



social enterprise alliance

Where mission meets the marketplace.® Long Island Chapter



Social Enterprise Alliance of Long Island Training/Consultation Program

(Revised 3/10/12)

Session I (5.0 hours)

The Case for Social Enterprise

- Program overview and student assignment
- Defining social enterprise and social entrepreneurship
- The need for social enterprise
- The social enterprise scene today
- The benefits and negatives of social enterprise
- The importance of organizational mission
- The link between social enterprise and business development
- Models of social enterprise
- Board and staff issues and concerns

Session II (2.5 hours)

Effective Business Practices for Nonprofits

- targeting markets and market research
- tailoring products or services to customer wants
- identification of core competencies
- elimination of products or services that aren't successful and fall outside of what is done well
- establishment of an information flow and monitoring of operations and metrics
- customer satisfaction
- monitoring of competitors
- consideration of new ventures or expansion of existing operations
- bias towards mission vs. business judgment
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Session III (2.5 hours)

Strategic Planning for Organizational Sustainability

- the importance of strategic planning
- customer-centric orientation
- nonprofit effectiveness
- financial analysis and sustainability
- participants brainstorming of venture ideas
- Screening venture ideas and risk assessment
- The business plan elements
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Session IV (2.5 hours)

The Venture Start-up Planning Process

- Making the most of the organization's marketable assets
- Defining and developing the customer base
- Feasibility testing
- Success Measurements: Return on investment (ROI) and social impact

Session V (2.5 hours)

Legal Structures and Financing of Social Enterprises

- Traditional financing
- Dealing with prospective lenders
- Foundations and individual social investors
- Social enterprise and IRS regulations and rulings
- U.B.I.T Laws pertaining to social enterprises
- Uses of corporate structuring in social enterprises
- Benefit corporations and L3c Corporations
- Models of joint ventures, mergers, resource sharing, and strategic alliances

Session VI (5.0 hours)

Student Social Enterprise Presentations to Panel of Project Reviewers and Course Summary

Program Details

Training Component

1. Ken Cerini, CPA; Reverend Patrick Duggan, Nancy Engelhardt, Gary Wojtas, Ed.D; and Paul Arfin serve as the Program Facilitators and lead all sessions.
2. Guest speakers make presentations and include regional leaders of social enterprise initiatives.
3. The program begins Tuesday, April 17th and continues for six consecutive weeks for a total of 20 hours of training ending on May 22nd.
4. The first session is held from 8am – 1pm with the following four sessions held from 8:30am -10:30am, and the last session from 8am – 1pm.
5. The training program is held in the bi-County area. The first session is held at The Energeia Partnership at Molloy College in Farmingdale. Other locations will be announced at the first session.
6. Each participant is required to complete a written/oral assignment to draft and present a social enterprise strategy for discussion and analysis to the program coordinators, course participants, and a review panel. At the last session, the review panelists review and critique students' presentations.
7. The program is limited to no more than 20 participants.
8. Participants can be CEOs, Executive Directors, or members of Board Executive Committees, preferably Board Chairpersons, and others designated by the CEO or Executive Director.
9. Participants receive a comprehensive packet of social enterprise information and a certificate of completion after completion of the training program.
10. Participants are expected to make every effort to personally attend all sessions.
11. Each participant may appoint one other individual to replace him/her when they're unable to attend a session.

The training program content is designed with the assistance of prominent leaders in the social enterprise field. During the training component, participants are introduced to existing social enterprise models and earned revenue strategies and commonly-accepted business practices. During the sessions, participants are assisted to consider and plan projects of interest to them that are consistent with their organizational missions and maximize the utilization of their human, intellectual, and physical capital. Participants learn about financing mechanisms and grant opportunities to support social enterprise, resources to assist in their implementation, and the legal implications of utilizing them.

The program also assists participants to develop a structured approach towards developing a strategic direction for their organizations. Program content is covered through lectures, recognized national and regional experts in the social entrepreneurship field as well as speakers currently deploying earned revenue strategies on Long Island and New York City. The program coordinators also utilize case studies, videos, and selected readings of relevant articles.

Consultation/Mentoring Component

Participants completing the training component will receive monthly group consultation services provided by the program facilitators, qualified business consultants, and social enterprise practitioners on a pro bono basis through the end of 2012. Consultants are selected based on their expertise and its relevancy to each participant's situation, whether it is in the areas of marketing, business planning, financial or legal issues, board and staff issues, etc. In some cases, program participants may need more specific assistance with developing a particular type of business (a retail store, a catering service, a parts assembly project, a food desert, a technology project, a job training program, etc.) In these cases, this assistance is provided by people experienced in a specific business area.. If the organization, wishes additional consultation, it can make arrangements independently. SEA-LI may be able to assist in this regard.

Post-Training Program Assistance

After completing the program's two phases, some participating organizations will be able to move forward independently to implement the social enterprise plan they developed during the training sessions. Others may need further SEA-LI assistance, or assistance from independent consultants, the National Executive Service Corps (NESC), or some combination of these resources. SEA-LI's services may take the form of: Writing a business plan or feasibility study; developing a more sophisticated strategic plan; weighing the pros and cons of consolidating services, merging with another organization, partnering with a for-profit company, acquiring another organization; increasing their emphasis on evidence-based practices and outcome measures; or documenting their effectiveness.

Program Fee

The fee for SEA-LI chapter members for the Training/Consultation Program is \$695 per participant. The fee for non-members is \$795.

SEA-LI wishes to serve as many groups as possible so the inability to pay the full fee should not be seen as an obstacle to registration. Applications for partial Scholarship assistance will be considered on a needs basis by submitting a letter making the case for assistance to SEA-Long Island. If a group is unable to pay the full tuition, they should indicate what they can afford to pay in their letter. Enrollment applications are due by March 20, 2012.

Organizations completing the training sessions are able to attend all 2012 SEA-LI events at no cost.

To apply for an enrollment space, a completed application form and a \$150 deposit check made out to "The Social Enterprise Alliance-Long Island" should be sent no later than March 20th to:

Ken Cerini, The Social Enterprise Alliance
c/o Cerini and Associates,
3340 Veterans Memorial Highway, Bohemia 11716.

SEA-Long Island reserves the right to select only those organizations that it believes are ready to make a commitment to, and benefit from, the entire training/consultation program.

If you need to cancel and request a refund, please notify us by email (sea_longisland@yahoo.com) no later than April 1st, 2012. We are not able to offer refunds after that time and cannot re-apply the Program registration fees to other purposes. If necessary, a substitute can be designated.