

## Internal Agenda

### Goals

- *All Conference Sessions:* Prepare law students for careers in public interest and help them find ways to organize and serve their communities by providing informative and interactive discussions on various areas of law, skills trainings, and discussion of hot topics in public interest law.
- *This Session:* Equip law students with basic social entrepreneurship strategies to think critically about legal issues and the delivery of legal services.

### Format

The moderator, with the help of student organizers, will host the discussion and ensure that we're staying on-track and on-time.

The workshop will be divided into four parts: Introductions; Problem-Solving; Drafting the Pitch; and Sharing Ideas. Students will be given two worksheets, *What's the Big Idea?* and *The Pitch*, that will help them start to think like a social entrepreneur.

### Workshop Outline

#### Part One: Introductions (10 min.)

- Workshop leaders talk a bit about their organizations/projects, and what motivated them to become social entrepreneurs. This section will be brief. There will be opportunities throughout the entire workshop to discuss organization details, background, inspiration, etc.
  - Alana Greer (Community Justice Project)
  - Lam Nguyen Ho (CALA)
  - Laurie Parise (Youth Represent)

#### Part Two: Problem-Solving and Mining for Gaps (20 min.)

- **Worksheet:** Pass out a handout, *What's the Big Idea?*, that will help students turn problems into solutions.
- **Discussion:** How can law students use social entrepreneurship to address pressing legal issues and mobilize their communities? What questions can they ask themselves and their community to come up with a big idea? Touch on:
  - Narrowing down topics: Identify a need, Tailor the Solution to the Need
  - Researching context/history
  - Finding a target audience
  - Critical assessment of your project

#### Part Three: Crafting an 'Elevator Speech' (20 min.)

- **Worksheet:** Pass out a handout, *The Pitch*, that helps law students flesh out their project's goals, values, inspiration, specificity, and clarity.
- **Discussion:** Now that you have a general idea for a project that helps your target audience, what's the best way to spread the word, get support, and enter the launch phase? How can we condense complex legal or social problems into a short and sweet pitch? What makes a good pitch? Touch on:
  - Coming up with the what, how, and why
  - Elements of a good pitch
  - Long-term mission vs. Short-Term mission
  - Testing out a pitch

#### Part Four: Sharing Ideas (10 min)

- We'll touch quickly on organizations that offer funding for social entrepreneurs, and also speak about the benefits of partnering up with an existing organization from a fundraising and capacity perspective.
- Students who want to share what they've come up with can receive feedback from workshop leaders and other law students in the audience.