



Community Meeting about Summer Projects

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Welcome

Introductions



The Phoenix Project is an innovator in social entrepreneurship education. We prepare the next generation of social entrepreneurs and nonprofit leaders on the front lines of the battle to revitalize Virginia's economically and socially distressed communities.

**The Nonprofit Leadership  
and Social  
Entrepreneurship  
Program (NLP)**

## Program Goals

- Infuse distressed Virginia communities with capacity building resources
- Prepare the next generation of Social Entrepreneurs
- Support the development of social entrepreneurship curricula

## 2008 Program Impact



- Students reported average increases of between 147% and 252% in their knowledge and efficacy in each of twenty-five key measures of nonprofit leadership and social entrepreneurship.
- Faculty and guest speakers scored their experiences with the program an average of 9.4 on a 10 point scale.
- The average score of community members' evaluations of the professionalism, quality and value of the students' work to their organizations and the Petersburg community was 9.1 on a 10 point scale.

## The 2009 Class



### Profile

- 30 students from 18 different universities
- 3.5 average GPA
- 6 week program; 1 week academic session; 5 week experiential learning/community engagement session

### Student Majors and Programs

- Graduate:
  - Law
  - MBA
- Undergraduate:
  - Business
  - Communications
  - Entrepreneurship
  - Dance
- History
- Marketing
- Social Work
- Sociology
- Religion

## Community Projects: What We Provide

Teams of 4-5 students to tackle your projects

Time Frame: June 22-  
July 24

Professional Supervision  
Work space



## What You Provide

Full partner in the educational process: direction and regular feedback to students



Access to information needed to complete the project

Understanding of the broader context of the student's work and its community impact

## Capacity Building Projects

- **Example capacity-building projects include:**

- Developing marketing plans
- Creating development plans
- Integrating technology into business practices
- Legal compliance
- NOT: Clerical or data entry work



## Habitat ReStore

Develop a marketing and business plan for opening a "Re-Store" as an income-generating strategy to support core home-building efforts



## Crater Community Hospice



Design a brochure and marketing plan to make community aware of CCH community services education

