## 2014 SVPC Workshop Schedule

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| **1. Introduction to Social Venture Planning:** [www.spu.edu/socialventure](http://www.spu.edu/socialventure) | – Describe the value of social ventures, including the impact on society.  
– Demonstrate the value of the Social Venture Plan Competition (SVPC) to participants.  
– Form teams and brainstorm SVPC ideas. | January 15, 2014 | ▪ Dr. Joseph Williams, Dean, School of Business and Economics (SBE)  
▪ P. Scott Cummins, Board Advisor, Krochet Kids, business consultant and SVPC sponsor  
▪ SVPC teaching team (Dr. Randy Franz, Dr. Ross Stewart, Mark Oppenlander) |
– Draft mission & vision statements for your project.  
– Work on Team Contract. | January 22, 2014 | ▪ Tom Everill, CEO, Northwest Center and SVPC sponsor  
▪ Mark Oppenlander, Director, Oppenlander, Center for Applied Learning |
| **3. Market Research:** Understanding the nature of the market to be served | – Assess the level of need for the business enterprise and the social service.  
– Introduce methods and tools for understanding the market(s) to be served.  
– Learn how to do market research in the library | January 29, 2014 | ▪ Leslie Hale, Chief Strategy Officer, Methodologie  
▪ Cindy Strong, SPU Liaison Librarian for SBE and Education |
| **4. Production and Distribution:** Developing and delivering products or services | – Define your product and/or service and distribution plan.  
– Develop operational requirements (for both the revenue-generating enterprise and the social intervention). | February 5, 2014 | ▪ Mike Quinn, VP, Manufacturing, Production and Assembly at Northwest Center |
| 5. Finance and Risk Analysis | – Create financial statements that show the enterprise's financial sustainability.  
– Tool: Financial Workbook (available on Blackboard for those enrolled in BUS 3682 or contact Dr. Franz) | February 12, 2014 | ▪ Dr. Ross Stewart, Professor of Accounting |
|-----------------------------|-------------------------------------------------------------------------------------------------|-----------------|---------------------------------------|
| 6. Evaluation of Social Impact | – Establish methods and indicators to measure the enterprise’s social impact.  
– Review work to date. (Bring hard copy of work on plan accomplished up to this point.) | February 19, 2014 | ▪ Dr. Randy Franz, Associate Professor of Management |
| 7. Presentation | – Learn and practice skills for showcasing. | February 26, 2014 | ▪ Mark Oppenlander, Director, Center for Applied Learning |