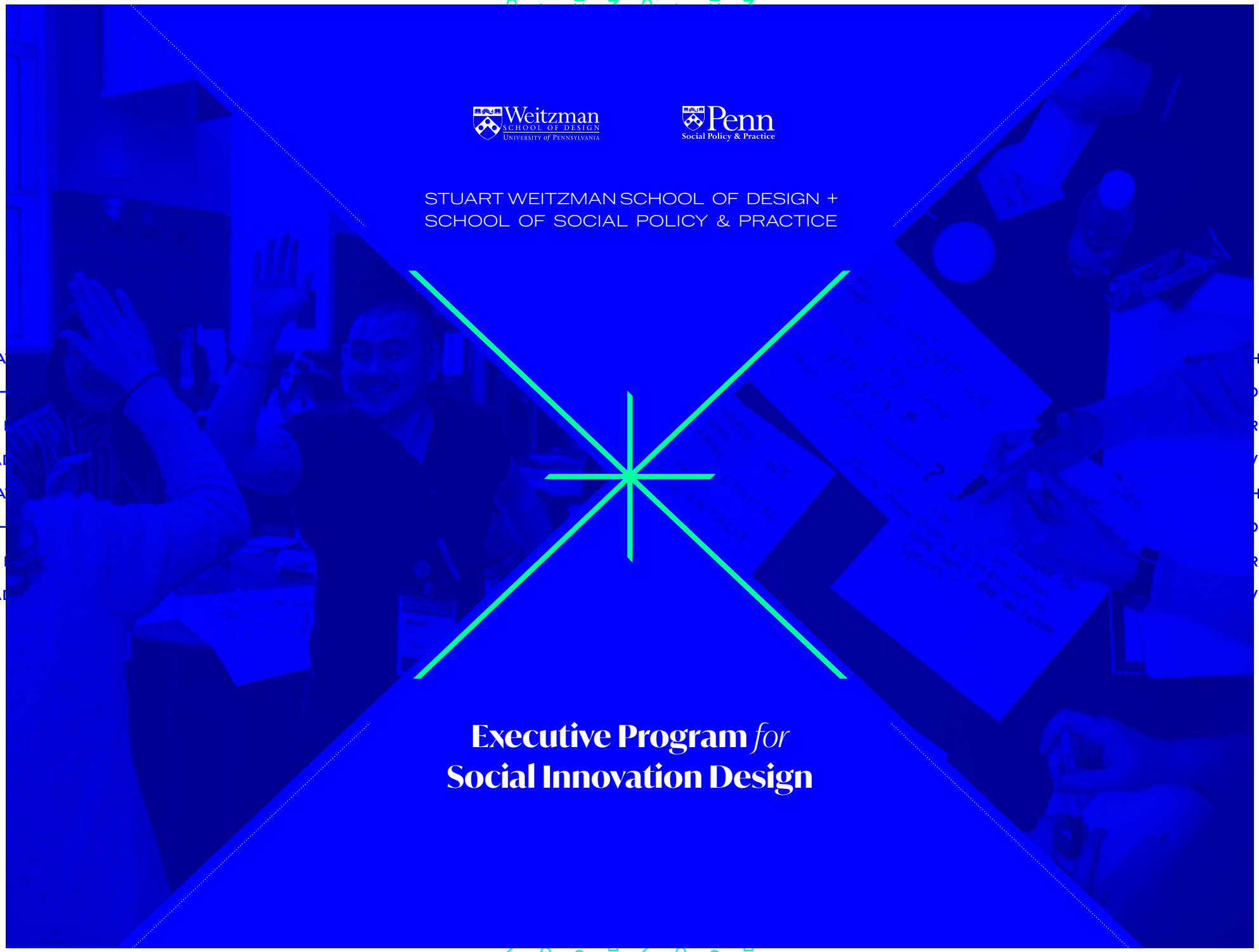
Weitzman School of Design, University of Pennsylvania

Penn Social Policy & Practice

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



Executive Program *for* Social Innovation Design

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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 for Social Innovation Design will start you on the road towards meaning and impact.

This unique 7-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, with the opportunity to develop a project applying tools learned. Discover 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.

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.

“XSD is a family that makes you shed any fear of failure and just enjoy the process of design. The lessons we learn apply to any aspect of your career—but also challenge how you look at the world.”

Jenn Morrison
2019 XSD cohort

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

Orientation
September 8–9

Online courses

Self & Society Elective
September 8–September 27
(3 week elective course)

Design Thinking for Social Innovation
September 14–November 23
(8 week core course)

On-campus convening
October 26+27

The required XSD fall summit provides a collaborative place to define problems and workshop ideas. (This will be on-campus; if in-person gatherings aren't advised at that time, we will hold these sessions virtually.)

Online courses

Engagement for Impact
November 30–December 18
(3 week online core course)

Select 2 Electives
January 4–February 21
(3 week courses)

- **Business Models**
- **Mobilizing People**
- **Performance Management**
- **Social Media**

Optional on-campus convening
Pitch Day
February 19

Students share design briefs with cohort and advisors.

Ongoing independent studio project

The studio project allows students to consider application by defining a problem, developing solutions, and planning a pilot on a topic of their own choosing. This component is the final certificate requirement.

COURSES + CONVENINGS

To earn the certificate, students complete:

2 REQUIRED ONLINE CORE COURSES

- **Design Thinking for Social Innovation** *(8 week course)*
- **Engagement for Impact** *(3 week course)*

2 REQUIRED ONLINE ELECTIVES

- **Business Models** *(3 week course)*
- **Mobilizing People** *(3 week course)*
- **Performance Management** *(3 week course)*
- **Self & Society** *(3 week course)*
- **Social Media** *(3 week course)*

1 REQUIRED IN-PERSON LEARNING EXPERIENCE

- **On-campus convening** *(October 26+27)*
  This will be on-campus; if in-person gatherings aren't advised at that time, we will hold these sessions virtually.

Optional:

- **Pitch Day:** *on-campus convening on February 19, 2021 to share design briefs*
- **Elective Audit:** *students have the option to audit additional electives until April 15, 2021*

ONGOING STUDIO

In addition to the coursework, students will complete an independent 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 $5,250 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 someone who 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, 8 WEEKS ONLINE

Engagement for Impact

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

core

Independent Studio Project

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.

“XSD proved to be invaluable for my career, and my life. Not only was I forced out of my comfort zone by interactions and exercises I would normally avoid, but more importantly I walked away confident that I was fully equipped to tackle a new challenge or endeavor.”

XSD student
2019 cohort

electives (2 REQUIRED)

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

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

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

electives (2 REQUIRED)

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.

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

The expectation of the program focuses on process: experimentation, exploration, and collaboration, not individual perfection.

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*
- 7 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,
Founding Faculty

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,
Founding Faculty

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

Karyn Tufarolo,
Program Coordinator

Karyn Tufarolo is the Director for Faculty Affairs, Diversity/Equity/Inclusion, and Online Learning at the Stuart Weitzman School of Design. Karyn served on the team to lead the launch of our first cohort of the Executive Program for Social Innovation Design. She coordinates XSD program needs such as marketing, student support, convening events, and more. She works with teams across campus to guide new initiatives for online learning at the Weitzman School. At the Weitzman School, she also guides the recruitment, promotion, and retention of a distinguished faculty, coordinating with the Dean and the Provost's Office. She manages faculty appointments and tenure reviews, and provides guidance for standing committees and Chairs. Karyn joined Penn in 2015 and has over 20 years of experience in higher education administration, with a focus in art and design. She holds a BA in English with Fine Arts and an MA in Museum Studies: Communication.

core faculty

key dates

2020 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.

PROGRAM DATES

Orientation	September 8–9 (online)
Online coursework	September 8–October 22
In-person convening at Penn	**October 26+27**
Online coursework	November 2–February 21
Optional in-person convening at Penn	**February 19**
Independent studio project	October 26–March 3

The program takes place from September 8, 2020–March 5, 2021. 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.

COSTS & PAYMENT SCHEDULE

No application fee

Early enrollment, full program fee	$4,650
Regular enrollment, full program fee	$5,250
Final payment deadline	September 4

“XSD was tough, but extremely fulfilling. It taught me that I can make social impact in the world today and brought me together with a group of people who share the same goal.”

Andrew Tolentino
2019 XSD cohort

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 are the faculty members looking for in my application?

There are no application fees and the application itself should not take you longer than 30 minutes to complete. The application requests some basic background information about yourself, a resume upload, and responses to three very short (<250 words each) essay questions. Just be yourself as you compose your application. Our faculty are looking forward to reading your story.

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 26+27, 2020. 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. This in-person summit will be on-campus; if in-person gatherings aren't advised at that time, we will hold these sessions virtually.

Our optional Pitch Day event in February is an opportunity to reconnect with your cohort of students and share your progress.

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.

faq

What is the refund policy for the XSD 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. 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).

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.

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

faq

How much time will the work take?

We anticipate that most students will spend about 6–10 hours per week on the program, but of course this will vary. The program is a part-time program that is designed to be taken alongside, and complementary to, your existing professional responsibilities.

How often are online course materials released?

We release materials on a weekly basis. Once released, material will remain available for the duration of the program. All assignment submission due dates are in eastern time zone. We also host weekly discussion groups for students.

What types of projects will we do?

This curriculum was created as a collaboration between the Weitzman School and the School of Social Policy & Practice (SP2). As a result, students are expected to take courses that focus on design thinking, as well as social impact, and will apply their learning from each discipline to one studio project for the duration of the curriculum. Cohort members have the flexibility to choose a topic of their interest for a studio project, while faculty members and fellow cohort members will help each individual hone their problem statement and project during the in-person convening on campus.

Do I need to know my exact studio project idea before I begin?

While many cohort members choose to focus on subject areas relevant to their professional jobs or current roles, it is not crucial to have an exact idea before you begin. Coursework will help you reflect on values that are important to you, how you can apply your belief system, and guide you through the steps of the design process. The first phase of the process will be your chance to define your studio project before turning it into a viable product or experience.

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 →

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