

APRIL 5-7

CGI U 2013 ★ ST. LOUIS
WASHINGTON UNIVERSITY IN ST. LOUIS

PROGRAM SCHEDULE

WEBCASTS: LIVE.CGIU.ORG

TWITTER: [#CGIU](https://twitter.com/CGIU)

Friday, April 5

NETWORKING EVENT & DINNER 4:00 PM - 6:00 PM • Athletic Complex, Recreation Gym

Student Networking Event and Dinner

The Student Networking Event and Dinner is a unique opportunity to meet and share ideas with the other students and nonprofit leaders who are attending CGI U. Upon entering the room, attendees should locate the CGI U focus areas and keywords that are most closely aligned with their respective commitments, and introduce themselves to other participants who share their interests and work. The dinner menu will feature signature dishes from famous St. Louis neighborhoods.

Remarks:

Richard Gephardt, President and CEO, Gephardt Group

Dennis Muilenburg, President and CEO, Boeing Defense Space and Security, The Boeing Company

OPENING PLENARY SESSION 6:30 PM - 8:00 PM • Athletic Complex, Field House

Getting off the Ground: Stories of Starting Up

No manual alone can prepare young entrepreneurs and innovators for the challenges of launching a new business, organization, or product. From venture capital to advisory boards, from brand development to office space, there are many hurdles along the way from idea to action. Although the startup process presents great risk and uncertainty, it also unleashes unprecedented opportunity. How can universities foster a culture of innovation and creative problem solving, both on and off campus? What resources and opportunities are available to students with big ideas and small budgets? How can young innovators embrace initial failures as part of the process of getting off the ground? This panel of both new and veteran entrepreneurs will share their stories, setbacks, and key lessons learned from their own experiences of starting up.

Remarks:

Chelsea Clinton, Board Member, The Clinton Foundation

Mark S. Wrighton, Chancellor, Washington University in St. Louis

Moderator:

President Bill Clinton, Founding Chairman, Clinton Global Initiative; 42nd President of the United States

Participants:

Kenneth Cole, Chairman and CEO, Kenneth Cole Productions

Jack Dorsey, Co-founder and CEO, Square, Inc., Co-founder and Executive Chairman, Twitter, Inc.

William Kamkwamba, Inventor and Writer, Moving Windmills; Student, Dartmouth College

Zainab Salbi, Writer and Producer, Nida'a Alnissa Productions; Founder, Women for Women International

Saturday, April 6

PLENARY SESSION 9:00 AM - 10:00 AM • Athletic Complex, Field House

A Better Future for Girls and Women: Empowering the Next Generation

From women's suffrage movements in the early 20th century to the Arab Spring, countless exceptional women have redefined their role in the world on their own terms. Yet the reality for many girls and women is still stark: over 60 million girls still do not have access to primary education, approximately 10 million women die each year due to nonexistent or low-quality healthcare, and three out of every four war fatalities are women or children. The education and empowerment of girls and women is not only a moral issue—it is also a critical economic issue. Ensuring access to education, financial capital, and political participation for women is among the most impactful strategies for advancing long-term sustainable development. From the creation of all-girls schools to women-run microcredit cooperatives, how can students and universities support the projects that are working to empower girls and women? This panel will bring together practitioners and pioneers who will explore the tangible ways in which young people can continue to build a better future for girls and women around the world.

Moderator:

Chelsea Clinton, Board Member, The Clinton Foundation

Participants:

Shabana Basij-Rasikh, Managing Director, School of Leadership, Afghanistan (SOLA)

Hawa Abdi Diblawe, Founder, The Dr. Hawa Abdi Foundation

Stephen J. Felice, President and Chief Commercial Officer, Dell, Inc.

Muhammad Yunus, Chairman, Yunus Centre

SKILL SESSIONS 10:30 AM - 11:45 AM • Knight Executive Education & Conference Center, Classroom 220

Building Your Team: Strengthening Organizational Leadership and Capacity

Limited personnel and organizational capacity can significantly reduce the ability of CGI U participants to carry out their commitments and bring them to scale. This session will introduce strategies for managing and building a staff, as well as recruiting, organizing, and retaining an engaged volunteer team. In addition, students will learn how to expand their reach and impact by identifying and securing partnerships within the campus community and beyond with local nonprofit organizations and other community entities.

Participants:

Preeta Nayak, Manager, Leading For Impact, The Bridgespan Group

Tyler Spencer, Founder and CEO, The Grassroot Project

SKILL SESSIONS 10:30 AM - 11:45 AM • Knight Executive Education & Conference Center, Classroom 210

Creating Buzz: Using Social Media to Market Your Cause

Beyond a quick press release or an article in the school newspaper, what are some creative ways to raise the profile of the work done by CGI U participants? This session will focus on innovative digital organizing strategies for creating cohesive marketing campaigns and maximizing online engagement.

Participants:

Chelsea Novak, Advocacy and Activation Manager, Mozilla

Emily Yu, Senior Director, Marketing and Partnerships, The Case Foundation

SKILL SESSIONS 10:30 AM - 11:45 AM • Anheuser-Busch Hall, The Bryan Cave Moot Courtroom

Driving Results: Monitoring and Evaluating Your Project

How can CGI U participants ensure that their commitments are achieving tangible progress and fulfilling their mission? This session will explore measurement and evaluation methods that can enhance the quality and effectiveness of commitments, enable attendees to identify potential design flaws, and improve upon existing strategies to inform future efforts.

Participants:

Clara Chow, President and CEO, Generation Enterprise

Scot Frank, Chief Executive Officer, One Earth Designs

SKILL SESSIONS 10:30 AM - 11:45 AM • Harry & Susan Seigle Hall, Room L006

Raising Money for Your Commitment

This session will explore the wide range of funding opportunities and resources available to CGI U participants. Key themes of this session will include grant writing, online fundraising tools, existing funding opportunities both on and off campus, and other innovative and effective fundraising strategies.

Participants:

Tyler Gage, Chief Executive Officer, Runa LLC

Rob Wu, Chief Executive Officer, CauseVox

WORKING SESSIONS 10:30 AM - 11:45 AM • Ann W. Olin Women's Building, Formal Lounge

Billions of Drops in the Bucket: Engaging Women in Water Solutions

Environment and Climate Change

Clean water shortages—due to pollution, disappearing resources, or lack of infrastructure—affect over 1.6 billion people around the world. Scientists predict that climate change will only exacerbate these conditions, the effects of which are especially acute on women. In most regions of the world, women serve as the primary managers of the local and household water supply and sanitation. Yet women hold title to under two percent of the world's private land. How could equitable access to water serve as a powerful tool for poverty alleviation and gender equality, and what leadership roles could women have in the water management and sanitation sectors moving forward? This panel will combine environmental policy and project-based expertise to explore how students can take part in initiatives that not only mitigate the effects of water scarcity, global warming, and water contamination on women, but also empower women to serve as leaders for sustainable local, regional, and global water management.

Moderator:

Zafar Adeel, Director, United Nations University, Institute for Water, Environment and Health (UNU-INWEH)

Participants:

Gemma Bulos, Director, Global Women's Water Initiative

Olimar Maisonet, Policy Coordinator, SustainUS

Cate Owren, Executive Director, Women's Environment and Development Organization (WEDO)

WORKING SESSIONS 10:30 AM - 11:45 AM • Ridgley Hall & Holmes Lounge, Holmes Lounge

Ensuring Medication Safety: The Overlooked Epidemic of Prescription Drug Misuse

Public Health

Every day for the past decade, approximately 6,000 Americans started misusing prescription drugs, and more than one-third of these new users were under the age of 18. Prescribed by doctors and tested by the U.S. Food and Drug Administration, many people perceive prescription drugs as 'safe' and not harmful to share with friends and families. This lack of awareness of the potentially dangerous side effects of prescription drugs—and their escalating abuse—seems to only be recognized in the wake of a tragic outcome. And deaths from unintentional drug overdoses continue to rise: from 1999 to 2009, the number of deaths from narcotic pain pills in the U.S. nearly quadrupled to 15,597—more than those from heroin and cocaine combined. However, there is a renewed focus on increasing public awareness on this issue, and a myriad of new interventions are being developed to identify and support those in need. This panel will highlight successful strategies for combating prescription drug misuse and explore how students can harness their universities' resources to accelerate action in prevention and treatment efforts on this issue.

Moderator:

Wendy Hanamura, Chief Project Development Officer, KCETLink

Participants:

Michael Botticelli, Deputy Director, White House Office of National Drug Control Policy

Lora Brown, Physician, The Pain Truth: Wake Up!

Sarah Nerad, Co-founder, PTR Associates

Matthew Perry, Actor and Ambassador, National Association of Drug Court Professionals

WORKING SESSIONS 10:30 AM - 11:45 AM • Umrath Hall, Umrath Lounge

Poverty and Promise in America's Rust Belt

Poverty Alleviation

Across America's Rust Belt region, economies that have traditionally relied on manufacturing have experienced a devastating decline. Characterized by high unemployment, high crime, and staggering population outflow—in some cities the population has decreased by more than half in the last 50 years—communities in this region are struggling with a new level and understanding of poverty. Yet there are also signs of economic renewal and possibility in these areas. Several states have seen impressive declines in unemployment, as non-traditional employers are moving in to provide thousands of new jobs. Students and young people are building on this momentum with creative initiatives to tackle poverty, including urban farming, investment in women employees, and microfinance. What unique solutions exist for the Rust Belt region, and what lessons could be learned from international poverty alleviation efforts? This panel will discuss how to scale and replicate existing successes in the Rust Belt across the region, and how to apply these lessons on campuses and in communities around the world.

Moderator:

Michael Sherraden, Benjamin E. Youngdahl Professor of Social Development and Founding Director of the Center for Social Development, George Warren Brown School of Social Work

Participants:

Kailey Burger, Law Student, Washington University in St. Louis

Karen Freeman-Wilson, Mayor, City of Gary, Indiana

Annis Stubbs, Executive Director, Teach for America - Detroit

WORKING SESSIONS 10:30 AM - 11:45 AM • Knight Executive Education & Conference Center, Dining Room

Reinventing STEM: How Science, Technology, Engineering, and Mathematics Can Help Address Global Challenges

Education

While STEM education has been widely recognized as a critical determinant of innovation and economic competitiveness around the world, many opportunities still exist to make STEM education more relevant, engaging, and effective for students. There is growing recognition that directly applying STEM knowledge and training can enable students to have a tangible impact on some of the most pressing concerns facing the world today. To that end, an increasing number of educators, NGO leaders, and government officials are using attempts to solve “grand challenges” as models for applying STEM education in new ways. These grand challenges range from providing access to clean water to making solar energy more economical, and allow students to boost their job prospects and realize the necessity of STEM degrees in our world today. How can STEM education become even more relevant and attract those from the most marginalized and underrepresented populations? This panel will explore how STEM education can simultaneously prepare students for both the jobs of tomorrow and solve the grand challenges of the 21st century.

Moderator:

Kumar Garg, Senior Advisor, White House Office of Science and Technology Policy

Participants:

Christianne Corbett, Senior Researcher, American Association of University Women (AAUW)

Bitá Correa, Coordinator PSA Program, FUNDAEC

Christine Schindler, Founder, Girls Engineering Change

WORKING SESSIONS 10:30 AM - 11:45 AM • Anheuser-Busch Hall, The Crowder Courtyard

The Human Rights Information Revolution

Peace and Human Rights

Both before and after the Arab Spring, it was evident that the Internet had become a powerful tool for human rights activism and expanding access to information. Recently, the United Nations identified Internet access as a human right in itself, and affirmed that “the same rights that people have offline must also be protected online, in particular freedom of expression, which is applicable regardless of frontiers and through any media of one’s choice.” Internet access has fundamentally changed human rights advocacy and activism—it has increased the capacity of victims and witnesses to report violations of rights, and it has provided tools to mobilize mass responses to such violations. What are some of the most powerful examples of digital human rights activism, and how are citizens and entrepreneurs effectively increasing internet access around the world? This panel will explore how the Internet is both a human right and a tool for human rights, and will examine new tools and strategies for digital reporting, law enforcement, and stakeholder mobilization.

Moderator:

Sarah Kendzior, Writer, Al Jazeera English

Participants:

Sabrina Hersi Issa, Digital Director, Be Bold Media

Emily Jacobi, Co-Founder and Executive Director, Digital Democracy

Alec Ross, Senior Advisor for Innovation to the Secretary of State, U.S. Department of State

LUNCH PLENARY SESSION 12:15 PM - 1:15 PM • Athletic Complex, Field House

Solutions without Borders: Working with Unlikely Allies

In an age of increasing global interdependence, the challenges facing the world require more than economic or technological solutions alone: they also require cooperation, civility, and trust. Countless students and social innovators are working across traditional boundaries of nation, class, religion, and worldview to create transformative social change. Israeli and Palestinian entrepreneurs are partnering to launch a wind power company in the disputed territories; Democrats and Republicans continue to work together to fund PEPFAR and boost the availability of antiretrovirals around the world; and youth living in conflict-ridden zones from Northern Ireland to the West Bank are building unity through the power of sports. Expanding on these efforts, how can students put aside their own agendas, work with unlikely allies, and build more effective partnerships with their commitments? What are the real and even dangerous challenges that arise when working beyond traditional cultural, religious, political, or economic boundaries? This panel will convene notable entrepreneurs and policymakers who are proving the value of cooperation over conflict.

Moderator:

Bill Bishop, Editor, The Daily Yonder; Author, "The Big Sort"

Participants:

Will Allen, Founder and CEO, Growing Power

Claire McCaskill, U.S. Senator for Missouri, United States Senate

Sara Minkara, President and Founder, Empowerment Through Integration

Brendan Tuohey, Co-founder and Executive Director, PeacePlayers International

SKILL SESSIONS 1:45 PM - 3:00 PM • Knight Executive Education & Conference Center, Classroom 220

Building Your Team: Strengthening Organizational Leadership and Capacity

Limited personnel and organizational capacity can significantly reduce the ability of CGI U participants to carry out their commitments and bring them to scale. This session will introduce strategies for managing and building a staff, as well as recruiting, organizing, and retaining an engaged volunteer team. In addition, students will learn how to expand their reach and impact by identifying and securing partnerships within the campus community and beyond with local nonprofit organizations and other community entities.

Participants:

Aaron Hurst, President and Founder, Taproot Foundation

Matt Pelak, Director, Strategic Partnerships, Team Rubicon

SKILL SESSIONS 1:45 PM - 3:00 PM • Knight Executive Education & Conference Center, Classroom 210

Creating Buzz: Using Social Media to Market Your Cause

Beyond a quick press release or an article in the school newspaper, what are some creative ways to raise the profile of the work done by CGI U participants? This session will focus on innovative digital organizing strategies for creating cohesive marketing campaigns and maximizing online engagement.

Participants:

David J. Deluca, Head of Campaigns, DoSomething.org

Anndrea Moore, Strategist, Google, Inc.

SKILL SESSIONS 1:45 PM - 3:00 PM • Anheuser-Busch Hall, The Bryan Cave Moot Courtroom

Driving Results: Monitoring and Evaluating Your Project

How can CGI U participants ensure that their commitments are achieving tangible progress and fulfilling their mission? This session will explore measurement and evaluation methods that can enhance the quality and effectiveness of commitments, enable attendees to identify potential design flaws, and improve upon existing strategies to inform future efforts.

Participants:

Liza Mueller, Senior Associate, Knowledge Management, Echoing Green

Dick Muyambi, Founder, Bicycles Against Poverty

SKILL SESSIONS 1:45 PM - 3:00 PM • Harry & Susan Seigle Hall, Room L006

Raising Money for Your Commitment

This session will explore the wide range of funding opportunities and resources available to CGI U participants. Key themes of this session will include grant writing, online fundraising tools, existing funding opportunities both on and off campus, and other innovative and effective fundraising strategies.

Participants:

Manjula Dissanayake, President, Educate Lanka Foundation, Inc.

Amy Lesnick, Head, Social Innovation and Non-Profits, IndieGoGo

WORKING SESSIONS 1:45 PM - 3:00 PM • Knight Executive Education & Conference Center, Dining Room

Going Digital in Education

Education

As the digital world enables us to share more information at faster rates than ever before, many underlying assumptions about formal education are changing dramatically. Courses once only offered at elite colleges are now accessible to students around the world through the Internet. Recent developments in information and communications technology are enhancing the ways in which teachers can deliver material to their students, while simultaneously expanding the ways students can demonstrate what they are learning. Social networking allows students around the globe to share ideas with each other and build new solutions collectively. But many education systems are slower to change than the rapidly evolving digital environment. As digital natives, young people themselves are on the cutting edge of not only participating in education through technology, but also developing new uses of technology to support education. How can we leverage technology to provide students both young and old with more opportunities to learn? This panel will discuss how we can use technology to improve the quality of education and provide all students and learners with access to effective teaching.

Moderator:

Anya Kamenetz, Journalist and Author, DIY U

Participants:

Jeremy Johnson, President of Undergraduate Programs, 2U

Brij Kothari, Director, PlanetRead

Shai Reshef, President, University of the People

WORKING SESSIONS 1:45 PM - 3:00 PM • Anheuser-Busch Hall, The Crowder Courtyard

Modern Day Slavery: How Do We End Human Trafficking?

Peace and Human Rights

Human trafficking is the third most profitable criminal activity in the world, accounting for more than \$7 billion in annual revenue. Today, human trafficking, slavery, and involuntary migration quietly ensnare the lives of an estimated 25 million people, 61 percent of which are women and children. Approximately 700,000 to four million people are trafficked across international borders each year, and up to 50 percent of them are minors. This is not an issue that affects developing countries exclusively. Each year, an estimated 50,000 women and children are trafficked into the United States. The number of U.S. citizens trafficked within the country each year is even higher, with nearly 200,000 American children at risk for trafficking into forced labor and the sex industry. This panel will assess the major issues surrounding trafficking, highlight the progress the human rights community has made, and explore how young people can continue to effectively combat trafficking.

Moderator:

Alex Wagner, Host, NOW with Alex Wagner, MSNBC

Participants:

Jada Pinkett-Smith, Actress and Advocate, Don't Sell Bodies

Jeannette Richardson-Baars, Director, The Aruba Police Academy; National Coordinator, Anti Human Trafficking and Smuggling, Aruba Police Force

Dan Viederman, Chief Executive Officer, Verite

WORKING SESSIONS 1:45 PM - 3:00 PM • Ann W. Olin Women's Building, Formal Lounge

Powering the Future: Reimagining Electricity

Environment and Climate Change

The global demand for electricity is growing exponentially, as more people connect to urban grids, developing countries expand their industrial sectors, and sophisticated technologies enhance our ability to extract natural resources from the planet. Addressing this demand in the face of global warming and other environmental and economic challenges is one of the most critical questions of the coming decades. With options ranging from fracking to solar energy, what are the cleanest and most cost-effective sources of electricity? What next generation innovations are already being developed, and what business models can accelerate the adoption of these new, sustainable technologies? This panel will draw on the expertise of energy innovators who will offer ideas for how students can reimagine and reinvent the future of electricity.

Moderator:

Andrew Revkin, Reporter, Dot Earth Blog, The New York Times

Participants:

Eden Full, Founder, Roseicollis Technologies Inc.

Michael Mazgaonkar, Co-founder, Mozda Collective

Evans Wadongo, Founder and Executive Director, Sustainable Development For All-Kenya

WORKING SESSIONS 1:45 PM - 3:00 PM • Ridgley Hall & Holmes Lounge, Holmes Lounge

Solving the Global Sanitation Crisis

Public Health

Today, more people around the world have access to a mobile phone than a toilet. An estimated 2.5 billion people lack access to clean and safe bathrooms, resulting in diarrheal diseases that kill more children than AIDS, malaria, and measles combined. Many developing country governments simply do not have the financial or human capital to deliver improved sanitation to everyone who needs it. Furthermore, many development programs that strive to provide sanitation often fail to have the impact and sustainability needed to scale, and instead distort the market for innovation in the sanitation field. To truly move the needle on this challenge, profitable sanitation services need to be developed so that businesses—rather than nonprofits—can expand access to coverage in ways that will not only increase their profit margins, but also make a major public health impact. This panel will focus on how students can get involved in market creation for sanitation enterprises and will highlight recent innovations and business models that have already been developed by young leaders.

Moderator:

Fred de Sam Lazaro, Correspondent, PBS Newshour, Senior Fellow, Saint Mary's University

Participants:

Miriam Atuya, Student, Trinity University

Edward Breslin, Chief Executive Officer, Water For People

Sebastien Tilmans, Co-founder, re.source; Ph.D. Candidate, Stanford University

Gary White, Co-founder and CEO, Water.org

WORKING SESSIONS 1:45 PM - 3:00 PM • Umrath Hall, Umrath Lounge

The Rise of Makeshift Innovation

Poverty Alleviation

Around the world, approximately 2.6 billion people live on less than two dollars per day. For many of these people, the costs of basic services are so high that they have no choice but to innovate to make ends meet. Such constraint-based innovation has sparked a grassroots industrial revolution around the world. With production equipment available more widely and at lower costs than ever before and access to information increasing with the growing use of mobile phones, the poor are seizing the tools available to them to engineer solutions uniquely tailored to their problems. From bicycle-powered corn mills in Guatemala to scrap-metal stoves in Cameroon, this panel will highlight how the poor are gaining access to the tools they need and learning to apply them creatively in conditions of resource scarcity. This panel will discuss how students and other young innovators can learn from this form of entrepreneurship and put it to use on their campuses and in their communities.

Moderator:

Myles Estey, Senior Editor, Makeshift Magazine

Participants:

Sally Madsen, Design Lead, IDEO

Aaron Stathum, Freelance Designer, Aaron Stathum Design

Amy Sun, President, FabFolk

CLOSING PLENARY SESSION 3:30 PM - 4:30 PM • Athletic Complex, Field House

Closing Conversation

Participants:

President Bill Clinton, Founding Chairman, Clinton Global Initiative; 42nd President of the United States

Stephen Colbert, The Host and Executive Producer of "The Colbert Report", Comedy Central

CGI U EXCHANGE & DINNER 5:00 PM - 7:00 PM • Athletic Complex, Recreation Gym

CGI U Exchange & Dinner

CGI U Exchange is a forum for students and youth organizations to showcase their projects or commitments. This Exhibition event is an ideal opportunity to learn about commitments, explore partnerships, and network with other members. Exhibitors will be organized by their commitment focus areas: Education, Environment & Climate Change, Peace & Human Rights, Poverty Alleviation and Public Health. CGI U Exchange takes place on Saturday evening in conjunction with dinner and all CGI U members are encouraged to attend. The dinner menu will feature popular street food from around the world. Students are preselected for this opportunity.

Remarks:

Chelsea Clinton, Board Member, The Clinton Foundation

OFFICE HOURS 5:00 PM - 6:30 PM • Harry & Susan Seigle Hall, Multiple classrooms

Office Hours with select Program Participants

Sunday, April 7

SERVICE PROJECT 9:30 AM - 1:00 PM • Gateway STEM High School

Service Project

As part of the 2013 meeting, CGI U will host a morning of community service on Sunday, April 7 at Gateway STEM High School. This event is open to all CGI U students, youth organization representatives, and WUSTL/CGI U volunteers. The morning will kick off at 9:30 AM with a short program featuring President Clinton, Chelsea Clinton, and Gateway STEM High School Principal, Dr. Beth Bender, who will speak about the importance of giving back. Students will work from 10:00 AM – 1:00 PM on a number of restorative projects and facility updates around the school, including: painting, carpeting, grounds maintenance, storage clean-out, garden construction and much more. In an effort to create a greener and healthier environment, each project will incorporate sustainable products and practices. At 1:00 PM, participants will regroup for lunch and board buses back to campus or the airport. Dress Code: Pants (or jeans) and closed-toe shoes Buses will depart between 8:15 AM and 8:45 AM. Bus pick-up locations for CGI U participants and Wash U volunteers: Note: Must have CGI U credential to board a bus Washington University's Danforth Campus (in front of Stephen F. and Camilla T. Brauer Hall) Sheraton Clayton Plaza (7730 Bonhomme Ave, St. Louis, MO 63105) Crowne Plaza St. Louis-Clayton (7750 Carondelet Ave, Clayton, MO 63105) We hope you will join us for this opportunity to make a long-lasting difference in the St. Louis community.

Remarks:

Elizabeth Bender, Principal, Gateway STEM High School

Chelsea Clinton, Board Member, The Clinton Foundation

President Bill Clinton, Founding Chairman, Clinton Global Initiative; 42nd President of the United States