Social Innovation Georgian College

November 16, 2023

Irena Pozgaj-Jones

Experience **Georgian** | ACCELERATE YOUR SUCCESS

ASHOKA U Changemaker Campus

SUSTAINABLE DEVELOPMENT GOALS

Georgian is the first and only college…

> Designated as a Changemaker Campus by Ashoka U for its role as a leader in social innovation and changemaking in higher education.

It acknowledges we need to work together

President and CEO Dr. MaryLynn West-Moynes, Neh Thakker, a Computer Programming and Analysis student and Suzie Addison-Toor, Director of Student Success and Social Innovation.

Our Student profile:

Georgian College *(as of June 2023 audit)*

- 13,000 full-time students, including 6,300 international students from 86 countries with more than 52 languages spoken
- Average age: 23
- 77% are 25 and younger, 41% are 19 or younger
- 49.8% identify female and 49.9% male and 0.3% another gender
- 4.3% self-identify as Indigenous
- 32% directly from high school; 68% non-direct
- Just celebrated 100,000 Alumni

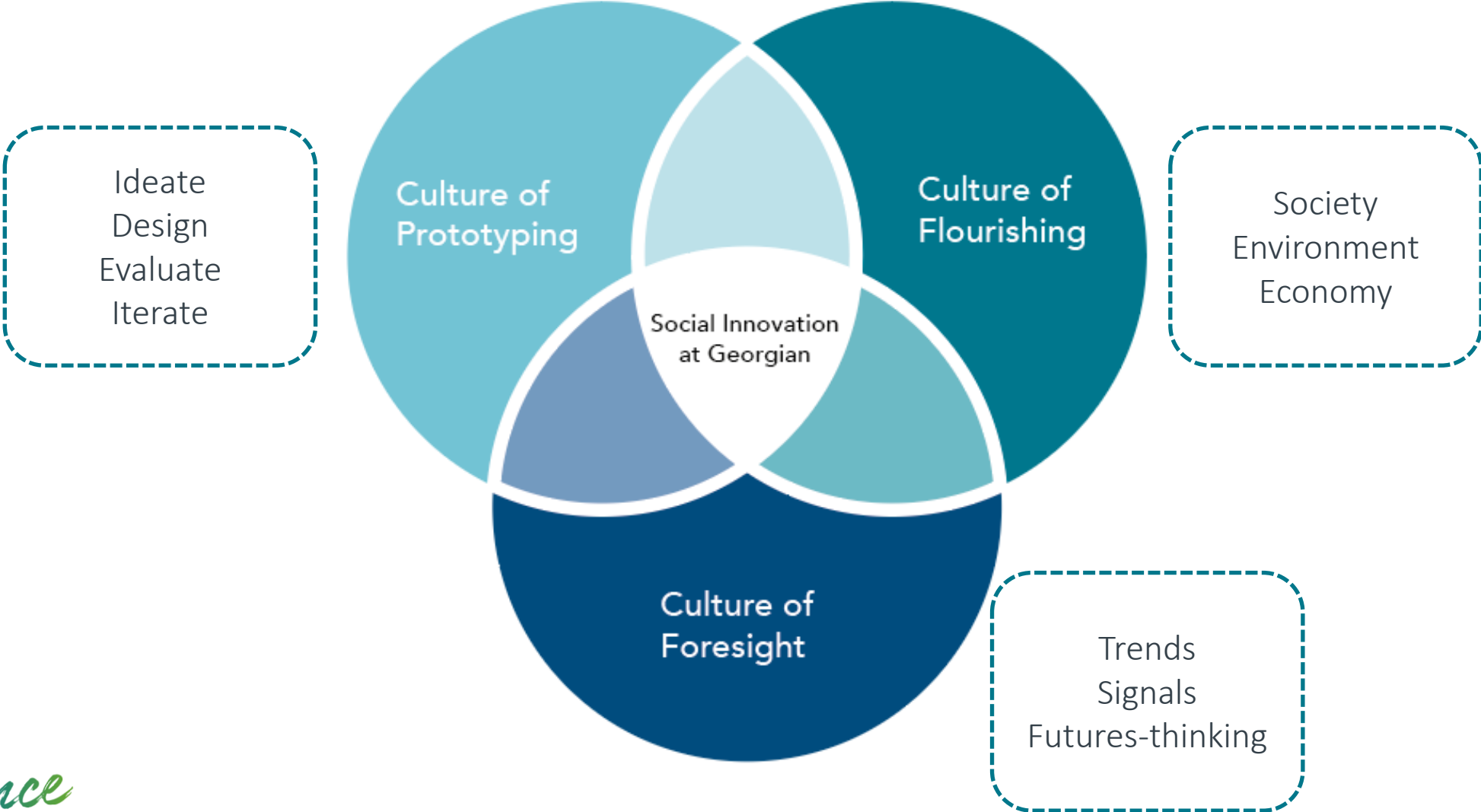Georgian | Social Innovation

Definition:

Social Innovation

Social Innovations are transformations in the cultural, normative, narrative or regulative structures (for classes) of the society which enhance its collective resources and improve societies economic and social agency to co-create interdependent cultural, community and planetary flourishing.

adapted from Hamalainen and Heiskala via Boylston

Social Innovation at Georgian

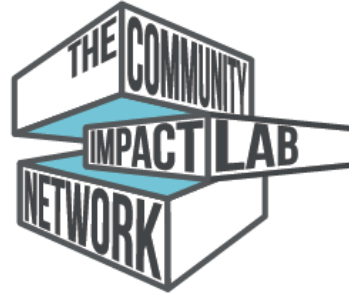
Ideate
Design
Evaluate
Iterate

Culture of Prototyping

Culture of Flourishing

Society
Environment
Economy

Social Innovation at Georgian

Culture of Foresight

Trends
Signals
Futures-thinking

Experience
Georgian | ACCELERATE YOUR SUCCESS

#ChangeTheNow	Community Impact Lab Network	Social Enterprise Network of Central Ontario
Workforce Development & Talent	Community Development and Innovation	Economic Development & Finance
Signature Experiential Learning to support social innovation around UN SDGs	Community-Based Participatory Research & Data Stewardship	New social value creation models
Flourishing Workforce (Talent)	Flourishing Communities	Flourishing Economies

The Community Impact Lab Network

Community-based participatory research

How a Community Impact Lab works

Cycle 1: Explore

Understand issue from perspective of diverse actor groups

What Problem Are We Solving?

Community partner/ Actor Mapping

Possible Future State

Signals and Trends

Ideation

Cycle 2: Experiment

Design and build prototype to tackle issue and test

What might be the impact?

Design Prototype

Test & Evaluate

Iterate Prototype

Design Pilot

Cycle 3: Pilot

Explore a sustainability model

Who is/are the steward(s)?

Pilot

Community sustainability or value co-creation model

Community Simulations

The Community Impact Lab Network

Affordable Housing Lab

Exploring the Community Uses of Expanding Rental Market Data

Georgian | Social Innovation

COUNTY OF SIMCOE

Innovation Co-op (iCo-op)

An important part of the Labs

Scan Club & Foresight Research:

1. Develop foresight materials to engage and inform community projects

2. Nurture a culture of future thinking

YMCA Lab: Community Wellbeing and Belonging

Purpose:

To identify, implement, and build capacity in the use of innovative approaches in supporting community wellbeing, belonging, and engagement

Objectives:

1. Enhanced Innovation Culture

2. Effective Partnerships

3. Community Engagement

4. Belonging and Relevance

5. Student experiential learning opportunities

YMCA Lab: Outcomes and Deliverables

Stream A: External Outcomes for the YMCA and Community

1. Increased contribution to community wellbeing and belonging
2. Increased community engagement
3. Increased collaborative opportunities

Stream B: Internal Outcomes for the YMCA

1. Increased culture of innovation
2. Increased engagement for YMCA Staff/Volunteers

Deliverables:

- Evaluation Framework
- Continuous Engagement Strategy
- Prototype → Pilot
- Regular Reporting
- Sharing best practices
- Sustainability Plan
- Innovation Framework
- Innovation Toolkit
- Micro-certification program

YMCA Lab: Community Wellbeing and Belonging

Methods (so far...)

- Semi-structured interviews
- Community workshops:
    - Ecosystem actor mapping
    - Equity-deserving groups
    - Three-Horizons
- Scan Club

How to be involved:

- Visit the website: YMCA microsite
- Join Social Innovation email list:
  www.linktr.ee/SocialInnovationGeorgian
- Join Scan Club
- Attend a community workshop

Thank you!

Irena Pozgaj-Jones

Research Lead and Manager, Community Impact Labs

irena.pozgajjones@georgiancollege.ca