

**Navigate Centre for Entrepreneurship & Centre for Social Enterprise: Impact-a-thon Weekend
Community Workshops Series**

Memorial University's Centre for Social Enterprise (CSE) and Navigate Centre for Entrepreneurship present four community workshops around social enterprise, social innovation and rural sustainability. Register for just the session(s) of interest to you, or stay with us for the whole day!

Arts and Science Building, Grenfell Campus, Corner Brook
Thursday, June 2, 2022, from 9 am – 4 pm

REGISTRATION FORM: <https://forms.gle/Ebmo8w63zWdkTaWY9>

Please note this registration link also includes an opportunity to sign up for a consultation with our team on Friday, June 3rd. You may register for both the workshops and a consultation if you wish, or just pick one!

Community Workshop Schedule

9:00 am	Arrival, Networking	Tea, coffee & baked goods will be provided
9:30 am	Welcome & Introductions	
9:45 am	Introduction to Social Enterprise in Newfoundland and Labrador <i>The Centre for Social Enterprise team will provide an overview of what social enterprise and social innovation are, what the current ecosystem of our province is, how the Centre is involved and what programs and services the Centre can offer to support students, social entrepreneurs and the sector at large (including the new MBA in social enterprise and entrepreneurship).</i>	CSE team
10:45 am	Break	
11:00 am	What Makes a Social Venture, a Social Venture? <i>What exactly do we mean when we say "social venture"? In this session, we will introduce you to the idea of social mission, and the various types of social purpose organizations. We will look at the concepts of a social mission, vision, and values and workshop these items together for each of your organizations.</i>	Dr. Gillian Morrissey
12:00pm	Lunch Break	
1:00pm	Welcome & Introduction to guest speaker	
1:15pm	"Social Innovation in the Food System: Challenges and Opportunities" <i>In this session, facilitated by Food First NL CEO Josh Smee, we will get to know the province's food system, explore some of the critical challenges to our food security, and identify some of the most promising areas for social innovation in this vital area of work.</i>	Guest Speaker: Josh Smee, Food First NL
2:15pm	Break	
2:30 pm	Strategizing for Social Impact <i>An introduction to strategizing for social impact, a theory of change and logic model, and how to use them to maximize the change you create in the world.</i>	Mariana Jimenez Ojeda
3:30pm	Networking	
4:00pm	Event End	

Navigate Centre for Entrepreneurship & Centre for Social Enterprise: Impact-a-thon Weekend Social Enterprise Consultation Chats

The Memorial University Centre for Social Enterprise (CSE) team welcomes local social enterprises, aspiring entrepreneurs, community members, Grenfell campus students and faculty to sign up for a one-on-one (or one-with-our-team) consultation session. We are happy to discuss the following with you ... or any other ideas you may have relating to social enterprise and social innovation in Newfoundland and Labrador:

- Help with your existing social enterprise
- Getting started on a new social enterprise
- Other questions you may have about social enterprise or social innovation
- Support available to community from the CSE
- Student opportunities available through the CSE
- Faculty support available through the CSE
- Information on the MBA-SEE

Navigate Centre for Entrepreneurship, Arts and Science Building, Grenfell Campus, Corner Brook
Friday, June 3, 2022, from 9 am – 12 noon

REGISTRATION FORM: <https://forms.gle/Ebmo8w63zWdkTaWY9>

Please note this registration link also includes an opportunity to sign up for the Community Workshop Series on Thursday, June 2nd. You may register for both the workshops and a consultation if you wish, or just pick one!

Upon completing the registration form, a member of the CSE team will contact you to book your thirty-minute session! Please ensure you check your email regularly for our correspondence.

MEET THE CENTRE FOR SOCIAL ENTERPRISE TEAM

www.mun.ca/social-enterprise

Dr. Gillian Morrissey; Manager (acting)



Dr. Morrissey guides the activities of the Centre for Social Enterprise as it strives to cultivate a new generation of socially-minded business leaders, strengthen social enterprise and drive social innovation in Newfoundland and Labrador.

She previously worked as the educational support co-ordinator for Memorial's master of business administration in social enterprise and entrepreneurship (MBA-SEE), and is a social entrepreneur in her own right, having founded and managed two community music ventures in St. John's: Project Grace and the Bethany Centre for Arts and Community.

Dr. Morrissey holds a doctorate of musical arts from the University of Toronto, an artist diploma from the Royal College of Music (London, U.K.), a master of music from Memorial and a bachelor of music from the University of Ottawa. She is a sessional lecturer in both the Faculty of Business Administration and School of Music at Memorial, and maintains a busy freelance career as both performer

and pedagogue. Dr. Morrissey has performed in concert halls around the world, and researches on topics surrounding contemporary music practices and the intersection of community, music-making and social innovation.

Sarah Croft; Program and Student Engagement Co-ordinator



Ms. Sarah Croft is a graduate of Memorial University, holding a bachelor of commerce (co-operative) degree with a minor in psychology. She has a background working within entrepreneurial environments including social entrepreneurship and technology start-ups.

Ms. Croft began working at the Centre for Social Enterprise in 2017 as a student, where she completed two of her work terms. She enjoys witnessing the energy that people bring when exploring innovative solutions to gaps they have identified.

Her current work at the Centre for Social Enterprise includes developing and delivering programs, creating inclusive experiential learning opportunities for students and co-ordinating student-focused events. Outside of work, she can be found creating vinyl projects with her Cricut machine!

Mariana Jiménez Ojeda; Social Finance and Impact Investment Project Co-ordinator



Mariana Jiménez Ojeda is a Mexican graduate from Memorial's master of business administration in social enterprise and entrepreneurship (MBA-SEE). She advocates for people-driven innovation and is passionate about teams that create pathways to enable equity of opportunities. She believes that personal and community development are the transformational bridge for a more conscious, integrated and fair society.

Mariana is a biomedical engineer with a master's in social responsibility. She has worked in the medical device industry, insurance services and higher education. In each of her activities, she has focused on bringing purpose and people to the core. Mariana has been an enthusiastic volunteer since a young age and believes that genuine connections will make us thrive.

Her current work at the Centre for Social Enterprise includes raising awareness on social finance among social purpose organizations, developing and delivering workshops for investment readiness, networking and strengthening the social finance ecosystem.