

EXPLORING CORPORATE SOCIAL RESPONSIBILITY

with the Global Community



JOIN THE SCHOOL OF BUSINESS
4-DAY CONFERENCE
JUNE 14TH - 17TH, 2016

For more information call or email Fayette Jackson at (718) 270-5070 or FJackson@mec.cuny.edu

TUESDAY JUNE 14TH, 2016

[Registration and Networking Introductions]

9:00am - 10:00am

MEC Industry Advisory Council breakfast

9:00am - 10:00am

Breakfast Circles [Think Tank / Brainstorming]
Global Student Enterprise and Entrepreneurship Brainstorm
Faculty and Administration Social Enterprise Curriculum

10:00am - 10:30am

Motivational Speaker and Serial Entrepreneur, Rahfeal Gordon

10:30am - 11:15am

Plenary Discussion #1

Topic: "Corporate Social Responsibility and its Value to the Global Community".

Professor Roberto Acevedo - Inglomayor

Professor Bernardo Javalquinto, Founder ENS Global, Chile

Professor Roger Kauffman, Ph.D., CPT, Professor Emeritus, Florida State University

11:15am - 12:30pm

Plenary Discussion #2

Topic: "Intellectual Property Protection and Technology: Challenges for Social Enterprises and New Entrepreneurs"

George Bilenko, President Intech 17 • Lori Schulman, Senior Director Internet Policy INTA

12:30pm - 1:30pm

Industry Advisory Council luncheon / Roundtable: Dr. Eric Harter • Dr. Eda Hastick • Robin Verges
Patricia Rock • Dr. LeRoy Bronner • Harry Staley

1:30pm - 2:30pm

Break out Groups [Sharing our Experience] and book signing by Rahfeal Gordon

2:45pm - 4:45pm

Film Screening of "Not Business As Usual"

Lawrence Le Lam and Rik Klinge-Watt

Q & A Following Viewing of Film

4:45pm - 5:00pm

Minority Veteran Institute & the Value of Private Public Partnering, Walter Cotton

5:00pm - 5:15pm

Summary and Evaluation of first day

Professor Iris Billy, Executive Director, Medgar Evers EEL • Roger Green, Executive Director DuBois-Bunche Center

5:15pm

Dinner [BBQ in college outdoor Amphitheatre]

WEDNESDAY JUNE 15TH, 2016

[Opening Ceremony and Plenary Sessions]

8:30am - 9:30am

Registration and Breakfast

9:30am - 10:00am

Opening Ceremony

Welcome - Arlette Alexis, Medgar Evers College Student
President Rudolph Crew, President of Medgar Evers College
Dr. Jo-Ann Rolle, Dean of Medgar Evers School of Business
Dr. Bernardo Javalquinto, Founder ENS Global
Dr. Danielle Moss, N.Y. YWCA CEO
Dr. August Okereke, Provost of Medgar Evers College

10:00am - 10:45am

Opening Keynote - Faith Taylor, Senior Vice President Global Corporate Social Responsibility, Wyndham Worldwide

10:45am - 12:10PM

New York Public Private Partnerships Moderated by Bob Herz • Ed Rogoff, Dean LIU School of Business • Dr. Roy Hastick, President of Caribbean American Chamber of Commerce & Industry (CACCI) • La'Shawn Allen, Executive Director Central Brooklyn Economic Development Corporation • Christine Mooney, Associate Professor Queensborough Community College • JoAnn Rolle, Dean MEC School of Business

12:15pm - 1:30pm

Corporate Social Responsibility Throughout the Global Community: Models for New Entrepreneurs
Professor Bernardo Javalquinto, ENS Global • Michael Short, Global Social Enterprise Institute • Michael Peck, Mondragon Corporation • Wayne Brown, Managing Partner, The Walker Group

1:30pm - 3:00pm

Lunch and Student Entrepreneur Presentations
StartUp Africa, Montego Bay Community College, Medgar Evers College EEL, Kenyatta University

3:00pm - 3:45pm

Youth and Corporate Social Responsibility, Mr. Carlton Yearwood, MEC Alumni

3:45 - 4:30pm

Corporate Social Responsibility, Ms. Shauna Ries, CEO Mediators Without Borders: A Signatory Organization of the United Nations Principles for Responsible Investment

4:30pm - 5:15pm

Technology, Entrepreneurship and Economic Development in Kenya, Nekesa J. Were Director Kenya iHUB

5:15pm - 6:00pm

StartUp New York - Medgar to speak on Corporate Social Responsibility, moderated by Jerald Posman

6:30pm - 8:30pm

Dinner, Awards and Entertainment
Remarks, Marylyn Harris on Entrepreneurship & Minority Veterans

THURSDAY JUNE 16TH, 2016

[Student Workshops and Faculty Work Meetings]

8:30am - 9:30am

Breakfast

9:30am - 10:00am

Opening Activities: Review and Preparation for 3rd Day Activities

10:00am - 10:45am

Keynote, Julianne Malveaux, President Emeritus Bennett College for Women: Corporate Social Responsibility and the Empowerment of New Entrepreneurs

10:45am - 11:30am

Panel Discussion, Topic: Corporate Social Responsibility and Impact Investment

Eddie Garcia, Moderator • Shirley Grant Williams, Dean of Business Department, Montego Bay Community College
Loriell Garwood, Lecturer • Dr. Jackline Asaji Kisato, Director Incubator, Kenyatta University • Erastus Mon'gare, Chief Executive Officer, StartUp Africa • Brian Blake, CRA Officer at BridgeHampton National Bank • Muthoni Njunguna, KCB Bank, Kenya

11:30am - 1:00pm

Breakout Session 1: Strategies to Increase Engagements and Support Between CSR and Social Entrepreneurs

Michael Short • Erastus Mon'gare

Mobile Applications, Start Ups and New Market Opportunities:

Bob Raphtone Afwata, Kenyatta University • Levi Barry Nudi Onyango, Kenyatta University

1:00pm - 2:00pm

Lunch and Networking

2:00pm - 3:30pm

Breakout Session 2: Collaboration and startup support plans for collegiate entrepreneurs

Angel Seda, Dubois - Bunche Center, Just Solutions Link • Arlette Ada, EEL • Bob Raphtone Afwata • Ritanya Rowe

Collaboration for Social Enterprise Curriculum

Roberto Acevedo • Bernardo Javalquinto • Dean Shirley Williams, MBCC • Dr. Jackline Asaji Kisato • Dean Ed Rogoff, Dean of Business School LIU Moderator

3:45pm - 4:30pm

Book Reading and Signing: Julianne Malveaux

4:30pm - 5:00pm

Panel Discussion: Julianne Malveaux, John Fleteau, Brenda Green

5:00pm - 6:00pm

Dinner

6:00pm - 6:15pm

Summary and Evaluation of 3rd Day

FRIDAY JUNE 17TH, 2016

[Student Pitch and Closing Program]

10:00am - 10:30am

Breakfast

10:30am - 11:00am

Review and Preparation of 4th Day Activities

11:00am - 11:45am

Remarks, Terrance Biggs, MEC Alumni

11:45am - 12:30pm

Panel Discussion

Topic: Where do we go from Here: Implementation of a Global Network linking CSR with New Entrepreneurs

Roger Green

Michael Short

Erastus Mong'are

Bernardo Javalquinto

12:30pm - 1:00pm

Breakout Session

Student Preparation for Pitch Session

Amanda Anthony, Student Facilitator

Christian Washington, Staff Facilitator

MEC faculty and guest networking and statement of shared interest

1:00pm - 1:30pm

Student Pitch Competition

1:30pm - 2:00pm

Closing Ceremony

Dr. Jo-Ann Rolle, Dean, MEC School of Business

Dr. Danielle Moss, NY, YWCA, CEO

Bernardo Javalquinto, Founder, ENS Global

Erastus Mong'are, StartUp Africa



Marylyn Harris, 2013 White House Woman Veteran, "Champion of Change" Awarded by president Barack Obama