

# USC Marshall

School of Business

*Brittingham Social Enterprise Lab*

## THE LAB REPORT January 2018



Undergraduate students in BAEP 471: Social Innovation Design Lab participate in a dance class at [ONEgeneration Senior Enrichment Center](#), Jan. 26, 2018, in Reseda, Calif. Taught by BSEL Executive Director Abby Fifer Mandell, the class will spend the semester applying design thinking principles to co-create products and services for aging adults.

## COMMUNITY UPDATES

In partnership with the Los Angeles County Department of Public Health, Division of HIV and STD Programs (DHSP), and the Los Angeles County Commission on HIV, Senior Fellow **Christine Hershey** and her team at [Hershey Cause Communications](#) launched the [Los Angeles County HIV/AIDS Strategy for 2020 and Beyond](#). This bold strategy seeks to significantly reduce the number of annual HIV infections in LA County each year and bring an end to the HIV epidemic through collaboration and communication with the community, as well as unprecedented transparency and accountability.

On Jan. 16, Senior Fellow **Tom Bagamane** was named a [2018 Impact-Maker to Watch](#), an annual distinction for those doing foundational work to make positive impact in Los Angeles.

BSEL advisory board member and USC alumna **Jenna Greene** ('07) launched [Forward Collective](#), a creative impact agency that conceptualizes and implements large-scale national movements and socially responsible branding strategies. Forward Collective connects brands, nonprofits, social enterprises and the entertainment industry to build awareness, revenue generation and action around a cause or issue.

Brittingham Lab Scholar **Calvin LeGassick** ('17) is the project manager for [AI Index](#), a Stanford University research initiative that seeks to quantitatively track the growth of artificial intelligence technologies. His current project involves collecting data on the impact of AI in specific verticals, including education, health care, agriculture and finance.

On Jan. 14, MSSE candidate **Jacqueline Orr** ('18) presented research on the mediating role of female migration on social entrepreneurship at the [2018 United States Association for Small Business and Entrepreneurship \(USASBE\) Conference](#).

## BSEL EVENTS

[Warren Bennis Scholars Program](#)

Application deadline: Feb. 7, 2018

[M.S. in Social Entrepreneurship Information Session \(USC Orange County\)](#)

Feb. 9, 2018

Noon–1 p.m.

[M.S. in Social Entrepreneurship Information Session \(Online\)](#)

Feb. 14, 2018

1–2 p.m.

[Lunch & Learn: Leah Hanes, Two Bit Circus Foundation](#)

Feb. 22, 2018

12:30–2 p.m.

[Happy Hour](#)

Feb. 22, 2018

4:30–6 p.m.

[The Journey of an MSSE Alum: From Student to Social Entrepreneur](#)

Feb. 22, 2018

7–8 p.m.

## AROUND TOWN

[CORO Southern California: Technology x Democracy 2018](#)

Feb. 2, 2018

MSSE alumna **Leah Nanni** ('17) served as a panelist at [Silicon Beach Fest](#), where she discussed diversity, inclusion and hiring trends in the tech industry. Leah is currently an outreach coordinator and venture coach at Startup UCLA.

9:30 a.m.–7 p.m.  
Los Angeles, Calif.

[USC OWN IT 2018](#)  
[Women's Leadership Summit](#)

Feb. 10, 2018

9 a.m.–5 p.m.  
Los Angeles, Calif.

MSSE alumnus **Brian Lieberman** ('17) is the events and programming manager at [Alley powered by Verizon DC](#), which provides startups with a modern community workspace and the latest technology to help businesses grow.

[SSIR Webinar: Strategic Concepts That Truly Matter for Nonprofits](#)

Feb. 28, 2018

11 a.m.–noon

MSSE candidate **Jessica Frey** ('18) was recently promoted to director of student development programs for USC Enrollment Services.

## CONFERENCES

[VoyageLA](#) interviewed MBA Fellow **Kelly Browne** ('14) on creating [Kitchen Table App](#) and its mission to build and strengthen local communities around the table.

[Harvard Social Enterprise Conference 2018](#)

Feb. 10–11, 2018

Boston, Mass.

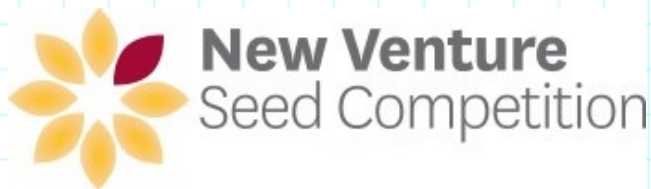
BSEL Research Director **Jill Kickul** facilitated a doctoral consortium on advancing entrepreneurial education through bold teaching at the [2018 USASBE Conference](#).

[Agents of Change Summit 2018](#)

Feb. 12–13, 2018

San Diego, Calif.

## TRENDING



The [2018 New Venture Seed Competition](#) is open for applications! Participants will compete for a total of \$85,000 in cash prizes, including the **\$10,000 Marcil Prize in Social Innovation**, awarded to the best "blue-sky" venture idea in health, education, poverty alleviation, environment or equity.

[The Economist: Investing for Impact](#)

Feb. 15, 2018

New York, N.Y.

Laurence D. Fink, founder and chief executive of [BlackRock](#), asserts [companies will need to make positive contributions to society in order to receive](#)

[SSIR Data on Purpose 2018: The Promise and Pitfalls of the Connected World](#)

Feb. 15–16, 2018

Stanford, Calif.

[2018 Washington Nonprofit Conference](#)

Feb. 21–23, 2018

District of Columbia

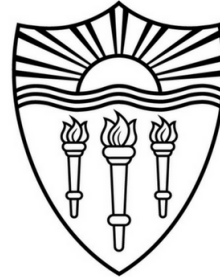
[support](#) from the world's largest investment firm.

Applications for the [Milken-Penn GSE Education Business Plan Competition](#) are due by Feb. 13.

[IMPACT Conference](#)

March 1-4, 2018  
Dayton, Ohio

The [Warren Bennis Scholars Program](#) is a university-wide initiative offered by the [Office of the Provost](#) through the USC Marshall Brittingham Social Enterprise Lab. Each year, 20 students across academic disciplines are selected at the end of their sophomore year to participate in this two-year leadership program. Applicants must have leadership experience and a minimum 3.5 cumulative GPA. Applications are due by Wednesday, Feb. 7.



**USC** Warren Bennis Scholars



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