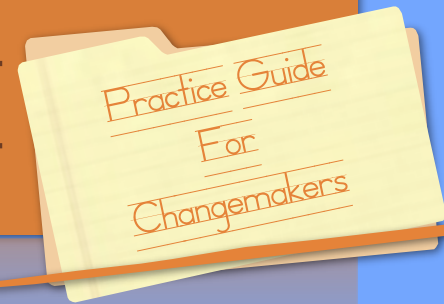


Be the



USD  
CHANGEMAKER  
FEST 2012  
November 5th- 9th



#usdchangemakers

# USD Changemaker FEST 2012



Changemaker Fest is a week dedicated to defining, exploring, and putting change into action. Join us throughout the week of November 5 – 9, 2012, to become a part of an energized environment encouraging everyone to be a Changemaker and to celebrate our one-year designation as an Ashoka U Changemaker Campus.

In recognition of our institution's commitment to ethical leadership and to the building of a socially just world, the University of San Diego was designated as an Ashoka U Changemaker Campus, alongside 19 other nationally prestigious universities. As a Changemaker Campus, USD aspires to engage economic, social, and environmental change around the world.

**Changemaker FEST** is a student driven week of celebration, dedicated to exploring the many ways in which students, faculty, and community leaders can become practitioners of changemaking on a daily basis, tackling change within oneself as well as on local, national and global levels. In the spirit of a Changemaker Campus, many USD centers, institutes and programs have collaborated in the design of the diverse activities and will be actively engaged in the events.

Every day of the week provides you with opportunities to reflect, engage and learn. All activities are free and many of them also provide food!

On Thursday, November 8<sup>th</sup>, from 12:15-2:30PM we will be hosting a **grand Changemaker FEST finale**, a campus-wide gathering and celebration of all that our community is doing and our commitment to creating positive change in the world.



## Changemaker Champion Track

### What is it?

An opportunity for you to take on the practice of being a changemaker. Whether you are starting your journey or you want to deepen your practice, this is a perfect chance to explore, learn and grow!

### How does it work?

The Changemaker FEST week has many activities and workshops for you. If you want to be on the Changemaker Champion Track all you need to do is:

- attend **two** of the workshops offered (marked W on the FEST calendar)
- participate in **four** activities throughout the week (marked A on the FEST calendar)

### What will I gain?

Changemaker Champion Track participants will not only gain invaluable learning and experience throughout the week, you also will **eligible to enter the raffle for a ticket to attend the [Ashoka U Exchange Conference](#) taking place February 21-23, 2013 (a value of \$350 dollars for students and \$850 for faculty and staff).**

### How can I be part of it?

Register online at [www.sandiego.edu/changemaker/fest](http://www.sandiego.edu/changemaker/fest) or fill out the card in this Changemaker FEST booklet and drop it off in any on campus mailbox.

# USD Changemaker FEST

Calendar of Activities 2012

A week dedicated to defining, exploring and putting change into action

Calendar of Activities

## Monday, November 5

### Finding your Inner-changemaker

Workshop by John Loggins Associate Director, Center for Community Service-Learning  
SLP 324  
9:00-10:30am

### Nutrition for Changemakers

Join us for a dialogue about food choices in an effort to enhance the well-being of individuals and our communities. Presented by Center for Health and Wellness Promotion  
UC Forum B  
12:30-2:00pm

### Sun Come Up Film Screening

See the human face of climate change and find out how you can care for creation through the St. Francis pledge  
Commuter Lounge  
6:30-8:30pm

## Tuesday, November 6

### Idea Lab:

Business Model Design by R. Todd Johnson, taking your social innovation idea to the implementation stage. Workshop presented by the Center for Peace and Commerce.  
IPJ Rooms EF  
12:30-2:00 pm

### Love everyBODY

contribute an art piece that takes a stand and makes a pledge to stop acts of intolerance  
UC Front  
Lunch hours

### Election Day Results Party

First, vote! then come watch the results at our Election Viewing Party with your friends  
UC Forum A/B  
4:00-9:00pm

## Wednesday, November 7

### Leadership for Changemakers

Workshop by Dr. Patricia Marquez, Director of the Changemaker Hub  
UC 103 A/B  
12:00-1:30

### Uncovering the Potential of Social Change in the Emerging Future: A Reflective Exploration

Workshop by offered by "The Leadership Institute" in the Department of Leadership Studies  
UC Forum B  
5:30-7:30pm

### World Tour Concert


An evening of song and travel stories presented by the International Center  
Aromas  
6:00-7:30pm

### Mass for Peace

Founders Chapel  
9:00-9:45pm

## Thursday, November 8

### Changemaker Festival Main event!

Performance by Vokab Kompany,   
Keynote Speaker Scott Sherman from Transformative Action Institute, plenty of food and the announcement of [USD One Challenge](#)  
Plaza Mayor  
12:00-2:00pm

## Friday, November 9

### Workshops

**Social Innovation Challenge Launch: Making Waves in San Diego**  
Center for Peace and Commerce in partnership with the Dell Social Innovation Challenge and the Changemaker Hub  
9:00-10:30 Finding your Passion and Key Strategies for Making a Real Difference in the World. IPJ EF & IPJ A  
10:30-12:00 Tools for Social Innovation: Creativity and innovation and Tools for a Social Intrapreneur and Entrepreneur IPJ EF & IPJ A  
2:30-4:00 Taking your idea from good to great and From Inspiration to Ideation, Tools for Rapid Brainstorming IPJ EF & IPJ A

## Monday, Tuesday and Wednesday happenings

### Yoga, Meditation, Prayer and Intention

Start your changemaking by incorporating mind, body and spirit.  
SLP Courtyard  
7:30-8:30am

### Values and Virtues

Identify, own and share your personal values.  
UC Front  
Lunch hours

### Dialogue Plaza

Join an ongoing written dialogue about Changemaking  
Plaza Menor  
Lunch hours



### Bloomies

Set an intention, plant the seed and watch it grow  
UC Front  
Lunch hours



## Changemaker Champion Track

Take on the practice of being a changemaker. Whether you are starting your journey or you want to deepen your practice this is a perfect chance to explore, learn and grow!

- attend **two** of the workshops offered (marked  on this calendar)
- participate in **four** activities through out the week (marked  on this calendar)

Changemaker Champion Track participants are eligible to enter the raffle for a ticket to attend the [Ashoka U Exchange Conference](#) taking place February 21-23, 2013 (a value of \$350 dollars).

Register online at [www.sandiego.edu/changemaker/fest](http://www.sandiego.edu/changemaker/fest)



For more information please visit

[www.sandiego.edu/changemaker/fest/](http://www.sandiego.edu/changemaker/fest/)

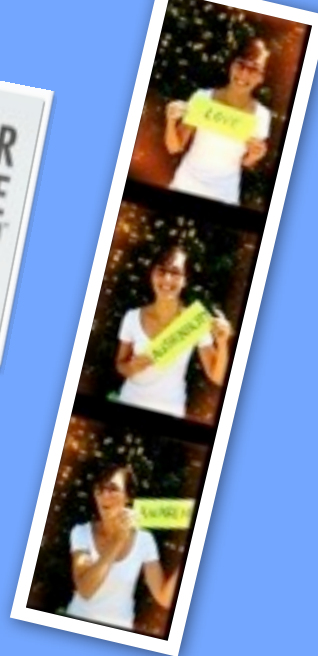


/changemakerHub



@USDchangemakerHub

#USDchangemakers



# Fest **a** ctivities

*Every day there are plenty of ways to participate in the Changemaker Festival. Join us!*



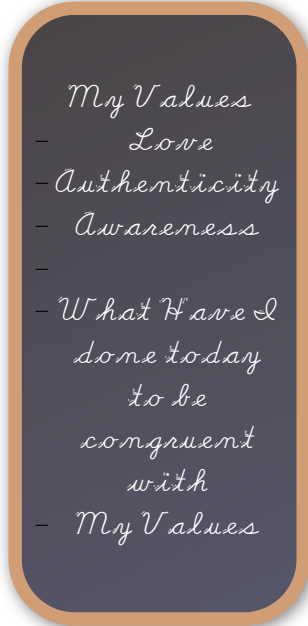
# Values & Virtues

Begin your journey to becoming a Changemaker at USD by declaring your virtues and values with us on Monday through Wednesday from 12:15-2:15PM in front of the University Center.

We will have photo booths available in order to take a photo of you with your value or virtue written on a white board. This is a great opportunity to begin the Changemaker Festival by setting your intentions for how you plan to become Changemakers.

Our hope is that through this practice, we can all come together to declare our values and virtues in order to be more intentional about what matters to us both as individuals as well as a collective campus community.

In order for our values and virtues to actually impact our campus community, we, as individuals, must attempt to practice them everyday. Thus, the declaring of our values and virtues is not meant to be a one time activity, but instead is meant to set a goal or an ideal that we can strive to achieve in our daily lives.



By photographing ourselves with our values and virtues, we are creating a reminder to hold ourselves as well as others accountable for the values and virtues we set.

There are no limitations as to what our values or virtues have to be; we only ask that whatever you choose, that you will strive to put it into practice throughout your daily life.

Please join us in declaring your virtues and values in order to create the type of campus culture we want to have!



# Let Your Practice Bloom!

If a tiny seed can bloom from a piece of paper - just **IMAGINE** what you can do!



This activity is **Changemaking on a personal level.**



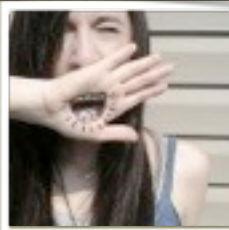
We are asking students and other members of the USD community to reflect on what's important to them and to acknowledge that change really begins within oneself. In addition, the process of how

the Bloomies are made is aligned with sustainability efforts, and therefore related to being a changemaker in other ways as well, particularly in regards to caring for the earth in a global way.

The growth of the Bloomies will serve as a reminder for our

personal intention, wish, goal, or gratitude so that we can continue to foster the positive energy necessary to stay true to our words.



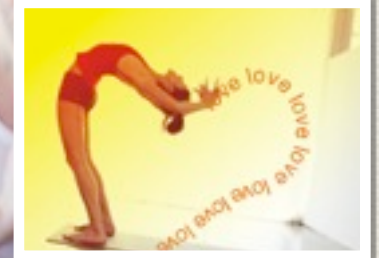


# DIALOGUE PLAZA

This interactive display invites the USD community to begin the process of changemaking through an open, anonymous dialogue. Expand your view of changemaking by reading and responding to the prompts posed and add your thoughts to others' comments. A spirit of fair-play is encouraged; threats and hate-speech are prohibited.

Every day at Plaza Menor

# YOGA



OFF THE MAT, INTO THE WORLD

## Namaste

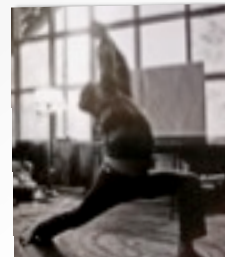
How can you "Be The Change"? Practice!

Practice Intention

Practice Prayer

Practice Meditation

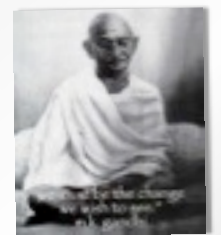
Become a Changemaker in mind, body, and spirit by beginning your morning with a yoga practice specifically designed to awaken change within yourself. Sophie Abendabi from *Mosaic Institute of Human Development* will guide you through your asanas November 5-7 at 7:15AM in the SLP Courtyard (3rd Floor).



CESAR CHAVEZ



DR. KING

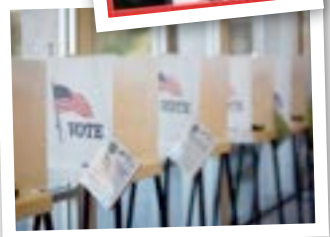


GANDHI

# Election Day

Viewing Party - Tuesday 4:30 - 9PM

UC Forums AB



VOTING IS A CIVIC SACRAMENT

Join together as a community (students, faculty, administrators, staff & friends) to celebrate, commiserate, complain, congratulate, and contemplate our

democratic process! To keep things lively there will be plenty of free food, & party favors. And to top it all off CASA Programs, Think! & ReACT will be keeping us on our toes with interactive trivia!

# CASA/INTERNATIONAL CENTER PRESENTS

Wednesday, November 7th

6pm - 7:30PM

Aromas Coffee Shop

Free Snacks & Fair Trade Coffee



## Musical Storytelling

### WHAT:

The USD International Center is actively working to create/enhance short-term study abroad programs that have a change-maker focus. There are currently three summer programs that fit within changemaker ideals: Jamaica Summer Program, Rural China Summer Program and South Africa Summer Program. In each of these locations, students are immersed in the international community working together with local partners abroad to contribute to the betterment of these communities through service, genuine one-on-one connections and a mutual sharing of cultures.

### Who:

USD students who have participated in the Jamaica Summer Study Abroad Program will perform original songs and during breaks, these students (and others who participated in the China and South Africa Summer Programs) will speak openly about their experiences abroad. This "concert" will allow the audience to travel the world by visiting through the use of personal stories the countries of China, South Africa and Jamaica.

### Why:

To more directly and immediately connect the students with the international communities, during the event, students will have the opportunity to record video messages to each of the three communities represented. These videos will be shared with the local communities in Summer 2013 when the USD groups arrive on-site. Students will be encouraged to share what they are looking forward to and hoping to gain from their time abroad.

# FILM AND PANEL DISCUSSION

SEE THE HUMAN FACE OF CLIMATE CHANGE

WHEN CLIMATE CHANGE THREATENS THEIR SURVIVAL, THE ISLANDERS FACE A PAINFUL DECISION. THEY MUST LEAVE THEIR ANCESTRAL LAND IN SEARCH OF A NEW PLACE TO CALL HOME. SUN COME UP FOLLOWS A GROUP OF YOUNG ISLANDERS AS THEY SEARCH FOR LAND AND BUILD RELATIONSHIPS IN WARTORN BOUGAINVILLE, 50 MILES ACROSS THE OPEN OCEAN.



OFFICE OF SUSTAINABILITY PRESENTS

## SUN COME UP

# NOW SHOWING!

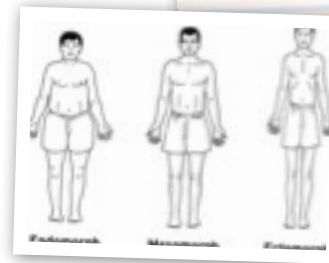
MONDAY, NOVEMBER 5TH 6PM - 8PM

COMMUTER LOUNGE



The Women's Center & CASA Presents

# Love everyBODY



A huge part of the Changemaker campaign is personal change. This art piece we intend to create is a visual representation of a pledge that students will make to love and accept themselves. Loving oneself is key to being able to accept and love those around you, not only locally but nationally and internationally as well.

We invite students to contribute an art piece that takes a stand, and makes a pledge to stop hate crimes. Hate crimes happen because of how others perceive your identities based on how you look. The focus of the event is on accepting yourself and loving your own body in order to accept and love those around you. Come stop by [Tuesday, November 6th during dead hours \(12 - 2PM\)](#) to create some art and make your pledge!



# Fest **W**orkshops

*Join us to explore how you can be a better changemaker in all aspects of your life*



**ASHOKA**  
2013 EXCHANGE **U**

# IDEA LAB:



# Monday, November 5

## Finding Your Inner Changemaker



Workshop by John Loggins  
Associate Director, Center for  
Community Service-Learning

Instead of having someone else  
define "Changemaker" for you,  
come make meaning of it for  
yourself!

SLP 324  
9:00-10:30am



# Monday, November 5

## Nutrition for Changemakers



How can food influence your journey  
as a changemaker? Presented by  
Center for Health and Wellness  
Promotion

How do your food choices impact  
things such as health,  
sustainability, business and  
political agendas? Join us for a  
dialogue about food choices in an  
effort to enhance the well-being  
of individuals and our  
communities.

UC Forum B  
12:30-2:00



# Tuesday, November 6

## IDEA LAB:



IPJ Rooms EF  
12:30-2:00 p.m.

Presented by  
the Center for  
Peace and  
Commerce

Idea Lab III will  
cover the next steps  
for social  
innovations, as they  
move from the idea  
phase into the  
implementation phase.



This workshop walks through the decisions that go into how and when to choose an organizational form ("Should I start a 'for-profit' or a 'non-profit' or something in between?") and explores the new alternative forms that are now legal in California (e.g., benefit corporations, flexible purpose corporations). Additionally, this Idea Lab will cover basic financing strategies (like early stage seed financing), and ultimately reviews the pros and cons of different corporate models. With the opportunity to ask questions, you will develop a better understanding of which options fit best for your idea in order to create a successful social enterprise.

The Idea Lab series prepares students to develop social innovations that will foster positive change at the local, national and even international level. This particular lab guides students about which type of organizational model is best for their innovation. In particular, the speaker will discuss two new hybrid business models that promote stakeholder responsibility over shareholder responsibility. These two new models, Benefit Corporation

and Flexible Purpose Corporation, represent local and national change as they are two new pieces of legislation that dramatically change business and social environment. These new corporate identities will legally allow a business to have a social mission in addition to being profitable.



Idea Lab, Business Model  
Design by R. Todd Johnson

W

## Wednesday, November 7

# Leadership for Changemakers



Workshop by Dr. Patricia Marquez, Director of the Changemaker Hub

Changemaker means the realization of personal empowerment to transform. It means having socially engaged lives. This interactive session presents the work of social entrepreneurs from various parts of the world, in order to explore the ways of being and thinking of Changemakers.

UC 103 A/B  
12:00-1:30



## Wednesday, November 7

# Uncovering the Potential of Social Change in the Emerging Future: A Reflective Exploration



Workshop by offered by "The Leadership Institute" in the Department of Leadership Studies

Why does social change and entrepreneurship draw you? How are you understanding innovation? Do you want to connect with others exploring networks in social change, innovation, or entrepreneurship? Join us for a reflective exploration in social change. Discover the potential that resides within us and among us.

UC Forum B  
5:30-7:30pm



## Thursday November

# Main Festival Day!

12:00PM-1:00pm

Special performance by Vokab Kompany

1:00PM-2:00PM-Changemaker Speakers

Keynote Speaker - Scott Sherman, Executive Director, Transformative Action Institute

Closing remarks and the announcement of

[USD One Challenge](#)

### Changemaking On-Campus

Learn about the many student organizations offering ways to be part of Changemaking initiatives

### Changemaking Off-campus

Learn about opportunities to engage in changemaking projects locally and abroad

### Personal Changemaking

Changemaking is never a one time action, it is a process; however, today's Festival will give you a chance to participate in activities helping organizations that are doing their part to change the world!

## Social Innovation Challenge Launch: Making Waves in San Diego

Center for Peace and Commerce in partnership with the Dell Social Innovation Challenge and the Changemaker Hub

Organized by: Nadia Auch, Claire Brown, Rob Hanna, Juan Carlos Rivas  
Co-Facilitated by: Scott Sherman, Cosmo Fujimara  
Workshops facilitated by Scott Sherman, Executive Director, Transformative Action Institute, Cosmo Fujiyama, New York University Reynolds Fellow in Social Entrepreneurship and Rob Hanna, Chief Architect and Director of Operations for the Dell Social Innovation Challenge.

**Registration 7:45 – 9:00AM** All sessions will take place at IPJ building

**Location:** IPJ North Hallway  
Coffee/tea, water, pastries, fruit

**Morning Yoga / Meditation 8:00 – 8:50AM**

**Location:** Garden of the Sea



### Session I: 9:00 - 10:30AM

**1. Inspiration Track - Finding Your Passion:** How reflection and self-expression can help provide a guide to figure out what you are passionate about, how to apply your skills, and where you want to grow. Deep reflection is an important, continuous part of every social innovator's journey. Using Scott Sherman's "Portfolio Project" as a teaching tool, students will gain new techniques for expressing their personal vision for change. **Facilitated by:** Cosmo Fujiyama  
**Location:** IPJ EF

**2. Growth Track – The Science of Success: the Key Strategies for Making a real difference in the world:** Unbeknownst to most people, there is a science to increasing your good fortune in life! It's actually possible to measure people's level of luck scientifically, and to send people to "luck school" to help them have many more moments of serendipity and good fortune in life. Furthermore Social entrepreneurs and innovators are inevitably going to face challenges and failures. Fortunately, there is an emerging body of scientific research as to how people can develop greater resilience during times of adversity. In this workshop, we will explore the best strategies for growing stronger when times are tough.  
**Facilitated by:** Scott Sherman  
**Location:** IPJ A

### Session II: 10:45 – 12:15PM

#### Tools for Social Innovation: Creativity and innovation

Participants will have clearer understanding of what they might want to work on as a social enterprise. Students who already have a working idea will gain skills and knowledge to move forward.

**Facilitated by:** Scott Sherman  
**Location:** IPJ A



**2. Growth track – Tools from a Social Intrapreneur and Entrepreneur:** Intrapreneurs innovate change and transformation within existing companies. By analyzing Ashoka's model of social intrapreneurship, students will gain a deeper understanding of social entrepreneurship as well as techniques and strategies to improve the overall "innovativeness" of their own teams and organizations. A good place for people who don't necessarily want to start a new project on their own, but want to support others using their specific or general talents as well as people who want to build their abilities to lead an effective team.

**Facilitated by:** Cosmo Fujiyama  
**Location:** IPJ EF

### Session III - Afternoon session 2 - 4:00PM

**1. Inspiration Track - From Inspiration to Ideation: Tools for Rapid Brainstorming:** Using the IDEO model of framing "How might we" questions, student will present use the ideas they generated in the first workshop and go a bit further. Each student will write 2 - 3 how might we questions on post its and get rapid feedback and responses from their colleagues (in groups of 4). This is a great exercise to gather lot of different perspectives in a short amount of time. Supplies: Post its notes, large white paper, sharpies. Students begin to comfortably express what they are interested in.

**Facilitated by:** Cosmo Fujiyama

**2. Growth Track - Taking your idea from good to great: Advice for creating a successful social enterprise":** For students who have a basic working plan and want specific support to take their idea to the next level.

**Facilitated by:** Scott Sherman  
**Location:** IPJ A

### Session IV: Closing 3:30 – 4:00

Students from each track come together for a debriefing session and are encouraged to act upon what they learned and start or enhance their project pages.

**more info:** [www.sandiego.edu/cpc/sic](http://www.sandiego.edu/cpc/sic)

# 2012 FIGHT FOR AIR WALK

 AMERICAN LUNG ASSOCIATION.

For more information and  
registration instructions –  
visit our website:

[sandiego.edu/sustainability/FightForAir/](http://sandiego.edu/sustainability/FightForAir/)

Join us as we walk on  
**Saturday, November 10<sup>th</sup>**  
at the Embarcadero Marina  
in Downtown San Diego to  
raise money for the  
American Lung Association!

This is a **FREE** event with **FREE**  
giveaways! There will also be  
**FREE** transportation from USD!

If you have questions, contact  
[paula-09@sandiego.edu](mailto:paula-09@sandiego.edu).



# USD Changemaker FEST

USD Resources 2012

Associated Students

<http://www.sandiego.edu/associatedstudents/>

Center for Community Service-Learning

<http://www.sandiego.edu/csl/>

Center for Health and Wellness Promotion

<http://www.sandiego.edu/chwp/>

Center for Peace and Commerce

<http://www.sandiego.edu/cpc/>

Changemaker HUB

<http://www.sandiego.edu/changemaker/>

International Center

<http://www.sandiego.edu/international/>

Office of Sustainability

<http://www.sandiego.edu/sustainability/>

School of Leadership and Education Sciences

<http://www.sandiego.edu/soles/>

Graduate Student Council

<http://www.sandiego.edu/gradlife/>

Transformative Leadership Institute

<http://www.tlleadership.com/>

University Ministry

<http://www.sandiego.edu/um/>

Women's Center

<http://www.sandiego.edu/womenscenter/>

## Fest Partners

Ashoka U

<http://ashokau.org/>

Bloomies.com

<http://www.ilovebloomies.com/>



## Changemaker Champion Track

Make sure to get a stamp for every activity and workshop you attend!

### Workshops attended

1 \_\_\_\_\_

2 \_\_\_\_\_

### Fest Activities attended

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

Register online at [www.sandiego.edu/changemaker/fest](http://www.sandiego.edu/changemaker/fest)  
or fill out the card in this Changemaker FEST booklet and drop it off in  
any on campus mailbox.

Save

the

date

**ASHOKA**   
**2013 EXCHANGE**



February 21-23, 2013

University of San Diego

<http://ashokau.org/>