

**Workshop #7:** *Adaptability & Diversity into Experiential Programs that Upskill Students & Uplift the Community for a measurable Societal Impact*

Sunday, August 6, 2023, 8:00 am-11:00 am

**Category:** Teaching-Oriented Workshop

**Presenters:**

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**Long Description:**

Diversity of inputs—people, experiences, methods—is the cornerstone of adaptability. Guessing the changes that are coming to our universities is a losing game. Designing programs with the adaptability that diversity brings doesn't just promote equity and improve pedagogy, it ensures these programs' survival. This workshop will describe how the Center for Economic Inclusion (CEI) at Bauer College of Business, University of Houston has made diversity and adaptability the cornerstone of its renowned SURE? experiential learning program. It provides an educational platform that facilitates a value-added partnership between UH students, experts from industry, and entrepreneurs from non-traditional backgrounds. It is a specially designed course that trains students with the human-centered skills they need and economically empowers entrepreneurs from underserved areas for a measurable societal impact.

The unique aspect of the SURE? Program is not any single element of what it does, but how it brings together the four key stakeholders: students, entrepreneurs, experts, and funding partners in an innovative way continuously over fifteen weeks every semester. This symbiotic relationship is crucial to the success of the program. The fruit of this relationship is a complete, professional-grade business plan for each entrepreneur at the end of the semester.

**Format/Structure:**

This workshop will provide participants with an interactive experience, including a live mentimeter survey and role-playing as three key stakeholder groups (students, community entrepreneurs, and executive partners). Participants will have the opportunity to work through popular "mini-cases" used to train students in the SURE?

Program and complete a modified version of the program's flexible business planning model. The workshop aims to address two major needs in higher education by preparing students with the skills for the future and promoting societal impact.

**Intended Audience:**

This presentation will be of interest to faculty members (both tenure track and non-tenure track), administrators including department chairs, deans, associate deans, and program directors, curriculum directors, AACSB directors, and accreditation team members, as well as partners and associates at accounting firms, members of standard setting bodies, and members of state boards of CPAs.

**Prerequisites:**

This workshop will give the participants a complete overview of our coursework (program) and thus NO advance preparation is needed.

**Advance Preparation:**

NONE.

**Learning Objective:**

Learning Objectives: 1. Participants will learn how to easily implement this course for undergraduate and graduate students, using materials and guidance provided by the workshop. 2. Participants will learn how to meet AACSB Standard #9 on Societal Impact through this course. 3. Participants will learn how to upskill students in human-centered skills such as empathy, communication, critical thinking, and leadership. 4. Participants will learn how to design coursework for adaptability in an uncertain future. 5. Faculty and administrators will learn how to mobilize existing resources in a multiplicative way, as demonstrated by the CEI's SURE model. 6. Participants will learn how to secure external funding for this program, as the program at UH is self-sustaining with external funding. 7. In addition, this coursework program offers benefits such as meeting SACS accreditation standards, aligning with ESG principles and UN SDGs, promoting NACE career readiness skills, aligning with the UN PRME and GBSN's mission of building inclusive societies, and promoting the principles of conscious capitalism.

**Field of Study:** Specialized Knowledge

**Program Level:** Overview