

Agenda as of 03/21/2014 - subject to change.

Friday, March 21st

NETWORKING EVENT

4:00 PM - 6:00 PM

Student Networking Reception

The Student Reception 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.

OPENING PLENARY SESSION

6:30 PM - 8:00 PM

The Age of Participation

We live in an age of participation, where an unprecedented number of citizens—men and women, rich and poor—can express their own opinions, pursue their own educations, and launch their own enterprises. As ideas and information travel greater lengths and at faster speeds, the very process of social change has transformed. How can young people most effectively address global challenges in this age of participation? How can we harness technology as a force for good, and what are its limitations? This panel will bring together students, celebrities, and entrepreneurs to speak to the promises and challenges of bringing forth positive change in an age of participation.

Remarks:

Hillary Rodham Clinton, *Former U.S. Secretary of State and U.S. Senator from New York*

Michael Crow, *President, Arizona State University*

Moderator:

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

Participants:

Manal Al-Sharif, *IT Consultant, Columnist, and Blogger, Right2Dignity and BlueNetworks*

Shree Bose, *Student, Harvard University*

John McCain, *United States Senator from Arizona*

Jimmy Wales, *Founder, Wikipedia*

PLENARY SESSION

9:00 AM - 10:15 AM

Coming in Second: Scaling What Works

There is no shortage of proven solutions to many of the world's most seemingly intractable problems. Yet rather than scaling up existing programs with established track records, many funders and founders continue to launch new organizations and spearhead new initiatives in search of the next game-changing startup or breakthrough idea. How can social innovators better recognize opportunities to join forces with organizations that possess the existing infrastructure and similar theories of change? If measurable impact is the ultimate goal, should students focus less on starting up and more on scaling up? Are solutions to illiteracy, climate change, or HIV/AIDS truly transferable from one location or community to another in the way that a fast food franchise can expand across a region? This session will bring together grassroots entrepreneurs, NGO leaders, and private sector representatives to explore the challenges, costs, and benefits of scaling up successful solutions.

Moderator:

Chelsea Clinton, *Vice Chair, Clinton Foundation*

Participants:

Bill Drayton, *Chief Executive Officer, Ashoka*

Katie Smith Milway, *Partner, Head of Knowledge, The Bridgespan Group*

Deogratias Niyizonkiza, *Founder and Chief Executive Officer, Village Health Works*

Rosario Pérez, *President and Chief Executive Officer, Pro Mujer*

SKILL SESSIONS

10:45 AM - 12:00 PM

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:

Lily Cole, *Founder, impossible*

Doug Scott, *Associate Principal, McKinsey and Company*

10:45 AM - 12:00 PM

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:

Adam Hirsch, *Executive Vice President, Emerging Media and Technology, Edelman Digital*

Courtney Spence, *Founder, Students of the World*

10:45 AM - 12:00 PM

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:

Ken Berger, *President and Chief Executive Officer, Charity Navigator*

Kosar Jahani, *Impact Manager, SamaUSA, Samasource*

10:45 AM - 12:00 PM

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:

Adnan Mahmud, *Chief Executive Officer, Live Stories*

Sarah McDevitt, *Program Manager, Microsoft Citizenship*

James Rooney, *Senior Manager, Technology for Good*

WORKING SESSIONS

10:45 AM - 12:00 PM

Beyond Entertainment: Gaming for Health

Public Health

Technology is fundamentally changing the way in which people live, work, and play. Around the world, people spend nearly three billion hours per week playing online games. On average, there are more than 500 million people worldwide playing computer and video games at least an hour a day, with 183 million in the U.S. alone. As computer and video games become one of the fastest growing media platforms, experts, hospitals, and medical professionals are using this medium to address some of the world's most complex public health challenges. Some video games feature yoga, strength training, aerobics, and other physical activities to engage users in fitness play. The popular Re-Mission video game, which was developed for teens and young adults with cancer, has increased levels of cancer-related knowledge and has improved adherence to treatment regimens. From managing chronic diseases to detecting disease outbreaks, this session will highlight successful initiatives that use health-based game technologies, and will explore how students can develop and use games to address global health problems.

Moderator:

Tina Barseghian, *Editor, Mindshift*

Participants:

Bethany Bryant, *Vice President, Digitalmill and Games for Health Project*

Asi Burak, *President, Games for Change*

James Levine, *Co-director, Mayo Clinic and Arizona State University Obesity Solutions Initiative*

10:45 AM - 12:00 PM

Diaspora-Driven Development: Youth Investing across Borders

Poverty Alleviation

From Somalis in Kenya to Hurricane Katrina survivors in Texas, more than 215 million people around the world belong to diaspora communities. In 2012, remittances from diaspora communities totaled over \$534 billion, three times more than the official development assistance provided to developing countries. Diaspora networks are one of the strongest drivers of economic development in low-income areas, and young people themselves contribute to these communities in significant ways. From volunteering with emergency relief services in Syria to training HIV educators in Zambia, diaspora youth are increasingly drawn to invest in the human capital of their communities of origin. This panel will highlight how young diaspora members, particularly young women, are creatively leveraging their transnational identity to improve the lives of people back home.

Moderator:

Maria Elena Salinas, *Anchor, Univision News*

Participants:

Vanessa Cárdenas, *Vice President, Progress 2050, Center for American Progress*

Manjula Dissanayake, *Founding President, Educate Lanka Foundation, Inc.*

Eric-Vincent Guichard, *Founder and Chief Executive Officer, Homestrings*

10:45 AM - 12:00 PM

Entrepreneurship Education: Nurturing the Next Generation of Innovators

Education

Nearly three decades ago, about 250 college courses taught entrepreneurship at U.S. colleges and universities. By 2008, 5,000 such courses were offered at two- and four-year institutions. Despite the growing interest among college students in this field, relatively few high schools have integrated entrepreneurship education into their curricula. Most high school dropouts leave school because they are not interested in their classes, and cite a lack of motivation to do the related work. Yet students who have participated in entrepreneurship programs demonstrate a substantial increase in their occupational aspirations and their interest in attending college. When entrepreneurship education is offered at an early age, it can prepare youth to be responsible, enterprising individuals by immersing them in real-world, hands-on learning experiences. This panel will bring together experts and practitioners who are creating opportunities for youth to be immersed in entrepreneurial work as part of the transition into post-secondary opportunities.

Moderator:

Sethuraman Panchanathan, *Senior Vice President for Knowledge Enterprise Development, Arizona State University*

Participants:

Sujata Bhatt, *Founder, The Incubator School*

Greg Gunn, *Entrepreneur in Residence, City Light Capital*

Nithin Jilla, *Founder, Kenya Dream Branch at UC Irvine; Co-project Manager, AppJam+*

Lisa Miller, *Chief Growth Officer, Network for Teaching Entrepreneurship (NFTE)*

10:45 AM - 12:00 PM

Sustainable Solutions to Water Scarcity

Environment and Climate Change

More than 2.1 billion people live in deserts and dry lands, which make up at least 40 percent of Earth's land surface. Climate change intensifies the likelihood and rate that dry lands are subject to desertification, which further reduces the availability of water and degrades the land quality and ecosystem. In light of these challenges, this panel will look at opportunities for sustainable water access and management tools for desert and dryland communities. From rooftop water harvesting to drip irrigation, this conversation will focus on regional efforts, individual projects, and indigenous peoples' involvement in addressing water scarcity, and will explore how students can launch their own impactful projects and products in this field.

Moderator:

Nancy Sutley, *Former Chair, White House Council on Environmental Quality*

Participants:

Wahleah Johns, *Solar Project Coordinator, Black Mesa Water Coalition*

George McGraw, *Executive Director, DIGDEEP Water*

Dave White, *Associate Professor, Arizona State University*

10:45 AM - 12:00 PM

Transitional Justice in Post-Conflict Societies

Peace and Human Rights

After the wars end and the human rights abuses are exposed, what happens next? When nations transition away from long-term violence and repression, how can they effectively rebuild social trust and create a democratic system of governance? The very notion of transitional justice can differ widely depending on the national, cultural, and situational biases of each case. Some look to the International Criminal Court or other tribunals as with Sudan, Uganda, Congo, Kenya, Rwanda, and Bosnia. Others look to South Africa's Truth and Reconciliation Commission, along with the post-conflict processes in Guatemala, East Timor, Peru, and Argentina. Sierra Leone and Cambodia have looked to a mixture of both strategies. This panel will explore how a holistic set of responses have been designed to help nations and citizens respond to abuses. Participants will discuss the tangible ways in which young people can help communities climb out of the infamous "conflict trap."

Moderator:

Kevin Bleyer, *Emmy Award-Winning Writer and Producer, The Daily Show with Jon Stewart, Dennis Miller, Politically Incorrect with Bill Maher*

Participants:

Emily Arnold-Fernandez, *Executive Director, Asylum Access*

Tin Ma Ma Htet, *Teacher Trainer, Monastic Education Development Group*

Cindy Hensley McCain, *Founding Member, Eastern Congo Initiative*

Joseph Munyambanza, *Co-founder and Education Director, COBURWAS International Youth Organization to Transform Africa*

NETWORKING EVENT

12:15 PM - 1:15 PM

Lunch

OFFICE HOURS

12:15 PM - 1:15 PM

Office Hours with Select Program Participants

Participants:

Asi Burak, *President, Games for Change*

Bill Drayton, *Chief Executive Officer, Ashoka*

Khalid Fellahi, *Senior Vice President and General Manager, Western Union Digital*

Andy Nahas, *President, The Prospect Fund*

Jenny Norton, *Social Justice Minister and Chaplain, Ramsey Social Justice Foundation*

Jamar Rogers, *Musician, Dream On Productions, HIV/AIDS Activist*

Rosario Pérez, *President and Chief Executive Officer, Pro Mujer*

Bunker Roy, *Founder and Director, The Barefoot College*

Nancy Sutley, *Former Chair, White House Council on Environmental Quality*

Michael Tubbs, *Council Member, City of Stockton*

PLENARY SESSION

1:45 PM - 3:00 PM

The Future of Higher Education: Redefining Learning As We Know It

As the global demand for education increases and the cost of college continues to rise, the need for more accessible and innovative models of higher education is greater than ever. A surge in digital learning resources—from accredited massive open online courses to informal YouTube tutorials—has dramatically expanded access to educational content around the world and could fundamentally redefine what it means to be a student. However, access to information alone is not always enough to boost learning outcomes, prepare students of all socioeconomic backgrounds for the job market, and cultivate the skills necessary to be a productive 21st century citizen. How can educational systems provide all young people with the tools to succeed at college and how can higher education institutions, from community colleges to four-year universities, better provide the development of high-demand skills for employment and societal participation? This session will bring together entrepreneurs, innovators, and educators to discuss how higher education can become more accessible and effective.

Remarks:

Hillary Rodham Clinton, *Former U.S. Secretary of State and U.S. Senator from New York*

Moderator:

Mitzi Montoya, *Vice President and University Dean for Entrepreneurship and Innovation, Arizona State University*

Participants:

Nikhil Goyal, *Author, Activist*

Austin Obasohan, *Superintendent of Schools, Duplin County Schools*

Reeta Roy, *President and Chief Executive Officer, The MasterCard Foundation*

Bunker Roy, *Founder and Director, The Barefoot College*

SKILL SESSIONS

3:30 PM - 4:45 PM

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:

Gloria Blackwell, *Vice President of Fellowships, Grants, and Global Programs, American Association of University Women*

Susmita De, *Co-founder and COO, nonprofit-share*

3:30 PM - 4:45 PM

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 Clark, *Founder, David Clark Cause, Inc.*

Katelyn Mack, *Senior Consultant, FSG*

3:30 PM - 4:45 PM

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:

Ruchira Gupta, *Founder and President, Apne Aap Women Worldwide*

Patrick Walsh, *Co-founder and Chief Impact Officer, CLASSY Awards*

3:30 PM - 4:45 PM

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:

Premal Shah, *President, KIVA*

Gary Wohlfeill, *Director of Marketing, CrowdRise*

WORKING SESSIONS

3:30 PM - 4:45 PM

Broken Barriers: Protecting Immigrant and Refugee Rights

Peace and Human Rights

Over the past fifteen years, immigration rates to the U.S. have reached levels unmatched since the early 1900s. In 1990, 1 in 12 Americans was an immigrant, and by 2005 that proportion rose to 1 in 8. From its impact on the economy to its impact on social and cultural politics, immigrant and refugee rights have generated significant debate both in the U.S. and around the world. While policymakers struggle to pass comprehensive immigration reform legislation, it's difficult to ignore the ways that immigrants contribute skills, knowledge, and labor to economies. And with over 1.5 million undocumented students currently residing in the U.S., recent legislative efforts may have halted future deportation of young undocumented people who match certain criteria, but the promise of school and work opportunities still remains unclear. This panel will discuss the challenges to improving immigration systems around the world and will assess the ways in which young people can work to formally integrate and welcome new members into communities.

Moderator:

Alicia Menendez, *Host, Fusion*

Participants:

Christina Fialho, *Co-founder and Executive Director, Community Initiatives for Visiting Immigrants in Confinement (CIVIC)*

Dulce Matuz, *President, Arizona DREAM Act Coalition*

Katherine Reisner, *National Policy Director, Iraqi Refugee Assistance Project*

3:30 PM - 4:45 PM

Learning Behind Bars: Expanding Educational Opportunity in Prisons

Education

In the United States, incarceration is a pandemic: 1 in 15 Americans will be incarcerated, and two-thirds of former prisoners return to prison. Inmates who engage in education programs in prison are 43 percent less likely to recidivate and return to prison than their fellow inmates. The acquisition of academic and vocational knowledge and skills is essential to finding employment upon release. Being employed reduces recidivism, and creates a viable pathway back into society. This panel will examine efforts in the U.S. and around the world to implement educational and other pro-social programs that seek to increase prisoner skills for life in and beyond prison. Participants will gain a better understanding of the promises and challenges of promoting and expanding access to high-quality educational opportunities within the prison system.

Moderator:

Cornelia Wells, *Lecturer, Arizona State University*

Participants:

Mark Johnson, *Founder, User Voice*

Jenny Norton, *Social Justice Minister and Chaplain, Ramsey Social Justice Foundation*

Michael Tubbs, *Council Member, City of Stockton*

3:30 PM - 4:45 PM

The HIV/AIDS Epidemic in the United States

Public Health

More than one million people are living with HIV/AIDS in the United States, and every nine-and-a-half minutes, someone else in the U.S. is infected with the disease. One in five of those living with HIV/AIDS do not know their status. In Washington, D.C.—the epicenter of the epidemic in the U.S.—3 percent of all city residents suffer from HIV/AIDS, and African Americans account for 86 percent of all new cases within the district. Even though treatment for the disease is available, accessing these medications and receiving consistent care and follow-up remains a challenge for many who remain marginalized by the U.S. healthcare system. Yet new research in prevention strategies has re-energized efforts to stem the epidemic domestically, and public health experts continue to implement innovative approaches to ensure access to HIV/AIDS care and treatment. This panel will feature practitioners and visionaries who are leading groundbreaking efforts to address the HIV/AIDS epidemic in the US.

Moderator:

Lisa Biagiotti, *Journalist and Filmmaker, deepsouth*

Participants:

Dazon Dixon Diallo, *President and Chief Executive Officer, SisterLove, Inc.*

Jamar Rogers, *Musician, Dream On Productions, HIV/AIDS Activist*

Amirah Sequeira, *National Coordinator, Student Global AIDS Campaign*

Phill Wilson, *President and Chief Executive Officer, Black AIDS Institute*

3:30 PM - 4:45 PM

The Mobile Money Revolution

Poverty Alleviation

The mobile phone has dramatically transformed the way in which financial services are offered and who has access to those financial services. For much of the world today, the bank and the mobile phone are one in the same. What began as a microloan payment tool has now expanded into a much more powerful technology, particularly for low-income populations. Mobile money can boost economic activity in high-poverty communities by increasing financial security, transparency, and convenience. Money can be sent to family members in a matter of seconds, compared to several days on a bus. Yet despite the growing penetration of mobile phones, an estimated 80 percent of adults in developing countries are still unbanked. This panel will highlight young people who are developing improved mobile banking technologies, facilitating their adoption, and expanding mobile applications to spur economic growth and innovation where it is needed most.

Moderator:

Tavneet Suri, *Associate Professor, MIT Sloan School of Management*

Participants:

Fay Arjomandi, *Chair, Vodafone Americas Foundation and Chief Executive Officer, Vodafone xone, Vodafone*

Khalid Fellahi, *Senior Vice President and General Manager, Western Union Digital*

Tarek Ghani, *Doctoral Candidate, Haas School of Business*

3:30 PM - 4:45 PM

Transforming Waste: A New Generation of Ecological Design

Environment and Climate Change

Few communities or nations truly succeed in managing their waste effectively and efficiently. Too many cities around the world do not take advantage of innovative and economic waste management opportunities such as capturing methane, recycling products, creating secondhand markets, or even repurposing stormwater. Meanwhile, human waste poses significant health and sanitation challenges, particularly in less developed regions around the world. Despite the scale and complexity of the problem, there is a wide range of potential and often cost-effective interventions. This panel will focus on creative strategies designed and executed by young leaders who are reusing and repurposing what would otherwise be deemed waste, whether manmade or natural. Panelists will speak to the particular benefits of reuse and repurposing processes as opportunities to spark innovation through income-earning activities that promote improved health conditions, reduce strain on waste management systems, and decrease greenhouse gas emissions.

Moderator:

Derrick Ashong, *Host and Special Correspondent, Fusion*

Participants:

Chris Castro, *Co-founder, IDEAS For Us*

Daniela Ochoa Gonzalez, *Zero Waste Coordinator, University of Texas at Austin*

Daniel Sopdie, *Co-founder and Chief Project Manager, Malindza Project, Social Entrepreneurship Fellow, The Resolution Project*

CLOSING PLENARY SESSION

5:15 PM - 6:30 PM

Closing Conversation

Participants:

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

Chelsea Clinton, *Vice Chair, Clinton Foundation*

Hillary Rodham Clinton, *Former U.S. Secretary of State and U.S. Senator from New York*

Jimmy Kimmel, *Host and Executive Producer, Jimmy Kimmel Live!*

NETWORKING EVENT

7:00 PM - 8:30 PM

CGI U Exchange and Dinner

CGI U Exchange is a forum for students, youth organizations, and sponsors to showcase their organizations or Commitments to Action. This exhibition is an ideal opportunity to learn about commitments, explore partnerships, and network with other participants. Exhibitors will be organized by the five CGI U focus areas: Education, Environment and Climate Change, Peace and Human Rights, Poverty Alleviation, and Public Health. CGI U Exchange takes place on Saturday evening in conjunction with dinner; all participants with an official CGI U meeting credential are eligible and encouraged to attend.

Exhibitors are preselected for this opportunity.

OFFICE HOURS

7:00 PM - 7:45 PM

Office Hours with Select Program Participants

Participants:

Lisa Biagiotti, *Journalist and Filmmaker, deepsouth*

Eric-Vincent Guichard, *Founder and Chief Executive Officer, Homestrings*

Greg Gunn, *Entrepreneur in Residence, City Light Capital*

Jay Feely, *President, Feely Family Foundation*

Deogratias Niyizonkiza, *Founder and Chief Executive Officer, Village Health Works*

Austin Obasohan, *Superintendent of Schools, Duplin County Schools*

Lauryn Williams, *Diplomatic Enterprises, LLC*

Phill Wilson, *President and Chief Executive Officer, Black AIDS Institute*

SPECIAL EVENT

9:30 AM - 1:00 PM

Day of Action

On Sunday, March 23, CGI U will host a morning of community service with PHX Renews, a partnership between the City of Phoenix and Keep Phoenix Beautiful that aims to transform a previously vacant 15-acre lot in downtown Phoenix into a vibrant and sustainable public space. The event will begin with remarks by President Clinton and Chelsea Clinton. Participants will then work in conjunction with nearly one dozen community organizations on a wide array of volunteer activities, ranging from urban agriculture to mural painting.

Remarks:

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

Chelsea Clinton, *Vice Chair, Clinton Foundation*

Former Congresswoman Gabrielle Giffords, *Founder, Americans for Responsible Solutions*

Mark Kelly, *Founder, Americans for Responsible Solutions*

Greg Stanton, *Mayor, City of Phoenix*