



The Southern California Symposium 2019

“Even the most innovative social actors operate within silos and make plans for the short-term. The Southern California Symposium, an executive education program in Social Innovation, breaks through those limitations. We bring together unlikely combinations of committed individuals to contemplate long-term solutions to long-term challenges.”

ROBERTO SURO, DIRECTOR OF THE SOUTHERN CALIFORNIA SYMPOSIUM

What to Expect?

The Southern California Symposium is designed to provide an exceptional opportunity for learning, collaboration, and professional growth over a short timeframe. A concentrated and intense experience that will not wreak havoc on your calendar, it starts the third week of March and is finished by the first week of May. The time in between will prove unforgettable.

Each weekend features learning encounters in several different formats, presenting different kinds of material. Dinner speakers, seminars, panel discussions, skill-building exercises and small group discussions facilitated by faculty mentors are all part of the mix.

In addition, participants work in teams on a capstone project that evaluates one of the long-term challenges facing Southern California and offers affirmative, achievable solutions. Teams will be assembled to ensure diversity by profession, interests and geography. Participants will look beyond their prior experience, beyond the familiar, to push the boundaries in the ways they conceive of social challenges and articulate new ways to resolve them.

The typical weekend begins with an optional lunch on Friday. Afternoons will be spent in seminars with top USC professors on key public policy arenas. After these sessions, participants will break into small groups for a facilitated discussion of the issues that have just been presented. Before evening activities begin, teams will meet to work on their capstone projects.

Weekend Sessions

March 22–23

March 29–30

April 12–13

April 26–27

Final Dinner & Presentations

May 3

In 2018, the USC faculty presenting policy seminars and perspectives on social innovation included:

Pay for Success & Social Impact Bonds

Dr. Gary Painter, Director of the USC Price Center for Social Innovation and the Homelessness Policy Research Institute

Improving Population Health: Promise, Pitfalls, and Challenges in Southern California

Dr. Dana Goldman, Director and Leonard D. Schaeffer Director's Chair, USC Schaeffer Center for Health Policy & Economics

Transportation in Southern California

Dr. Genevieve Giuliano, Margaret and John Ferraro Chair in Effective Local Government and Director, METRANS Transportation Center

Inconspicuous Consumption

Dr. Elizabeth Currid-Halkett, James Irvine Chair in Urban and Regional Planning

Social Enterprise

Dr. Adlai Wertman, David C. Bohnett Professor of Social Entrepreneurship; Founding Director, Brittingham Social Enterprise Lab

Demographics & Inequality in Southern California

Dr. Manuel Pastor, Turpanjian Chair in Civil Society and Social Change; Director, USC Program for Environmental and Regional Equity (PERE) and USC Center for the Study of Immigrant Integration (CSII)

After all that work, participants will get a chance to relax and mingle with each other and faculty for a cocktail hour. Then comes dinner and a conversation with a noted policy maker or social entrepreneur. These encounters are inspirational and enlightening, and offer participants an opportunity to engage innovators who are successfully addressing some of the most vexing challenges facing communities today.

In 2018, our **Social Innovation Conversations** speakers were:

- Cecilia Muñoz, Vice President, Public Interest Technology and Local Initiatives, New America
- Anthony Foxx, Former U.S. Secretary of Transportation
- Ai-jen Poo, Executive Director and co-founder, National Domestic Workers Alliance
- Rashad Robinson, President, Color of Change

Saturday sessions begin first thing in the morning, but end early enough in the afternoon for everyone to enjoy their evenings with friends and family. Breakfast will be available at 8:30am, with participants then meeting with their capstone teams. Each team will work with a faculty coach who will help guide teams and keep their projects on track at these Saturday sessions. Coaches will provide guidance and access to resources throughout the Symposium.

By mid-morning Saturday, participants will move on to an interactive discussion with social innovation practitioners in the Los Angeles region. Whether they are activists or elected officials, foundation officers or the leaders of community organizations, these speakers will offer their perspectives on successful social innovation and will look over the horizon to describe their hopes, aspirations and challenges.

The one major exception to the weekend schedule comes on March 29, when the **2019 Social Innovation Summit** takes place. This annual event is a gathering of top researchers, advocates, policy makers and practitioners from around the country who come together to discuss innovative approaches to a single issue. The topic of the 2019 summit is “Pathways to Opportunity.” We’ll explore new approaches to increasing access to employment, education, and reentry for formerly incarcerated individuals. Instead of the usual Friday program, Symposium participants will have an opportunity to be part of this deep dive on a vital topic. The summit runs from 9am–5pm; there is no dinner that evening.





A capstone team presents its recommendations for fast, low-cost, permanent housing to help alleviate the region's crisis.

In 2018, select speakers for these Saturday sessions included:

- Amanda Daflos, Innovation Team Director, City of Los Angeles
- Beatriz Solis, Director, Healthy Communities South Region, The California Endowment
- David Ambroz, Executive Director of Corporate Citizenship & Social Responsibility, Disney | ABC Television Group
- Ali Noorani, Executive Director, National Immigration Forum
- Efrain Escobedo, Vice President, Education & Immigration, California Community Foundation
- Paul Vandeventer, President & CEO, Community Partners
- Dr. Linda Lopez, Chief of the Office of Immigrant Affairs, City of Los Angeles
- Jay Banfield, Chief Officer of Innovation and Scale, Year Up
- Deidre Lind, President, The Mayor's Fund
- Kent Wong, Director, UCLA Labor Center

During a working lunch, teams will continue to develop their capstone projects. Then, the afternoon will begin with a seminar led by a member of the symposium's core faculty on one of the key strategies for social innovation. These may include collective impact, social enterprises, social movements, and models for financing social innovation and change.

The weekend sessions finish off with intense skill-building. One Saturday the topic will be fine grain data on population, crime, schools, and economic activity at the neighborhood level, where to find it and how to use it to bring about social change. Another Saturday will include a workshop on communications strategies for policy advocacy, and another will apply the latest findings in cognitive science to the process of motivating constituencies to take action. The last of these workshops will help participants develop their presentation skills. Saturday sessions will come to a hard stop at 4:00pm.

And, then the grand finale. On the evening of Friday, May 3, participants will gather for dinner with colleagues, family and friends whom they have invited to see what they have accomplished over the course of those four weekends. After a cocktail hour but before dinner is served, participants will sing for their supper, by making a group presentation of their capstone projects. Enlightened and refreshed by all the good ideas for moving our region forward, participants and faculty along with their guests will celebrate the conclusion of the symposium and all the hard work that has gone into it. As alumni of the Symposium, graduating participants will join a powerful cadre of local collaborating changemakers.

Applications for the 2019 Symposium are now open. For more information, please visit socialinnovation.usc.edu/socalsymposium or contact Caroline Bhalla at cbhalla@usc.edu