Overview & Curriculum

The MS3 Social Entrepreneurship (SE) Distinction is a deep dive into social innovation, entrepreneurship, and capacity-building. Students completing the Distinction will learn how to leverage their knowledge of the healthcare system and medical expertise to make an impact in the healthscape (i.e., settings beyond the clinic). In this Distinction, students will learn how to move an idea for social impact from concept to reality, diversifying their skillset to include new skills in areas like program design, management, fundraising, impact evaluation and more.

Goal

The goal of this Distinction is to forge emerging physicians into community and social impact leaders. The Distinction gives students the opportunity to complement their medical training and diversify their skillset with new knowledge and hands-on experience in social innovation and other professional development opportunities. Projects in the Distinction might include (but are not limited to) building and launching a nonprofit, for-profit with a social mission, hybrid model, or other social impact project aimed at improving health beyond the clinic for vulnerable populations. Students have the opportunity to make a tangible, measurable impact on tough community issues while learning and practicing the skills of community leaders and social entrepreneurs.

Recognizing the complexity of tackling the social drivers of health and in an attempt to offer maximum flexibility to students—particularly those interested in social impact but not entrepreneurship—the SE Distinction offers two options:

1. **Social Innovation or Entrepreneurship**: Students build, launch and grow a new non-profit, for-profit or hybrid program with a social mission alongside mentors from The Impact Factory, the Healthscape Pillar at DMS, and/or other relevant entities across UT. Previous projects, among others, include **Good Apple** and **Early Bird**.

2. **Capability-Building**: The SE Distinction places students within or alongside a local community health clinic, social services agency or other relevant public service organization to help implement high-level special projects that improve health beyond the clinic. The SE Distinction, in partnership with the community agencies, develops project options aligned with priorities of the Healthscape Pillar. Potential areas of focus include health equity, health communication, and environmental health, among others. Potential partners include, but are not limited to, Factor Health and the Department of Population Health at DMS. The Distinction works to match students with a project aligned with their interests, as well as faculty with relevant expertise to mentor students.

Consider one example capacity-building project: an MS3 helps implement a social care referral platform, including providing high-level support to local FQHCs implementing the “Model Community”—a community-level social care referral platform project led by DMS.

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**Program Contacts**

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<thead>
<tr>
<th>Program Director</th>
<th>Program Manager</th>
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<tbody>
<tr>
<td>Michael Hole</td>
<td>Laura Rosen</td>
</tr>
<tr>
<td><a href="mailto:Michael.Hole@austin.utexas.edu">Michael.Hole@austin.utexas.edu</a></td>
<td><a href="mailto:Laura.Rosen@austin.utexas.edu">Laura.Rosen@austin.utexas.edu</a></td>
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Objectives

Each student participating in the SE Distinction will lead at least one startup or innovation project as they learn the following over the course of the program:

- Principles of human-centered design and hypothesis-driven startups
- How to build and lead effective teams
- Organizational planning and development
- How to effectively pitch ideas to potential funders, partners, customers and clients
- Fundraising, including best practices in pursuing angel donors, foundation grants and grassroots campaigns
- Principles of program evaluation and impact measurement
- The impact of domestic poverty and other disparities on health and economic opportunity, as well as relevant local, state and national policies and programs
- Some students may gain experience validating markets, understanding competitors and unit economics, managing revenues and expenses, and navigating legal entity formation

Benefits & Anticipated Outcomes

The nine-month program is intended to benefit students through hands-on experience developing social impact organizations or implementing social innovations within or alongside community organizations. Students will participate full-time as members of The Impact Factory’s team, mentored by faculty and staff. Students with a social innovation or entrepreneurship project will be mentored weekly by Distinction Leadership. Students with a capacity-building project may be mentored weekly by Distinction Leadership, an Impact Fellow of The Impact Factory, or a faculty mentor affiliated with Dell Med’s Healthscape Pillar with relevant content expertise. Mentors will work alongside students to select a startup project or project within a local partner agency and advise on various deliverables.

This Distinction aims to benefit not only participating students and Dell Med’s impact and visibility, but also the health of Central Texans. Participating partner agencies will benefit from new expertise, capacity and connection to Dell Med faculty, staff and students. Most importantly, vulnerable populations may gain new, improved and/or more services.

The Distinction aims to boost resume and portfolio credibility for future physician leaders in nonprofit, for-profit, social enterprise and other community impact organizations.

Tuition and Fees

There are no additional tuition or fees associated with this distinction.

Apply to the Distinction

Application Materials

- Contact the Distinction Director by October of your MS2 year to see if you are a good fit for this distinction
- Application due by the March MS2 Intersession each year

Application Instructions

How many students are you willing to accept?

A minimum of one medical student and a maximum of six medical students can be accepted. Over time, the SE Distinction may be able to accommodate more students, particularly those interested in the capacity-building option.

How will students apply? What is the application review/vetting process like?

Students will submit an application, included below, and complete an interview with the Distinction’s Director.

Distinction applications open mid-September and close the first week of March. All applications for the SE Distinction will be approved on or before April 30th by the Distinction’s advisory committee. All students will begin their nine-month Distinction on the first day of UT Austin’s fall semester.

Distinction in Social Entrepreneurship

THIS APPLICATION is due by the end of the first week in March.
Before submitting an application, please set up a time to discuss your application by emailing TheImpactFactory@austin.utexas.edu. Please email your completed application components to TheImpactFactory@austin.utexas.edu.

(1) Written Responses:

Please limit responses to one page, single-space, 12-point font.

- Why you are interested in the Distinction in Social Entrepreneurship?
- What you would like to accomplish during your 9-month Distinction? If you have a social innovation idea on which you’re interested in working during your growth year at DMS, please tell us about it.

(2) Video Response:

Using your cellphone camera or other recording device, please record your response to the below prompt in three minutes or less. Then upload your video to YouTube, Vimeo or another sharing site that is password-protected (or set to private) and email a link to us. If you are unable to find a recording device, please email us for assistance.

- What matters most to you and why?

(3) Resume

Your resume should be two pages or less.

(4) Optional Written Response:

We are committed to making this 9-month experience as meaningful and effective as possible. If you’d like to make a recommendation on how we can improve the application process, please email us at TheImpactFactory@austin.utexas.edu.

Milestones & Workload

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Activity</th>
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<tbody>
<tr>
<td>MS2</td>
<td>Sep - Feb</td>
<td>Meet with program representatives and attend Distinction presentation to see if the program is a good fit</td>
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<tr>
<td>MS2</td>
<td>Dec - Feb</td>
<td>Work on application, interview with Distinction Director</td>
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<tr>
<td>MS2</td>
<td>By the end of Jan</td>
<td>SE recruits community partners for capacity-building option, and works with them to identify special projects for the following academic year</td>
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<tr>
<td>MS2</td>
<td>By end of the first week of March</td>
<td>Completed application, interviewed by Distinction Director</td>
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<tr>
<td>MS2</td>
<td>Apr 30</td>
<td>Applications approved by the Distinction’s advisory committee</td>
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<tr>
<td>MS2</td>
<td>Last Intersession</td>
<td>Student(s) selected for Distinction report out to DMS Distinction Oversight committee in Intersession on goals for year 3, and what led the student(s) to select this Distinction.</td>
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| **M S 2** | **M S 3** | Meet with Distinction Director and staff to begin refining the project plan that maps out deliverables and timelines for the year, due in September.  
**M S 3** | **Mo** | At least one SE objective is taught to students each month on a set schedule shared with students at the beginning of their year. A few of the months will be “elective months” during which students can choose from topics taught in other courses offered by The Impact Factory (e.g., “Civic Entrepreneurship”, “Impact Corps”, etc.). Some objectives have deliverables students will submit. For example, students will write a blog post or opinion editorial as part of their learning on how to write persuasively to diverse audiences. Students could also choose to audit courses relevant to skills they are looking to build; The Impact Factory has built partnerships with professors at diverse colleges at UT Austin, many of whom are Impact Fellows, offering relevant courses.  
**M S 3** | **Fin** | Community presentation and report about experience and learnings (Mid-May)**   

**Grading Rubric**

**Progress Reports:**

A progress report is required for each student every three months. Students submit these reports on the Innovation, Leadership and Discovery Canvas site. Who will be meeting with the students and signing off on their progress every three months?

- Students will present to the Distinction’s advisory committee every three months. The Distinction’s Director will assess the ILD grading rubric objectives and sign off on their progress.

**Final Deliverable:**

- Final deliverables are due by mid-May. Each student participating in the SE Distinction will lead at least one startup or innovation project and participate in all dimensions of developing and implementing the project. All students will be required to give a presentation, open to all members of the community, about their innovation, experiences, insights and results. They will also be required to submit a final report about their experience and learnings at the end of the year.

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<thead>
<tr>
<th>Fail</th>
<th>Pass</th>
<th>Honors</th>
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<td>- Did not meet the expectations as listed in Pass</td>
<td>All of the below:</td>
<td>Met &quot;Pass&quot; standards AND:</td>
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<tr>
<td></td>
<td>• Final report about experience and learnings submitted on time</td>
<td><strong>Social Entrepreneurship:</strong></td>
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<td>• Local presentation of project</td>
<td>- Launch new program during 9-month experience</td>
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<td>• Professionalism standards upheld</td>
<td>- $100,000 or more in third party financing</td>
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<td>• Submitted all required deliverables for objectives and deliverables met expectations.</td>
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**Social Innovation:**

- Launch new program during 9-month experience  
- $5,000 in third party financing

**Capacity-Building:**

- Meet all Scope of Work objectives, as agreed upon with partner organization  
- Student receives high reviews from partner organization

**The Distinction in Social Entrepreneurship's Advisory Committee may award Honors to students not meeting the above criteria based on a review of body of work**